

Headline

Reality Premedia's editorial pagination and web-to-print services helps major US publication generate revenues out of unorganized heaps of data.

Client

A major US publication that manages multiple local newspapers and more than 50,000 records of classified listings every week.

Dilemma

This publication receives more than 10,000 records a day of local listings for its used car sales classified supplement alone. This data is disorganized due to variety of sources reporting the information. The publication's management realizes that this information is extremely important to local readers. They were in desperate need of a solution that will allow them to channelize all this information in a way that can be extremely useful to their readers. At the same time, the company also realizes that if they do not act soon, competitors like craigslist may pose a severe threat.

The Reality Solution

The major US publication consulted the Reality team to find an effective solution to this issue. Reality carefully analyzed the incoming data feed, created business rules that would form the base of the transformation logic to convert the data into a meaningful format.

Reality's team created a software utility to carry out this transformation. The unorganized data was now very meticulously converted into an XML format that could be imported to software packages like Adobe InDesign.

Production teams at Reality, created an efficient process that would take the XML input and create Ad templates in InDesign, which could incorporate the newly formatted XML workflow.

Now the publication, not only has access to clean, formatted data, but it is also able to use this data to create personalized direct mailers and enhance viewership.

KEY BENEFITS

- Custom XML transformation logics written to address the client's needs
- Ability to deliver consistent high quality ad templates that can be repurposed for email and web campaigns
- Secure production environment to deliver 10,000 ads a day for 10,000 records
- 100% Quality checks
- more than 40% cost savings