

Magnetise drives award-winning Dennis subscription campaign

Introduction

Dennis Publishing is one of the world's leading independent publishers, with over 50 magazines, digital magazines, websites and mobile sites in the UK including The Week, Auto Express, PC Pro, Computer Shopper, iGIZMO, Men's Fitness and Viz. Covering special and general interest topics, Dennis' audience is both broad and niche, requiring the company to run regular and varied subscription acquisition campaigns.

Objectives

Dennis received board level buy-in for a new programme of activity to take advantage of the recovering economy, but required a new approach to subscription acquisition in light of falling conversion rates from traditional direct marketing channels.

It knew that fast turnaround telemarketing ultimately generated the best conversion, yet lacked the quality and quantity of leads required to fuel this activity. Any supplier therefore had to ensure that leads generated could be immediately validated so that the transfer through to fulfilment happened in near real time.

The company set in place clear success criteria and decided to utilise online channels due to the accountability, flexibility and speed provided by the medium. As this was essentially a test-bed for future programmes it was important to reach new audiences and achieve strong ROI, meaning any solution had to be able to handle intricate criteria, drill down into the detail and offer the opportunity for improvements to be made during the campaigns.

The Magnetise Approach

The campaign was based around a free trial of certain magazines, backed up by a trial subscription offer and Magnetise deployed 2 different solutions to support Dennis and ensure its success.

The core weight of the work focused on the use of Lead Intelligence, Magnetise's management and analytics platform. Designed to enable agencies and large publishers to run their own lead generation activity, its comprehensive range of features and functions enabled Dennis to undertake a complex, multi-faceted campaign, safe in the knowledge that each facet, and its costs, could be tightly controlled.

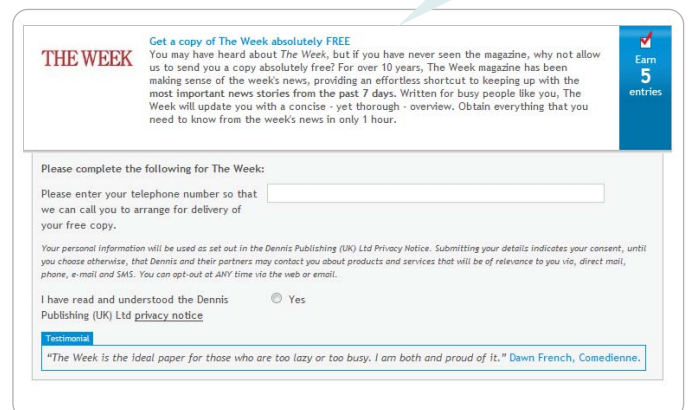
The ideal lead was identified and set up on the system and each lead supplier was provided with their own variable CPL arrangement. Access to the database of existing Dennis subscribers was integrated so that Lead Intelligence could cross reference the leads and the system set to ensure only optimal matches were processed and paid for. Reports and alerts were also created so that each element of the campaign could be analysed and action taken where needed.

Creative assets were fed into the system, which Lead Intelligence then integrated and routed out to the sites and affiliates running the campaign, in

Snapshot

- ✓ Dennis Publishing required new approach to subscription acquisition
- ✓ Lead Intelligence deployed to manage and optimise activity
- ✓ TopFox utilised to generate leads from its white label competition platforms
- ✓ Campaign achieved a forecast revenue of over 12 times the cost of the campaign, 97% new subscribers & a CPA of 52% under maximum budget for The Week
- ✓ Awarded the PPA Customer Direct Best Use of Telemarketing Award for 2010, was a finalist in the Marketing Week Awards 2011, and won the 2011 New Media Age Awards Best Media Campaign category

Example of The Week offer



THE WEEK Get a copy of The Week absolutely FREE

You may have heard about The Week, but if you have never seen the magazine, why not allow us to send you a copy absolutely free! For over 10 years, The Week magazine has been making sense of the week's news, providing an effortless shortcut to keeping up with the most important news stories from the past 7 days. Written for busy people like you, The Week will update you with a concise - yet thorough - overview. Obtain everything that you need to know from the week's news in only 1 hour.

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Testimonial

"The Week is the ideal paper for those who are too lazy or too busy. I am both and proud of it." Dawn French, Comedienne.

