



EMPOWERING SALES TEAMS FOR STREAMLINED REVENUE OPPS



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PROVIDING SYSTEMS THAT ARE EFFICIENT TO USE



User Experience

- Eliminating the multiple applications used for advertising order entry and billing and replacing with a single system utilizing Salesforce and AdPoint.
- Integrated systems allow our local salespeople to create the opportunity, quote the customer and close the sale.
- This allowed us to standardize our rate card cards and provide sales management standard reporting across all regions.
- Digital integrations with GAM, Simpli.Fi and Reach Local have allowed us to eliminate the previous duplicate order entry that was needed by these markets to fulfill and bill our customers.
- Continued enhancements in Export Manager has allowed us to integrate to our packaging systems, eliminating the need to duplicate order entry.

PROVIDING SYSTEMS THAT ARE EFFICIENT TO USE



Campaign Planner

- A sales friendly tool for our sales staff, taking the detail of the booking forms in native AdPoint and puts it in a format easier understood by sales. This eliminates the additional paperwork and time used by the outdated insertion order process.

Ad group	Select	#	Name	Edition	Section	Publ. date	Ad size	Specification	Color	Prices	Actions
	<input type="checkbox"/>	23515063	Main Retail - Full Page Broadsheet	WOO The Daily Record	Main Retail	3/1/2021	Full Page Broadsheet	GAIN RTL OA Impact Mod R16 FPG BS	Black & White	Gross: 1,500.00 \$ Net: 720.00 \$	Edit Detail Edit form Duplicate Check availability Cancel

- Continued development has allowed us to move our digital booking into this tool, allowing the sales staff to book the order, edit targeting and check availability.

33132566	ABD 3rd Party Audiences - Desktop & Mobile GAIN	Ad Network	ABD 3rd Party Audiences	8/6/2022 / 8/31/2022	Desktop & Mobile GAIN	GAIN OA AN Aud Odhr Desktop & Mobile	1000	Gross: 9.00 \$ Net: 7.20 \$	Edit Detail Edit form Duplicate Edit targeting Check availability Cancel
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Flexible Booking Packages - Our Next Step

- Provide the flexibility for sales to book packages to pre-defined display ads and/or digital ads at once. Packages can include multiple markets (editions/networks).
- This new function will guide the user through the booking according to the configuration set up by the administrator.
- Order entry users will be able to book multiple ads at once by picking and choosing from the booking form according to how the package template was set up
- Order entry users will need to follow the restrictions or flexibilities that have been setup for them within the package template, such as, if ads cannot be cancelled individually within the package the user will not be able to override this restriction (no mistakes made by the user because of the setup done by Administrators in the package template).



