

CONDÉ NAST

With Informatica Condé Nast Really Knows Its Customers

Leading publisher uses Informatica Data Quality to target and acquire customers, based on trusted, accurate view of subscribers across all titles and channels.

“Informatica Data Quality helps transform Condé Nast from a ‘data as a nuisance’ company to a ‘data as an asset’ company.”

— Justin Glatz, Director – Business & Corporate Systems, Condé Nast

FAST FACTS

BUSINESS INITIATIVES

- Drive revenue growth in digital media revolution
- Acquire and retain publishing customers
- Improve effectiveness of marketing campaign decisions

TECHNOLOGY STRATEGY

Deployed the Informatica Platform—specifically, Informatica Data Quality and Informatica PowerCenter®—to integrate data from diverse sources in various formats and build accurate customer knowledge across multiple media titles and channels.

The digital era has transformed Condé Nast’s business model. A shift to Internet-based content, coupled with an influx of subscribers choosing platforms like the iPad and Kindle Fire to view Vogue, GQ, Condé Nast Traveler, or any of Condé Nast’s other distinguished media brands, is providing new revenue opportunities. However, this shift has resulted in a fragmented set of audiences. On-line and print customer data was scattered across multiple systems. In order to accurately target and effectively sell content to these audiences across any channel, Condé Nast needed to understand who the content subscribers were, their preferences, location, and behavior.

By standardizing on Informatica® technology, Condé Nast is able to more effectively sell, merchandize, and promote the company’s premium brands—and drive revenue growth. Now, for example, the company can accurately identify that a Vogue magazine subscriber lives in the Hamptons, enjoys travel, and also downloads Condé Nast articles on architecture to her iPad Newsstand app. This specific customer intelligence is being used to cross-sell and up-sell related Condé Nast content. It is also being used to target customers with carefully chosen, relevant services, such as promotions, events, and competitions. It all adds up to a fast return on data—and growing success for one of the world’s preeminent publishers.

BENEFITS

- Created lifetime opportunity to sell, merchandize, and promote premium media brands
- Helped cross-sell and up-sell complementary publishing titles and services
- Increased customer base and drove revenue growth
- Ensured high standard of accuracy and quality in customer data
- Enabled geo-location for more effective customer targeting
- Supported company in drive to increase direct revenues from 20 percent to 30 percent

NUTS AND BOLTS

- Solution: Data quality and data integration to support business intelligence
- Product: Informatica PowerCenter Data Cleanse and Match Option™
- Sources: Proprietary CDS Global e-commerce platform, Axiom

Digital Revolution Rolls Through Condé Nast

Condé Nast, home to some of the world's most celebrated media brands, has undergone a revolution in the last few years. Gone are the days when the company's flagship titles, such as Glamour, Wired, and The New Yorker, were solely bought on a newsstand or via paper-based subscription. Printed magazines have been overtaken by digital channels, to the extent that Condé Nast now publishes 27 Web sites and more than 40 apps for mobile and tablet devices alongside 18 consumer magazines.

This switch to digital publishing presents both a challenge and an opportunity to the company. On the one hand, the explosion in channels has led to a fragmented view of each customer's needs and behavior. It is tremendously difficult for Condé Nast to understand, for example, who the readers and subscribers are for titles such as The New Yorker, Vanity Fair, or Wired when the audience is spread across so many fragmented channels, including print, the Internet, or the tablet PC. On the other hand, if the company can build up an integrated picture of who these customers are across all these disparate channels, what their preferences are, their buying behavior, and where they live, there is a lifetime opportunity to thrive on selling, merchandizing, and promoting the company's premium brands.

This is where Informatica comes in. An ardent advocate and user of the Informatica Platform for more than eight years, Condé Nast is now using the world-class data integration technology to help analyze the customers subscribing to the myriad of publications. By understanding more about each customer's preferences, needs, and behavior across all channels, Condé Nast is uniquely poised to cross-sell and up-sell complementary publishing titles and services, increase its customer base, and drive revenue growth based on getting great return on data.

Ensuring Accurate and High-Quality Customer Data

Take a typical subscriber to one of Condé Nast's flagship titles: Golf Digest. Some readers get it posted through their door every month; some subscribe to read it on-line, while others may get their golf news from the recently launched Golf Digest Newsstand application on the iPad. Through its matching technology the Informatica Platform connects all these different silos of customer information, forming a unified, multichannel view of each customer across all the Golf Digest titles. The Informatica technology ensures that the customer data has a high standard of accuracy and quality. With the ability to append geo-coordinates, the solution also identifies a customer's location, so targeted offers can be made based on geography, as well as individual preferences.

