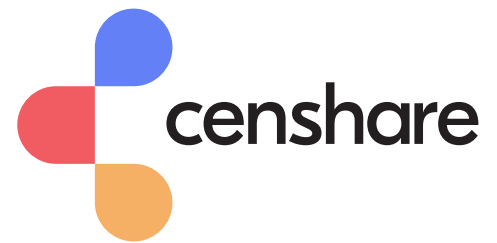# Professional Campaign Management Thanks to Efficient Workflows and Automation

censhare

HEROLD, Austria's no. 1 directories service provider now operates optimized and automated ad campaign management, thanks to centralized content management from censhare.

PREMEDIA | HEROLD

master your content

"The entire project process was extremely agile and we felt comprehensively supported at every point. We were particularly impressed by the analytical, solution-oriented approach of the entire censhare team and their ability to build bridges between the technical and creative parts."

Markus Eberhard, Manager Media Design, HEROLD Business Data GmbH

> "Our goal is to optimize the marketing processes of our customers through the use of precisely fitting technologies. Through censhare, HEROLD is now offered opportunities beyond the current challenges."

Jürgen Oberngruber, COO, Head of Marketing Technology, Premedia GmbH

At a glance

Industry

Online Directories

Products

• Digital Asset Management

• Content Management

Business need

As Austria's largest digital expert and website provider for SMEs, HEROLD was in need of a centralized Marketing Content Management System which supported the optimization and automation of it's advertisement campaign management.

Enormous Database as a Challenge for HEROLD

Around 45,000 customers in Austria rely on HEROLD's long-standing expertise for their marketing activities. Since its foundation in 1919, the online directory developed into Austria's largest digital expert for small and medium-sized enterprises, producing on average 25,000 to 50,000 online and print advertisements each year. Its large customer base is accompanied by a correspondingly large amount of data that needs to be continuously managed and used in the design of print and online ads. HEROLD's database has grown to nearly 150,000 assets in recent years, and houses a large number of relevant graphic templates/layouts and fonts which are indispensable to the HEROLD team.

Technology Supported Solutions in Marketing Required

In order for the reliable use of such rapidly growing data volumes to be efficiently managed and processed, the organization was aware it needed to introduce a centralized and automated form of campaign management. Its previous system allowed for basic functions but did not support workflow streams or centralized asset management, which meant a lot of manual work for HEROLD employees.

With its goal of optimizing, centralizing, and automating the campaign management processes for advertisements through the targeted use of marketing technology, HEROLD decided to work with Premedia — a censhare Platinum Partner — in order to implement the censhare solution. in order to implement censhare.

Business Results

60%
faster file conversions

10,000
fonts managed

50,000
ads produced per year

Agile and Solution-Oriented Implementation

As a universal content management system, censhare combines many functions such as digital asset management (DAM) and content management (CMS) under one roof. Its comprehensive functionality in combination with an open interface architecture guarantees HEROLD independence from operating systems and updateability for the future, and allowed for a smooth integration into its existing core marketing processes.

During the implementation, special attention was paid to the migration and cleansing of over 150,000 assets. "Our team faced the challenge of converting over 20,000 relevant Adobe Illustrator files into Adobe InDesign format and then migrating them into the new system," explains Jürgen Oberngruber, COO of Premedia. Almost all files were successfully transferred — saving HEROLD thousands of man-hours that would have been required to convert the data manually.

"The entire project process was maximally agile and we felt comprehensively supported at every point. In particular, we were impressed by the analytical, solution-oriented approach of the entire team and the ability to build bridges between the technical and creative parts," stated Markus Eberhard, Manager Media Design at HEROLD Business Data.

For Eberhard, it goes without saying that new, technology-supported approaches to solutions are required to keep pace with digital transformation in marketing. "Above all, it is necessary that software solutions are compatible across channels to ensure efficient and fail-safe handling in operational activities — from production processes to the final handover of marketing materials or connected platforms," adds Oberngruber.

Fit for the Future with Flexible Functionality

The combined adaptability of censhare and the expertise of Predmedia enabled a smooth implementation, thus significantly reducing the training phase required by the organization.

By means of workflow management, every employee can now view and monitor the current status of an ad at any time, which benefits quality assurance (e.g. avoiding duplicates, generating valid KPIs) and minimizes time-consuming reconciliations. The existing automation reduces the manual workload in the creation of advertising material, which among other things minimizes the risk of errors and thus guarantees the high standard set by the company.

Through censhare, HEROLD is now offered opportunities beyond its current requirements and challenges. A great many functionalities — for example in the area of personalized, automated communication — can be realized in the course of future projects without having to implement additional systems.

Premedia Supports Customers with Custom-Fit Marketing Technologies

The owner-managed IT service provider supports companies in the use of efficient marketing processes and implementation of custom-fit marketing technologies. As a certified censhare Platinum Partner, Premedia specializes in consulting, conception and operation of omnichannel marketing and communication solutions.

www.premedia.at

"We were looking for a partner who brings along the content or technical competence, but also fits our corporate culture in a human way. With Premedia we made the right choice and implemented a future-proof system."

Daniel Dixon, CIO at HEROLD Business Data

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

www.censhare.com