



SUCCESS STORY: END-TO-END MEDIA SALES OPTIMIZATION

▶ CLIENT SITUATION

A large, diversified publishing group with newspapers in several major cities was losing market share in the Recruitment advertising category to online competition. Each newspaper operating unit had been pursuing an independent strategy to counter the increased competition; however, the results of these independent strategies had been mixed.

The parent company of these individual newspapers undertook a strategy to support the efforts of the local operating units. This strategy involved several initiatives that included: affiliation with a national online job board; investment in Customer Relationship Management (CRM) software; establishing an independent outbound sales team; and developing a new pricing strategy that combined print and online advertising targeted to specific segments of small and medium-sized businesses.

The parent company engaged WANTED Technologies to support several aspects of this strategy. WANTED worked with the corporate team to outline a project plan expected to last from six months to one year, and involve numerous individual work groups within each newspaper organization.

▶ WANTED SOLUTION

Media company customer lists within accounting systems usually contain duplicates and non-standard spellings of business names. The large number of duplicates and non-standard spellings arise from many sources, including the presence of ad agencies in the market, as well as lack of internal discipline among personnel responsible for setting up new accounts within the accounting system.

To cleanse the account lists for this client, WANTED's Account Data Hygiene process matched accounts to a standard business file supplied by Dun & Bradstreet. Typically, some of the Client's accounts could not be matched with a high degree of confidence to the D&B file, and WANTED sent these accounts to an off-shore data cleansing team for further investigation and manual matching. WANTED achieved the target "match rate" for client accounts to a Master Business File of approximately 85 percent.

With a "clean" account list matched to a Master Business file, the Client could more accurately tell which companies—within the universe of all businesses in each market—they had as clients, and which businesses they did not.

WANTED then assigned WANTED Market Potential™ estimates and WANTED Sales Lead Scores™ to every business in each local market, enabling the Client's sales teams to target their efforts on the businesses that represent the most potential new revenues. Sales reps can rank and sort sales prospects using Sales Lead Scores, working



▶ ACCOUNT DATA HYGIENE

WANTED uses proprietary data cleansing and matching technology to eliminate duplicate records within client account files. The resulting file is a "clean" list of all customers that conforms to a standardized set of records within the client's overall market.

For more information, and to view more success stories, please visit our website at www.wantedtech.com.

from highest to lowest score. On a weekly basis, the Client receives the most current, actionable competitive online advertising data, delivered directly into its CRM platform and routed via business rules to the appropriate sales reps.

▶ **WANTED ACCOUNT DATA HYGIENE™**

WANTED uses sophisticated data cleansing and matching technology to eliminate duplicate records within client account files. Additionally, the WANTED Account Data Hygiene process matches a client's records to a third party Business Data file, such as those supplied by Dun & Bradstreet, infoUSA, Acxiom or others. The resulting file is a "clean" list of all customers that conforms to a standardized set of records within the client's overall market.

▶ **WANTED MARKET POTENTIAL™ AND SALES LEAD SCORES™**

WANTED uses proprietary analytical techniques to estimate a business's annual level of spending on external recruiting services. These Market Potential estimates include an estimate of business's spending on print, online and retained or contingent search fees.

A company's WANTED Sales Lead Score is calculated through a proprietary process that incorporates Market Potential estimates, the company's own current online job posting activity, and seasonal hiring patterns for companies in specific business sectors. The Sales Lead Score is a numerical value between 1 and 100 that represents a business's propensity to buy recruiting services.

BUSINESS NAME	SCORE
Morris Hospital	60.3
Warren Averett	56.1
Advanced Business Tech Inc	32.0
Miller Container Corporation	31.8
Solomons Gardens & Terraces	14.3

Wanted Sales Leads Score

When sales representatives are trained to use WANTED Market Potential™ estimates while prospecting for new sales, they are more likely to focus their time and energy on the accounts that represent the greatest opportunity.



▶ WANTED's CRM Integration pushes WANTED Web Leads™ and Scored Sales Leads™ right to your sales professionals.

▶ **WANTED'S SOLUTIONS FOR MEDIA**

Knowing exactly where you stand in your market, with on-demand access to company-level research and prioritized leads based on timely and accurate data creates a powerful customer acquisition and retention platform. Your managers can better allocate scarce resources. Your sales representatives approach prospects or up sell current customers armed with actionable intelligence on their spending and current needs. Your sales cycles are shorter, and your quotas are achieved faster. Contact WANTED for more information about our **Hire Intelligence On Demand™** products and services for Media.

"Most of my sales were accomplished by researching my current account base and realizing, by using WANTED products, that they are using numerous other means of advertising and have many more openings than they initially were recruiting to hire."

– Tara L. Zuelke, Recruitment Sales Executive, Gannett WI Newspapers - Sales Center, Green Bay