Condé Nast uses this richly detailed, intelligent view of each customer to cross-sell or up-sell other Condé Nast titles and services: if the customer insight identifies that the avid golf player lives in New York, enjoys holidays, and is a keen cook, for example, he or she might receive an offer to subscribe to New Yorker, Condé Nast Traveler, or Bon

“Condé Nast's business model has shifted from being a traditional publisher to a multi-channel, multi-brand, content company,” explains Justin Glatz, Director - Business & Corporate Systems, Condé Nast. “Whereas the traditional revenue generation focus was on indirect advertising sales, the emphasis is now on direct revenue streams, whereby we engage directly with customers on complementary services, based on our knowledge of their needs. To do that, we need a reliable and accurate view of each and every customer.”

Appétit content. Condé Nast also uses the integrated, high-quality customer view data to perform precisely targeted promotional offers. This might include a golf event taking place within a 20-mile radius of the customer, a golfing holiday, a subscription-based on-line golf newsletter, or a golf-related competition. The net result is the same in both cases: increased customer acquisition and retention, revenue growth, and improved profitability.

“Instead of spamming people with general promotions, the Informatica Platform enables Condé Nast to perform laser-like direct marketing,” says Jeanette Grillo, manager of the data warehouse technology team, Condé Nast. “We can now drive folks who had originally subscribed through off-line channels to be an on-line subscriber, continue to engage them, and theoretically increase the lifetime value of every customer. “Our ambition is to increase the share that direct revenue plays in our overall earnings by 10% through customer acquisition. We are aggressively pursuing a goal of 1 million new customers by the end of the year.” The Informatica Platform is a key component of that ambition.”

Data Quality Underpins Marketing Campaign Success

The Informatica Data Quality™ component of the Informatica Platform is a cornerstone of this direct marketing success. The technology is used to validate customer address data, remove duplicate postal addresses, and apply geo-coordinates to address data. The solution is run daily to match customers across different Condé Nast publications, match on-line customers with print customers, and identify their geo-location.

These capabilities improve the accuracy of name and address data, giving Grillo and her team confidence in the quality of data.

“Instead of spamming people with general promotions, the Informatica Platform enables Condé Nast to perform laser-like direct marketing,” says Jeanette Grillo, manager of the data warehouse technology team, Condé Nast. “We can now drive folks who had originally subscribed through off-line channels to be an on-line subscriber, continue to engage them, and theoretically increase the lifetime value of every customer. Our ambition is to increase Condé Nast’s direct revenues from 20 percent to 30 percent, without impacting indirect revenue, and acquire one million new customers by the end of the year. The Informatica Platform is a key component of that ambition.”

The prebuilt data quality plans also reduce the development effort necessary to cleanse data and enable the business to share in the responsibility for data quality and data governance. “Informatica Data Quality helps transform Condé Nast from a ‘data as a nuisance’ company, to a ‘data as an asset’ company,” explains Glatz. “Data is a valuable asset.”

According to Michael Stuart, director of database marketing, Condé Nast, the Informatica Platform—and specifically Informatica Data Quality—have transformed the reach, scale, and effectiveness of Condé Nast’s direct marketing campaigns. “Condé Nast was first to market with titles for the Kindle Fire and the iPad Newsstand. The Informatica Platform enables Condé Nast to reach out to these customers, identify who they are, consolidate the accounts they have with the company, and accurately target them with relevant promotions. It’s the content we’re selling, not the titles themselves—and we couldn’t do that without Informatica.”

Learn More

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the United States).

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to gain a competitive advantage with timely, relevant and trustworthy data for their top business imperatives. Worldwide, nearly 5,000 enterprises depend on Informatica for data integration, data quality and big data solutions to access, integrate and trust their information assets residing on-premise and in the Cloud.



Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 www.informatica.com

© 2012 Informatica Corporation. All rights reserved. Printed in the U.S.A. Informatica, the Informatica logo, and The Data Integration Company are trademarks or registered trademarks of Informatica Corporation in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks of their respective owners. First Published: May 2012