



REVENUE OPPORTUNITIES WITH ADPOINT: SELF SERVICE CASE STUDY

<https://anzeigen.tagesspiegel.de/>



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Das Leitmedium aus der Hauptstadt

TAGESSPIEGEL



Tagesspiegel



Who we are

The **Tagesspiegel** was founded in 1945 and is currently the leading newspaper in Berlin and its metropolitan area, boasting the highest circulation and readership. More than eighty percent of our digital product users come from various regions across Germany.

Our **primary focus** is on individuals who hold **decision-making roles** in politics.

We are a subsidiary of **DvH Medien Holding** and collaborate closely with our sister newspapers within the holding, namely **Handelsblatt** and **Die Zeit**.



What we do

We produce two local editions: the **Tagesspiegel** for Berlin and the **Potsdamer Neueste Nachrichten** for the capital of Brandenburg, the state that surrounds Berlin, as well as a range of magazines covering hobbies, travel and other consumer interests.

Our **digital products** include websites, newsletters, podcasts and B2B briefings.

Tagesspiegel has recently expanded into **B2B events and corporate identity campaigns** and products, representing our newest business segment.

Tagesspiegel Media's Anzeigen Self-service Portal



Where we were with Self-service

Tagesspiegel's legacy self-service portals

- were characterized by a **fragmented system landscape**. Different portals were used for various classified categories, including Memorials, Jobs, and Property.
- relied on **outdated technology**, such as Flash Player. This led to a significant number of customers abandoning their booking processes.
- featured an outdated user interface, resulting in a cumbersome and **inefficient customer journey**.
- were **unable to handle modern online payment methods**.

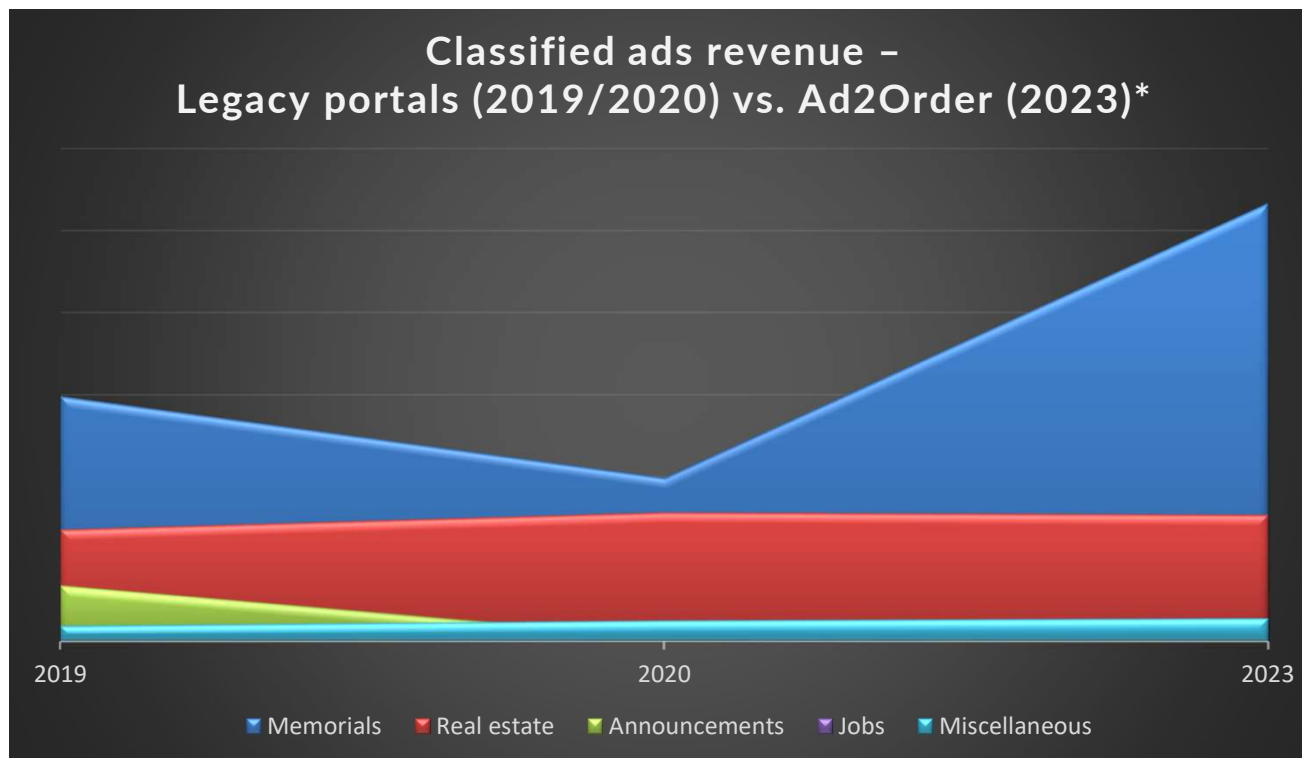
What Ad2Order offers

- **all classified categories** across all editions can now be booked through a single portal.
- customers can choose from **multiple payment methods, e.g. credit card**, existing customers can continue to use their agreed payment method.
- **up-to-date UI** in a contemporary design that aligns with the clean and straightforward Tagesspiegel aesthetic.

Deep dive Tagesspiegel Self-service portal...

- Customer journey
- Case study: Memorials

And where Ad2Order took us...



* March - September