



AffinityX PrintX brings fast turnaround, sales enablement and digital revenue to Sun Media Corporation

"We needed to expedite the process of generating digital revenue. For Sun Media, PrintX serves as an easy-to-use, effective digital-revenue engine."

— Mark Cressman
Regional Director, Sun Media — Central

The Challenge

As Canada's largest newspaper publisher, the goal of Sun Media Corp. was to increase digital revenue. Although the company knew driving digital was essential, it struggled with complicated order processes and low closing rates. Cressman notes, "In the past, the sales people found digital ads too difficult to order and sell, so they avoided them."

The PrintX Solution

Working in partnership with AffinityX, Sun Media made an efficient, profitable transition to selling digital advertising in addition to print ads.

"Now the process is much easier to use. Plus, the digital designs are turned around quickly. This gets sales excited to sell digital. Since we began using PrintX, we've seen campaign volumes increase dramatically — in some cases, from 55 to 300 a month," according to Cressman.

Here's how it works:



Sales reps order PrintX.



After approval of print creative, digital ad design begins.



Orders submitted by 7:00 p.m. are completed by 7:00 a.m. local time, Monday to Friday.



Salespeople present the digital ads and secure insertion orders.

Challenges

- Quickly and easily increase digital revenues
- Build skills and confidence enabling sales to sell digital
- Transition advertisers from print-only to print-plus-digital
- Compete with other publishers and marketing services providers

PrintX Details

- Fast turnaround from print to digital ads — Orders in by 7 p.m. are completed by 7 a.m. local time, Monday to Friday
- 3 IAB standard sizes (300 x 250, 728 x 90 and 300 x 50 — mobile)
- JPG or HTML5 format
- Thorough, results-oriented sales training

Why AffinityX

- Reliable high volumes, excellent quality, low costs and fast turn times
- Custom creative developed by professional designers, which gives advertisers consistent branding
- Expertise from serving millions of SMBs every year

PrintX Results

- Increases digital revenues profitably
- Improves sales efficiency and productivity
- Enhances customer results, retention and loyalty



The PrintX bundle for the SMB market includes a print ad plus three digital ads, including one for mobile. The service helps convert print-only advertisers into committed, multi-media marketing customers. Cressman says, "In my experience, PrintX makes your salesforce great at selling digital ads — because it makes your advertisers want to buy them."

Why AffinityX

Speed: The quick turnaround times enable sales to sell customers on digital campaigns in just hours, rather than days, after they have approved print ads.

Quality: We consistently deliver high quality creative and fast turn times, developed by professional designers to help give advertisers consistent branding across media. Now local SMBs can go to market looking as smart as the giants they compete with.

Support: Our sales enablement program empowers sales reps to maximize revenue and close out unsold ad inventory, while delivering new value to advertisers.

Expertise: Clients rely on AffinityX and our expertise based serving millions of SMBs every year.

Results

With PrintX, clients go to market and generate results quickly. Not only do they drive more digital revenue and repeat business, they compete better against other print advertising and digital marketing channels by offering integrated campaigns.

Salespeople save time on ordering to focus more on selling; while training, white-label marketing materials and joint sales calls will help them improve closing ratios.

Advertisers get custom, quality creative based on print ads for brand consistency. They increase frequency and reach for their marketing messages and, ultimately, multiply their results through powerful multi-media campaigns.

For media companies, PrintX is the fastest, easiest way to generate digital revenue. As Sun Media's Cressman observes, "In most markets, PrintX has defined us as the go-to place for digital — especially against the bigger, digital pure-plays."

He also offers sage advice for new entrants into the digital ad market. "Track your results. For example, keep records on your number of campaigns, digital revenue, conversions from print-only to multi-media advertisers, and so on. And make sure you have a champion of digital advertising — regionally or locally — to help push the program within your organization."

Sun Media Corporation, a subsidiary of Quebecor Media Inc., is Canada's largest newspaper publisher, based on the circulation of paid and free newspapers, publishing over 15.1 million copies each week. With 36 paid-circulation daily newspapers and 6 free dailies in 9 of the 10 largest urban markets in Canada, each with its own dedicated website, and almost 200 community newspapers, shopping guides and other specialty publications, Sun Media Corporation's English and French language newspapers and websites make it a leading provider of local news and information.