

QlikView Customer Snapshot – Agora Publishing

“Our user group extends from marketing program assistants through to our CEO, so the influence can inform tactical to strategic decision-making. Most of the dashboard metrics are used for researching what has worked in the past in terms of products and customers.”

Chris Hines, Vice President, Marketing Intelligence
Agora Publishing



About Agora Publishing Services

- Holding company of various international publishers of financial, health, travel and special interest books and newsletters
- Publish more than 300 books and 40 newsletters, reaching 1 million readers from around the world
- Business has shifted from 95% direct mail acquisition to 60% from email and web
- Supported by 200 employees within its Baltimore offices
- Headquartered in Baltimore, Maryland
- Industry: Media

Challenges

- Need performance visibility and improved guidance into their seven autonomous businesses
- Critical to the executive team and business managers that the new system not encumber their current business practices

Solution

- Deployed QlikView to ~ 100 users across 2 functions to all of management across 6 countries and 3 continents:

Executive Analysis: View of marketing performance across businesses, channels, promotions, source and list codes via dashboards

Marketing Analysis: Users extend from marketing program assistants through to the CEO measuring:

- Campaign performance across all channels including e-marketing measuring metrics of return on advertising, \$ / name, and \$ / program
- Assess and understand customer and subscriber behavior
- Measure current / projected customer lifetime value and current / forecast line of business value and product portfolio value
- Product managers may look at sales across products to assess where they have gaps and possible ideas for new products

- QlikView was selected after 15 other solutions were considered (including traditional BI and marketing analytics niche solutions)
- Implemented QlikView Server and Publisher in 16 weeks (20% of forecast), 60% under budget

Benefits

- Provided analytical definition with key metrics and efficiency in marketing reporting
- Delivered project in 16 weeks in 20% of the original forecast time and below the lowest approved budget estimate with additional benefits of an even more robust analysis solution