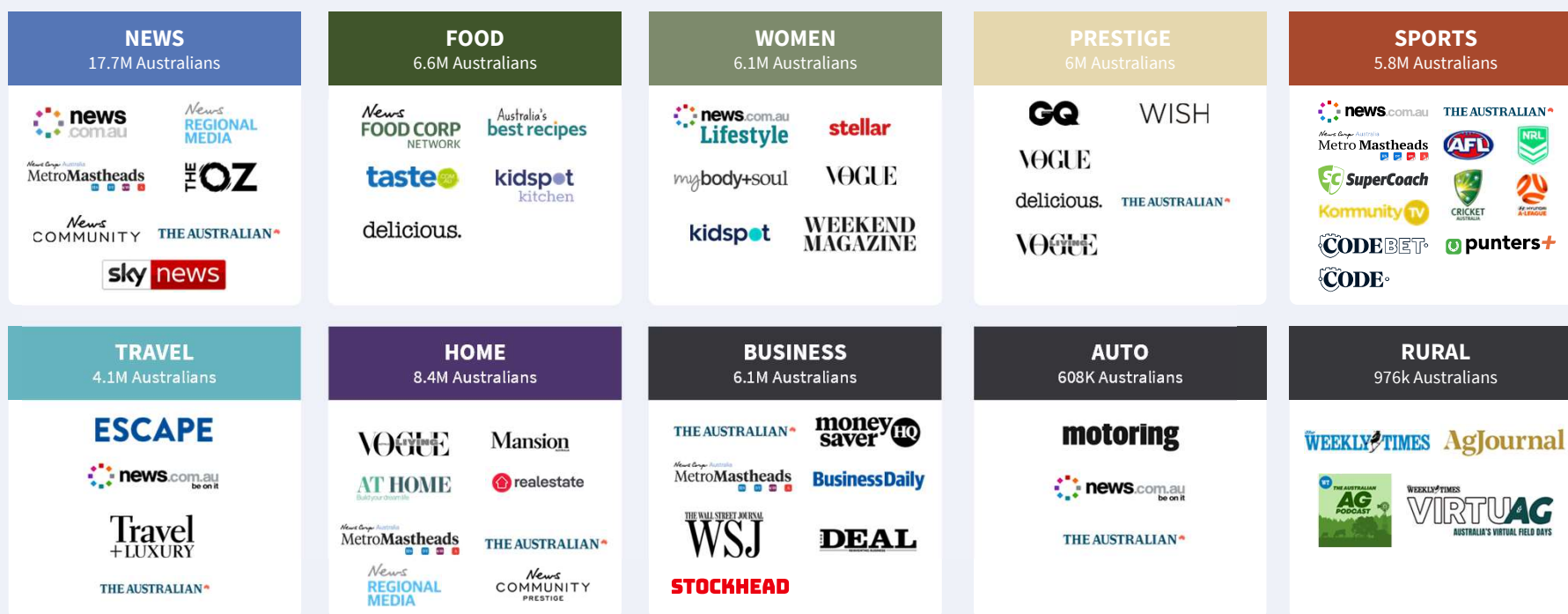
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Jason Lollback
Head of Advertising Sales
Delivery
News Corp Australia



135 brands leveraging digital, newspapers, magazines, inserts and audio channels to reach 18.4M Australians



Product Catalogue Simplification

Recent activities to **rationalise and restructure** our product hierarchy within Adpoint have made it easier for sales teams to navigate the product catalog and meet advertiser needs by developing cross channel solutions.

Legacy products, sections and configurations **have been retired** and standard naming conventions have been implemented.

Adpoint **Multimedia Packages** have been introduced to **simplify offer and order creation**.









Unified Discount Scheme

Built on Adpoint pricing rules, **UDS is a discount trading framework** for customers that do not have contracts.

Clients have **the ability to be rewarded** and unlock increased value via metrics and behaviours that they can control.

