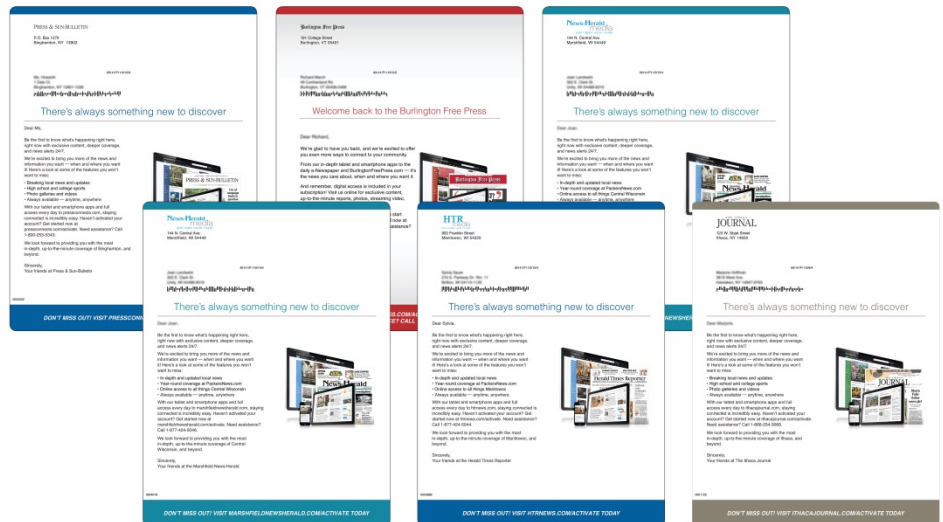


# PODi CASE STUDY

## GANNETT SUBSCRIBER PROGRAM ACHIEVES REDUCED CYCLE TIMES AND SAVINGS



PODi is a global, member-supported not-for-profit organization. The PODi library consists of over 500 digital printing and marketing case studies from around the world.

[www.podi.org](http://www.podi.org)



## GANNETT'S SUBSCRIBER PROGRAM ACHIEVES REDUCED CYCLE TIMES AND SAVINGS

**VERTICAL MARKET:** Publishing

**BUSINESS APPLICATION:** Direct Marketing/Direct Order

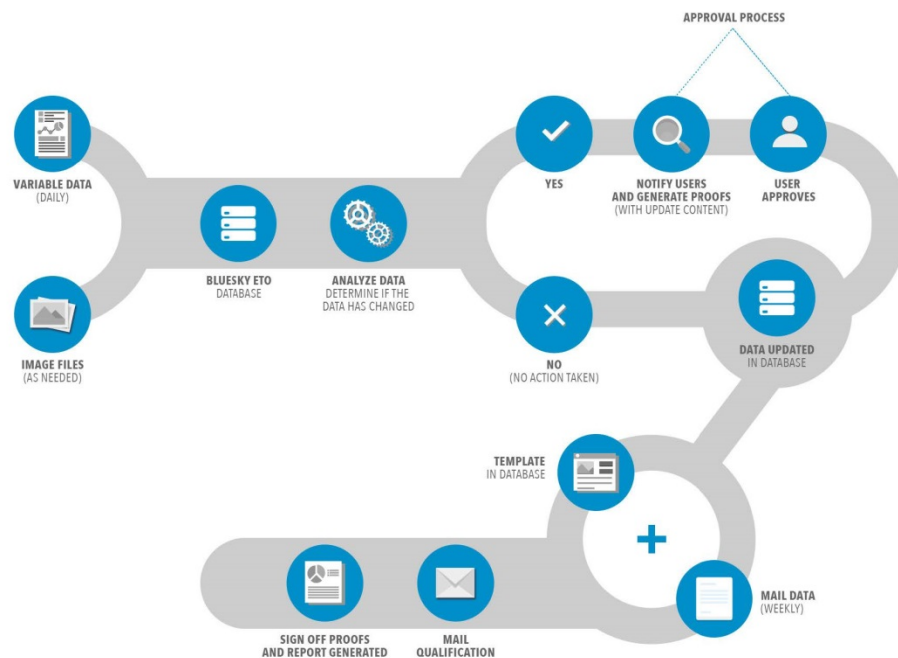
### BUSINESS OBJECTIVES

Gannett Consumer Sales and Services handles production and circulation of subscriber letters for more than 80 Gannett newspapers. The letters that are sent to subscribers have a great deal of local data that changes often. Every aspect of the customer communication is variable, driven by their specific subscription, length of subscription, and local events. With this complexity and large quantities, Gannett wanted to find a way to enhance its process.

### RESULTS

The new communications program produced the following results:

- Mailings are processed, qualified, printed, and mailed in just three days
- 50% drop in cycle time
- Time needed to manage weekly mailings fell by 80%, and monthly administrative time fell from 40 hours to 8



## TARGET AUDIENCE

The targeted audience is newspaper subscribers.

## SOLUTION ARCHITECTURE

Gannett and its partner, InnerWorkings, came to BlueSky ETO for ideas. The first step was an in-depth consultation, followed by a complete audit and evaluation. Then BlueSky ETO went to the drawing board to create a custom, turnkey solution for Gannett. It features:

- A comprehensive content management system to store and distribute all digital assets.
- An automated proofing system that detects any content changes and pushes the revised live proof directly to the user for fast approval. It sends only proofs that need to be changed, saving valuable time.
- An audit trail of content changes for review and confirmation.
- Automated mailing data receipt, processing, and qualification of mailing data.
- High-quality digital print on demand to eliminate postcard and letter inventory.
- A detailed production dashboard with real-time and historical views for mailing status and cost.
- Faster invoicing because costs can be allocated directly to the specified newspaper.
- Ability to add new publications and communications into the system.
- Brand consistency across millions of subscriber communications.



