

KEEPING PACE WITH THE TIMES

Abstract

Brianna Chapman, the Manager of the Order Management Team at a leading American publishing company had been handling advertising solutions for clients for several years. Yet, recently with clients demanding faster turnaround times, Brianna was looking to drive higher value in her operations with evolving technology. This success story details how Infosys BPM helped her migrate to a new platform and provided programmatic advertising campaign support, delivering significantly reduced turnaround times, 100% accuracy in setups, and 50% quicker go-to-market times.



When the clock is ticking faster

Brianna Chapman is the Manager of the Order Management Team (OMT) in a \$5.95 million American publishing company, which operates 29 daily newspapers in fourteen states with millions of subscribers. Combining digital and traditional solutions, the company also delivers advertising services to customers across markets. Brianna primarily assists her team to effectively handle ongoing orders and complete activities within set deadlines.

The OMT team had been solely servicing the ad processing requirements for several

years. This involved numerous activities on the digital marketing front, offering reactive solutions to advertisers. However, increasingly, the company's clients were demanding a reduced turnaround time (TAT) for these activities, but the existing operational ecosystem lacked the necessary efficiency required for this and to offer value-adding solutions.

So, looking to scale and drive higher efficiency in operations, Brianna began searching for an external service provider to provide the much-needed support.

She wanted a solution that incorporated evolving technology innovations and could help deliver cost-effective, programmatic ad services to her clients. After examining the capabilities and success stories of several firms, the company began a partnership with Infosys BPM in 2022. The scope of the partnership covered a gamut of order management, digital execution, and marketing activities with processes including print, digital, precheck intake, and campaign planners.

Adding value to the advertising

Brianna was soon on the phone with Laksh Mishra, the lead for the Infosys BPM team to brief him on the challenges and the support needed. She wanted to migrate the entire advertising ecosystem from Simpli.fy which her teams were currently using to the industry leading Stackadapt platform. She wanted Laksh to not only help with the migration but also completely manage the processes in the new platform expecting only minimal support, from day one after the migration.

Laksh took the challenge head on, and planning for programmatic managerial and

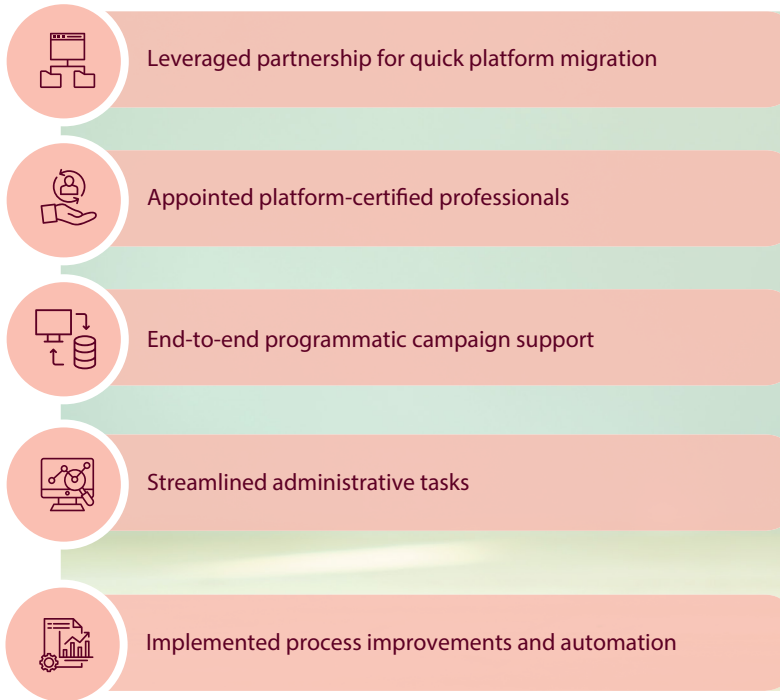
campaign support kicked off the project in January 2022. Leveraging Infosys's partnership with Stackadapt, he was able to speed up the migration process to the new platform.

Then for extending end-to-end campaign support — from setup to optimization — he set up a team of platform-certified professionals to reduce the setup and Time-to-Live durations of programmatic campaigns.

The team then utilized industry-leading tools and technologies to generate

actionable insights and carry out the various order management tasks. These included creating ads for clients across different media platforms, liaising with their stakeholders to obtain the relevant creatives, all while paying close attention to any pre-determined norms or customized requests. After crafting the ads to adhere to these strict guidelines, they then pushed them out for pagination and to be ready for release on the expected delivery deadlines.

Approach summary



The team also streamlined all the administrative tasks, logging in details of the advertisers, insertion orders, and other relevant information that were required to run programmatic ads into the company's CRM systems.

All was not smooth sailing however. While processing the ads, the team had to keep adhering to the many changes that were constantly being demanded by the

advertising clients of the company. Laksh provided extensive trainings to cover all these scenarios and yet the team faced several practical challenges during the process, especially as Brianna had provided only a few points of contacts within her inhouse team to provide minimal support. So, taking a proactive approach, Laksh innovated certain process improvements and automation that would save a lot

of time. While the in-house teams were initially wary of allowing any deviations from the set processes, they heard out Laksh's ideas and let them be tried out. The outcomes were extremely successful, with Laksh's team eventually succeeding in delivering the ads on time, in spite of the constant changes being demanded.





Tuning in to success

With things running in clockwork fashion, and none of the advertising clients complaining of delays in the team's turnaround time, Brianna was soon extremely relaxed, not having to micromanage her operations, as was the case earlier.

More importantly, the platform shift, combined with the programmatic support powered a phenomenal growth in operational efficiency resulting in a quicker go-to-market for all campaigns. Over 300 campaigns were launched in the first month of the project itself, and

coverage volumes grew at an average of 80%. Moreover, Laksh had set up internal auditing programs within the team and which involved peers and team leaders, and this ensured 100% accuracy with a 99% TAT in processes.

Key benefits

-  Over ~300 campaigns launched within the first month
-  Coverage volumes increased at an average of 80% in the first 4 weeks.
-  Internal auditing program ensured 100% accuracy
-  Learning period for new campaigns reduced by over 50%
-  Quicker GTM and resulting growth in revenues



Brianna was ecstatic, especially as the success of the partnership had helped to increase revenues and also open up new growth opportunities for her team,

with several members being promoted to leadership roles. Impressed with the outcomes, she handed over several other core activities and ancillary processes to

Laksh and his team, making the entire mission a resounding success!

**Names have been altered to preserve the identities of the people involved.*

For more information, contact infosysbpm@infosys.com

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