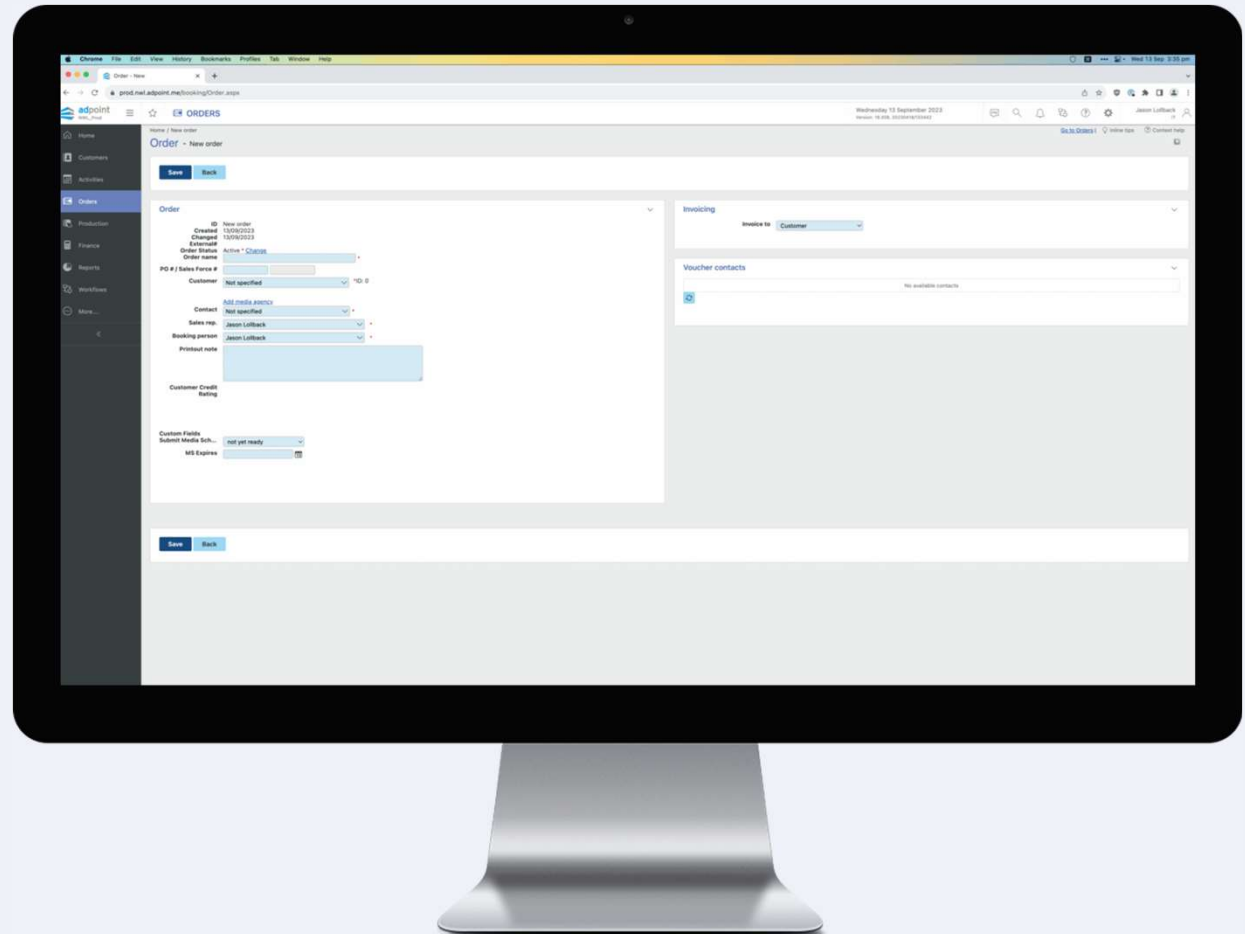
Customers are assigned to tiers based on annual spend and forecast **year on year growth**.

Customer Tier Based on annual spend	Small YoY Growth	Medium YoY Growth	Large YoY Growth
Diamond 	%	%	%
Sapphire 	%	%	%
Gold 	%	%	%
Silver 	%	%	%
Bronze 	%	%	%
Member 	%	%	%
Behavioural Discounts			
Digital spend of xx% per campaign		%	
Early bird discount of xx% for advance booking		%	

Adpoint User Experience Simplification

As a way to **reduce complexity**, data entry forms have been created that are **tailored for the user role and skill level**.

Providing multiple forms **decreases training effort** and **increases user productivity**.



Media Schedules Automation

Changes to the sales process and the **introduction of new tooling** replaces the use of spreadsheets for the creation of media schedules.

These enhancements will **reduce internal handoffs** and time spent on fulfilment while **improving time-to-live** for campaigns.

