

# CASE STUDY: THE BIRMINGHAM NEWS

The Birmingham News needed to provide its advertisers with compelling location intelligence that demonstrated why it was the best media for them to choose for their campaigns and to help its internal Circulation Department more effectively target its subscriber acquisition and retention program.



“TargetPro will help you reach the advertisers you are trying to reach and increase your bottom line.”

*Stephanie Handy, Research Analyst, The Birmingham News*

## Summary

### Company

The Birmingham News is a 118 year old company that began as a family-owned business in 1888 and became a part of Advance Publications in 1955. The Birmingham News is Alabama’s largest newspaper with a daily circulation of 154,862 and a Sunday circulation of 184,736. It serves a seven county Metropolitan Statistical Area with over 800,000 total adults. News staff members won the 1991 Pulitzer Prize for editorial writing and the newspaper has won numerous state journalism awards.

### Challenge

The Birmingham News Advertising and Market Research Department needed to find a location intelligence solution that would help them to provide sales staff with demographic, geographic, and business information they could use to make more effective presentations to advertising customers and to identify new sales prospects among area businesses.

### Result

The Birmingham News chose MapInfo location intelligence because of its ease of use, comprehensive functionality, and affordability. The Advertising and Market Research department uses TargetPro®, PSYTE® Advantage, StreetPro®, MapMarker® Plus and MapInfo Business Points to provide its sales force with the following information on a daily basis:

**DEMOGRAPHIC TREND REPORTS**—contain 2000, current year, and five year projections for demographics within a requested region.

**RETAIL SALES POTENTIAL SUMMARY REPORTS**—consumer expenditure data for desired retail categories within a specified region.

**POSTAL CARRIER ROUTE MAPS**—help advertisers target their media buys geographically by carrier route or other geographic region.

**CUSTOMER ZIP DISTRIBUTION MAPS**—shows advertisers’ current and recommended zip code coverage for their preprint distribution, and enables advertisers to target distribution to match store sales, identify areas of opportunity to increase sales, and to strategically plan distribution relative to where competitors are located.

**RADIUS MAPS**—show mileage/driving distance rings for store locations.

The new reports have helped The Birmingham News’ sales force add new business and better serve their existing clients. Research Analyst Stephanie Handy comments on the popularity of the new reports with advertisers, “We get requests for radius maps and other reports all the time from our clients. We have had great results with MapInfo and TargetPro.”

### CHALLENGE

The Birmingham News needed a user-friendly location intelligence solution that would help it to profile, analyze and understand customers and markets based on demographic, lifestyle and consumption attributes.

### SOLUTION

The Advertising and Market Research department chose TargetPro®, PSYTE® Advantage, StreetPro®, MapMarker® Plus and MapInfo Business Points to provide its sales force with the location intelligence it needed to more effectively prospect new advertising customers and better meet the needs of existing customers. Internally, its Circulation department used insights from TargetPro and PSYTE to target its subscriber acquisition and retention campaigns.

## THE MAPINFO ADVANTAGE



TargetPro and the PSYTE Advantage segmentation system can be used to create vivid profiles of a media company's subscribers, or its advertiser's subscribers, based on demographic, lifestyle or media consumption patterns—the magazines they read, the TV shows they watch, the cars they drive, the sports they play, the hobbies they pursue—even their preferred brands of shampoo and breakfast cereal.

Contact MapInfo today to learn more about how location intelligence can help you gain powerful new insights into your customers and markets—which can be translated into more successful advertiser and subscriber acquisition campaigns and bottom line results.

### Corporate Headquarters

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### **Who – What – How: The PSYTE Advantage**

A key capability that The Birmingham News needed to help it more effectively attract and serve advertisers, and to help its Circulation department to retain and attract new subscribers, is to develop demographic and lifestyle profiles for customers—to understand “who” the customers are, “what” their consumption preferences are, and “how” they spend their free time.

TargetPro, the PSYTE Advantage segmentation system and MRI lifestyle data, provide The Birmingham News with the capabilities it needs to profile:

*The Birmingham News Subscribers:* The Birmingham News can profile its subscribers based on demographics and lifestyle characteristics, which helps its Circulation Department in subscriber acquisition and retention campaigns. For instance, The Birmingham News found that its top two subscriber PSYTE clusters were Tuxedo Trails (36%) and Executive Domain (35%). Knowing this, The Birmingham News can do a gap analysis to identify areas with high potential and low subscriber rates. These become the target areas for subscriber acquisition campaigns.

*The Advertisers' Customers:* Advertisers provide The Birmingham News with their customer files and The Birmingham News can profile these subscribers using PSYTE Advantage and MRI lifestyle data, appending PSYTE cluster codes to each record in the advertiser's customer file. This helps The Birmingham News to propose new customer acquisition campaigns to its advertisers by matching the PSYTE clusters in the advertiser's customer file with the same clusters in The Birmingham News' circulation.

### **Using MapInfo Business Points and TargetPro to Identify Opportunity**

MapInfo Business Points data provides The Birmingham News with the name, address, SIC code, sales volumes, number of employees, and ownership structures for businesses in its market.



Zip distribution map used by The Birmingham News to show advertisers current and recommended zip code coverage for their preprint distribution.

Using Business Points information in TargetPro, The Birmingham News is able to:

- Analyze trade areas, zip codes and sales regions to identify areas of opportunity
- Identify competitive threats for its advertisers
- Build sales and marketing strategies
- Assign sales territories
- Generate new sales leads

### **The Bottom Line**

MapInfo location intelligence provided The Birmingham News with a user friendly solution to help them profile, analyze and understand customers and markets. They can predict buying behavior for virtually any business, consumer product or service and then compare it with the most accurate consumer and business demographic data available.

“TargetPro will help you reach the advertisers you are trying to reach and increase your bottom line,” concludes Handy.

FOR MORE INFORMATION: E-MAIL [PREDICTIVE\\_ANALYTICS@MAPINFO.COM](mailto:PREDICTIVE_ANALYTICS@MAPINFO.COM) OR CALL 800.327.8627.