TERNAIR

The power of Marketing Automation

Personalized content for 1.5 million professionals on a daily basis

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As a B2B publishing company with more than fifty brand, Vakmedianet aims to deliver relevance for its readers. By using the Ternair Marketing Cloud, Vakmedianet is able to provide personalized content to its 1.2 million readers every day.

For several years, Vakmedianet is in a transition: the communities that the publisher used to service via print needed to be continued and expanded also via online channels. The results of this transition was recognized. In 2016, Vakmedianet won the DDMA Customer Data Award.

Customer insights
For Vakmedianet it is essential to know who the professionals are that use their content. For this reason, Vakmedianet wants to connect customers' profiles to the the reading behaviour of their online visitors. The result is a detailed insight into their interests and the ability to act upon these insights.

Personalised content
In the Ternair Marketing Cloud various customer data sources were merged into a central marketing database and made available within the marketing automation environment. Specific trackers in the e-mail and campaign management system and digital "fingerprints" facilitate the tracking of the visitor behind all click behaviour.

"Vakmedianet has chosen Ternair because of its professionalism. The software is flexible enough to be adapted to our needs, robust enough to be used as a professional tool and sufficiently user-friendly to be used by the business itself. A typical example of the best of both worlds. By using the Ternair Marketing Cloud we save time and achieve higher productivity. We also see a better result in clicks and openers, among other things."

Ceesjan de Vos
Head of Marketing & Business Development
Vakmedianet

Integrated customer view

Since the implementation, Vakmedianet has an integrated customer view combined from different data sources: customer profiles, subscriptions, transactions, newsletters and click behaviour. Therefore, the company knows where professionals in different fields and industries are interested in. This enables Vakmedianet to offer high quality content to its 1.2 million readers and to bring its advertisers in touch with interested readers. The result is more productivity and higher efficiency. And also better results in clicks and openers.

About Vakmedianet

Vakmedianet is the leading b2b publisher in the Netherlands with strong editorial brands for professionals in multiple functions and industries. Vakmedianet makes expertise accessible for professionals in an attractive way and offers networks for b2b advertisers.

TERNAIR

Think free. Build fast. Connect easy.

Let's get started

Call us
+31 (0)30 687 71 03

Send an email
interest@ternair.com

Visit
ternair.com