News Corp Australia				Customer		Campaign		Account Manager				
2 Holt Street, Surry Hills NSW 2010 Australia				Advertiser Election Monitor Agency		Campaign Name Tossing above the rest Media Schedule # 758366		Name Simon Day Email simon.day@news.com.au				
				Contact Pauline Gorman Contact Email pauline.gorman@news.com.au		Campaign Duration 05 Jun 2023 to 30 Jun 2023		Prepared 05-Jun-2023				
Metro Toner												
Channel	Product	Section / Position	Specifications	Publication Date	Promotion	Rate Card Cost	Client Discount	Client Investment (ex GST)	Amount (incl GST)			
Print	Herald Sun	Business 6	Double Page Spread	29 Jun 2023		\$176,000.00	40%	\$105,600.00	\$105,600.00			
Print	The Daily Telegraph	Business 6	Double Page Spread	29 Jun 2023		\$249,000.00	11%	\$221,610.00	\$221,610.00			
Print	The Daily Telegraph	Business 6	Sponsorship (insert)	29 Jun 2023		\$100.00	0%	\$100.00	\$100.00			
Regional Reach												
Channel	Product	Section / Position	Specifications	Publication Date	Promotion	Rate Card Cost	Client Discount	Client Investment (ex GST)	Amount (incl GST)			
Print	Geelong Advertiser	Business 6	Medium Strip	14 Jun 2023		\$1,210.00	100%	\$0.00	\$0.00			
Print	Geelong Advertiser	Business 6	Medium Strip	15 Jun 2023		\$1,210.00	100%	\$0.00	\$0.00			
Print	Moonman Daily	General News 6	Large Strip	15 Jun 2023		\$1,350.00	40%	\$810.00	\$810.00			
Print	Moonman Daily	General News 6	Large Strip	22 Jun 2023		\$1,350.00	40%	\$810.00	\$810.00			
Print	North Shore Times	General News 6	Large Strip	15 Jun 2023		\$1,200.00	40%	\$720.00	\$720.00			
Print	North Shore Times	General News 6	Large Strip	22 Jun 2023		\$1,200.00	40%	\$720.00	\$720.00			
Print	Wentworth Courier	General News 6	Large Strip	14 Jun 2023		\$1,400.00	40%	\$840.00	\$840.00			
Print	Wentworth Courier	General News 6	Large Strip	21 Jun 2023		\$1,400.00	40%	\$840.00	\$840.00			
Web Recognition												
Channel	Product	Section / Category	Specifications	Start Date	End Date	Quantity	Promotion	Rate Card Cost	Client Discount	Client Investment (ex GST)	Amount (incl GST)	
Digital	dailytelegraph.com.au	Daily Telegraph homepage sponsorship CPO	HP billboard fullpage mobile 970x720px, 300x600px, 728x90px	21 Jun 2023	24 Jun 2023	4 CPO		\$100,000.00	100%	\$0.00	\$0.00	
Digital	dailytelegraph.com.au	Daily Telegraph mobile homepage sponsorship CPO	billboard mobile mobile mobile 320x50px, 300x50px	21 Jun 2023	24 Jun 2023	4 CPO		\$100,000.00	100%	\$0.00	\$0.00	
Digital	heraldsun.com.au	Herald Sun homepage sponsorship CPO	HP billboard fullpage mobile 970x720px, 300x600px, 728x90px	21 Jun 2023	24 Jun 2023	4 CPO		\$100,000.00	100%	\$0.00	\$0.00	
Digital	heraldsun.com.au	Herald Sun mobile homepage sponsorship CPO	billboard mobile mobile mobile 320x50px, 300x50px	21 Jun 2023	24 Jun 2023	4 CPO		\$100,000.00	100%	\$0.00	\$0.00	
Digital	Non Ad Served	Daily Telegraph (Non Ad Served)	production - integrated ad unit	06 Jun 2023	30 Jun 2023	Flat		\$400.00	0%	\$400.00	\$400.00	
Digital	Non Ad Served	Herald Sun (Non Ad Served)	production - integrated ad unit	19 Jun 2023	29 Jun 2023	Flat		\$400.00	0%	\$400.00	\$400.00	
								Total	\$1,057,610.00	40%	\$634,566.00	\$634,566.00

Customer Brief

Understand the customer goals and desired outcomes

Generate Proposal Documents

Creation of customer proposal and media schedule

Activities brought forward

Adpoint Order Entry

Campaign Planner
Multimedia Packages

Adpoint Pricing Approval

Review and approval of any non-standard pricing

New Activities

Adpoint Proposal Builder

Automated generation of a detailed media schedule to accompany solution proposal

Proposal Accepted

Convert media schedule to confirmed order

Fulfilment Activities

Creative management
Creative approval

Campaign Live

Significant decrease in time for campaign to go-live

Investing in Self Service

NewsConcierge

News Concierge is News Corp Australia's simple, do-it-yourself platform for print classifieds, print display and digital marketplace advertising.

IntegrationX

Integration X provides a self-service solution for advertisers to upload and approve creatives for print, html and video formats.

intent connect

Intent Connect is Australia's leading data, targeting and insights platform, providing sales and self-service customers access to the NCA network of audiences.

