



Physical and digital media

Brief: Produce long-term audience KPIs to reflect both print and digital magazine content, which measures multi-platform, global advertising campaigns.

"Mediacells used their independence in the media industry to look dispassionately at our print and digital audiences. The team developed a set of commercial measurements to report back to advertisers, which have proven effective."

Max Raven, Chief Revenue Officer, Hearst Magazines

WORK

We created 'natural context' KPIs that looked to the longer-term success of global advertising campaigns across the Hearst stable, including Esquire, Elle and Cosmopolitan, in print and on digital.

RESULTS



Cross-platform analysis of Hearst audiences converted to sales with global electronics giants.



Contextual KPIs provided the revenue officer with ambitious, achievable targets company wide.



We met regularly with the senior publishing teams to report and consult on content optimisation pathways.



We produced a bespoke commercial insights toolkit which enabled sales teams to enter new dialogues.

