



COSMO Publisher CRM

**CRM industry solution for
the support of advertising and
subscription customers**



The changes and high dynamics in the media industry require companies to be highly flexible in their market in their market development. Particularly in the case of print media, the organization of sales and the associated and the associated advertising business have had to be adapted to market conditions. The integration of online business into the and the sale of a wide range of publishing products are now an integral part of the marketing of content and subscriptions. and subscriptions. At the same time, these represent major challenges for the companies in this industry.

Challenges

Comprehensive support for advertising customers

How high are the customer's sales, which topics are important to him and how often does he place ads - an overview of advertising customers is worth its weight in gold. This is the only way to win the advertiser over again and again for the medium.

Win subscription customers and never lose them again

Once a customer is lost, it is difficult and costly to win them back. That's why creating a new offer in good time is extremely important. Distinguishing between "real" customers and trial readers is often easier said than done.

Playing all channels

Online offerings and traditional print media must not be mutually exclusive; publishing houses must find sensible complements and exploit the synergies. This is the only way to reach the readership in the best possible way. Merging the offerings is part of the digitization process.

Analysis and trend detection

Analyzing and interpreting existing data in the company is a challenge. However, this difficulty must be met, because today's knowledge can be used to derive business models, trends and new products for the future.

The Solution

COSMO Publishers CRM is based on Microsoft Dynamics 365 for Sales. In addition to standard CRM processes, the solution supports the following areas:

- Support for advertising and subscription customers - from offers to creation to any service requests.
- Management and up-to-date overview of all business partners
- Mobile media consulting thanks to offline capability and mobile CRM
- Sales management and mapping of the sales process
- Targeted marketing activities from a single system
- Reporting and analysis of all marketing and sales activities
- Market analysis and monitoring, also with the aid of social listening
- Event management

The Benefit

Target advertising and subscriber management

With the CRM solution, the company has both and subscribers at a glance. overview. Let your customers know you're thinking about them know that you are thinking of them! Subscriptions subscriptions are renewed in good time and retained. Ads are booked and placed on time placed.

Market monitoring and analyses

Management has access to integrated analysis functions that allow ad hoc evaluation and clear presentation of current figures. Trends and also new products for the market are derived from this. Market monitoring is greatly simplified: special analysis functions show how often the customer has placed ads with the competition.

Mobility of media consultants

The CRM solution is optimized for mobile devices such as smartphones and tablets. Sales control, contact management, and the sales process at the customer are mapped directly in the mobile app.

"Microsoft Dynamics CRM turned out to be the most flexible solution. Our parent company had worked very well with COSMO CONSULT, so it made sense for us to take this partner as well. In addition, the experts from COSMO CONSULT showed us a way of customizing in order to completely adapt our special wishes, such as event management."

Jörg Streb

Head of Marketing and Communications
at Management Forum of the Handelsblatt
Publishing Group

Multi-channel marketing

On the one hand, the coordination of all contact channels simplifies personal contact with the company for advertisers and subscribers. On the other hand, the all-round view of the customer enables a personal approach across an integrated marketing campaign.

Austria • Chile • China • Columbia • Ecuador • France • Germany • Hungary
Mexico • Panama • Peru • Romania • Spain • Sweden • Switzerland

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