**PLEASE REVIEW AND APPROVE BY MONDAY 08/11 AT 6:00 PM.**  
 Please review and have your final approval no later than Monday at 6:00 PM. If you reject a proof, we will notify the ATVAL coordinator so a new ATVAL file can be posted. New proof will be generated once the ATVAL is updated.

**PUBLICATION**  
 Selector  
 1007D000  
 1007D500  
 1007J300  
 1007S000  
 1008D000  
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 1010FP00  
 1019BT00  
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 1019EQKY  
 1019EQQH  
 1019FM00  
 1019NA00  
 1021C000

**PROOFING: THE ITHACA JOURNAL (1007D00)**  
**PROOF LAYOUT**

**BILLING\_LETTER**

Your automatic payment method was declined

Dear Sirs:

Your account indicates there was an issue with the automatic payment for this edition. We will attempt to bill you with the payment method we have on file for this edition.

To avoid interruption of your subscription, please contact your account manager for more information by logging into our website at [www.ithacajournal.com](http://www.ithacajournal.com) or calling us at 1-800-427-4738.

Respectfully,  
 Your Friends at The Ithaca Journal

**IF YOU HAVE ANY QUESTIONS, PLEASE CALL 1-800-427-4738**

Method of Payment:  
 CREDIT: Automatic Renewal (Unapproved) (Unapproved)  
 CREDIT: Payment to The Ithaca Journal

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Street: \_\_\_\_\_ City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_

REJECT APPROVE

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 1019EQQH  
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 1019NA00  
 1021C000

**PROOFING: BURLINGTON FREE PRESS (1010FP00)**  
**PROOF LAYOUT**

**BILLING\_LETTER**

Your automatic payment method was declined

Dear Sirs:

Your account indicates there was an issue with the automatic payment for this edition. We will attempt to bill you with the payment method we have on file for this edition.

To avoid interruption of your subscription, please contact your account manager for more information by logging into our website at [www.burlingtonfreepress.com](http://www.burlingtonfreepress.com) or calling us at 1-800-427-4738.

Respectfully,  
 Your Friends at the Burlington Free Press

**IF YOU HAVE ANY QUESTIONS, PLEASE CALL 1-800-427-4738**

Method of Payment:  
 CREDIT: Automatic Renewal (Unapproved) (Unapproved)  
 CREDIT: Payment to Burlington Free Press

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Street: \_\_\_\_\_ City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_

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 1019NA00  
 1021C000

**PROOFING: BURLINGTON FREE PRESS (1010FP00)**  
**PROOF LAYOUT**

**DELIVERY\_LETTER**

Welcome back to the Burlington Free Press

Dear Sirs:

We're glad to have you back and we're excited to see you start back reading the Burlington Free Press.

From our daily news coverage to our award-winning photojournalism and our award-winning investigative journalism, we're committed to providing you with the most comprehensive and accurate news coverage in the region.

And remember, digital access is included in your subscription. Visit [www.burlingtonfreepress.com](http://www.burlingtonfreepress.com) to learn more about our digital offerings.

A special welcome to all of our new subscribers. We're excited to have you on board and we hope you'll enjoy reading the Burlington Free Press.

Sincerely,  
 Your Friends at the Burlington Free Press

**1010 BURLINGTON FREE PRESS CONTRACTS TO GET STARTED. NEED ASSISTANCE? CALL 1-800-427-4738**

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Sample proofs for Gannett subscriber communications

## REASONS FOR SUCCESS

The main reason for success was a deep understanding of the existing workflow and then applying technology to automate the process to remove extra steps, reduce labor, and streamline production.

This solution won the 2015 PODi Best Practices Award in the Direct Marketing category.

<b>CUSTOMER</b>	<p><b>Gannett Co. Inc.</b>  <a href="http://www.Gannett.com">www.Gannett.com</a>                      Gannett Co., Inc. (NYSE: GCI) is an international media and marketing solutions company that informs and engages more than 100 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. Our portfolio of trusted brands offers marketers unmatched local-to-national reach and customizable, innovative marketing solutions</p>
<b>SERVICE PROVIDER</b>	<p><b>BlueSky ETO &amp; MSP</b>  <a href="http://www.BlueSkyETO.com">www.BlueSkyETO.com</a>                      BlueSky ETO develops sophisticated web-based marketing portals and marketing workflow solutions... Engineered To Order. MSP is a single-source direct marketing partner offering comprehensive print and mailing solutions.</p> <p><b>InnerWorkings</b>  <a href="http://www.inwk.com">www.inwk.com</a>                      InnerWorkings is the leading, global provider of brand delivery services for a wide range of Fortune 500 companies and small and medium businesses.</p>
<b>HARDWARE</b>	HP Indigo 7500
<b>SOFTWARE</b>	GMC for composition, AccuZip for data prep
<b>TARGET AUDIENCE</b>	Newspaper subscribers
<b>DISTRIBUTION</b>	Annual volumes in the low millions
<b>DATE</b>	January 2014 and is ongoing