

# Newspaper Publisher Uses Panorama to Grow Circulation and Advertising Revenues

## Erie Times-News

### Company Profile

With a circulation of over 70,000, the Erie Times-News is based in Erie, PA and is owned by Times Publishing Company. In the last 3 months of 2005, the Erie (PA) Times-News generated more than \$500,000 in incremental advertising sales

### Business Challenge

- “Do not call lists” negatively impacting circulation
- Lack of visibility into sales performance – inability to properly analyze single copy sales, subscription “no pays”, customer retention and other information
- Productivity suffering from managers spending too much time looking for information

### Solution

- Budget and track sales results for advertisers and compare to budget on daily, weekly and/or monthly basis
- Track financial performance of circulation and advertising highlighting budget variances
- View customer retention by sales channel, subscription offer and other characteristics
- Quickly analyze customer information like new subscriptions, customer defections, complaints, renewals, etc.

### Results

- Improved ability to highlight the value of the newspapers readers to advertisers
- Expecting an additional \$1 million in advertising revenue during 2006
- Non-pay subscriptions declined and single copy sales increased


Advertising and circulation managers make better and more profitable decisions


### Panorama Software

Panorama Software helps clients grow revenues and reduce costs by giving them the ability to analyze data, identify trends, maximize business opportunities, and improve corporate performance and results. Panorama software offers an intelligent, collaborative and easy-to-use, BI solution that enables enterprises the ability to gain insights more quickly, more efficiently and with greater relevancy. Panorama maintains over 1,600 global customers. To learn more about Panorama Software, please visit [www.panorama.com](http://www.panorama.com).

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