Earn 5 entries

the right style, format and method for each individual lead supplier. The campaign focused primarily on email and co-registration, but also incorporated social and offline media to provide a broad spread of engagement opportunities.

The requirement of transferring validated phone numbers through to the call centre in near real time was achieved using basic features within Lead Intelligence. Its intricate form building capabilities can collect, validate and manage many types of data, in this case enabling Dennis to capture, check and transfer vital information that the call centre could use within seconds of the data being provided.

In addition, Magnetise's TopFox white label competition platform was utilised to drive Dennis' campaigns through its network of top tier digital publishers' competition sites. On a cost per lead basis, Dennis could attract and collect details of potential subscribers via co-registration as prospects were registering and entering competitions on the likes of OK Magazine, Loot and Business Traveller. This was a new avenue for Dennis to explore, and one that ultimately proved a significant success.

Initial Results

Throughout the campaign, Magnetise technology kept Dennis on track. Lead Intelligence constantly watched and reported on activity, highlighting situations where CPL rates should be renegotiated due to lead quality. While the particular lead requirements resulted in a higher cost per lead being payable, they also meant that the telemarketing team was focused on the best opportunities, reducing the risk and workload, while increasing conversion, success and ROI.

Dennis' subscription acquisition campaign surpassed expectations. 97% of subscribers were new to Dennis and the forecast revenue is an incredible 1288% of the campaign cost. Stand-out results were achieved in particular for The Week, Dennis' current affairs title. For this publication the campaign's CPA was under 50% of the maximum advised budget and the lead generation rate increased by over 500% in 6 months. Over the life of the campaign, The Week enjoyed a 22.8% conversion rate for the free magazine and 11.5% of leads were converted into subscribers. TopFox also performed superbly, achieving 5% above average conversion across the life of the campaign and was the 2nd biggest supplier of leads to Dennis.

Ongoing Activity

Feedback entered into Lead Intelligence both automatically and by the call centre itself enabled a 360 degree vision of the campaign to be created, from lead to ultimate sale. Dennis was able to see instantly not only the performance of each lead supplier, but also how each supplier fared at the end of the cycle. This level of intelligence was vital to optimising and improving the ultimate ROI of the campaign as it showed clearly situations in which the ultimate CPA was far better than the initial lead generation activity suggested.

Conclusion

Lead Intelligence allowed Dennis to incorporate its successful telemarketing activity into a new online opportunity. It joined up activity across the different channels and provided a single point from which to plan, run, optimise and report on activity.



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Sean French, Comedian

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Jon Snow, News Presenter

The Week microsite

This lead generation campaign has been awarded the PPA Customer Direct Best Use of Telemarketing Award for 2010, with the judging panel being particularly impressed by the fact it was "a new concept for selling subscriptions that was well planned and executed, meeting and surpassing all objectives." It was a finalist in the Marketing Week Engage Awards 2011 and went on to win the New Media Age Effectiveness Awards Best Media Campaign category in 2011, with judges calling it "a brilliant optimisation of media".

The Online Marketing Manager for Dennis Publishing commented:

Without Lead Intelligence, not only would we have been in the dark about the comparative achievements of different suppliers, we would also have been unable to implement such fast and effective changes to the campaign. Using Magnetise technology, we have exceeded expectations and identified a brand new channel from which we can further build our business.

About the Magnetise Group

The Magnetise Group is a marketing technology company founded in 2007 to improve the reach, return and accountability of digital engagement. Its proprietary technology platform supports a suite of products for the creation and management of advertising, marketing and lead generation campaigns that deliver significant revenue while optimising both response rates and data quality.

Clients include Northern & Shell, Maxim, Gumtree, CD WOW! and Business Traveller publications, with campaigns being run for telecom and utility providers, consumer brands including Nokia, Starbucks, Hugo Boss and McCain, as well as retailers such as ToysRUs, Littlewoods and BrandAlley.

Current products include:

- TopFox: UK's leading white label competition platform with over a million active users, integrated into top tier publications.
- In-Banner: improves standard display advertising by adding data capture capabilities with real-time validation and pricing.
- Lead Intelligence: bespoke, fully integrated lead management and analytics platform for multi-channel campaigns.
- In-Video: unique platform that standardises innovative online video advertising for the mass market via rich, interactive overlays.