



Client case

DAILY PERSONALIZED CONTENT FOR 1.2 MILLION PROFESSIONALS THANKS TO TERNAIR

Vakmedianet is the leading b2b publishing company in the Netherlands with strong editorial brands for professionals in a number of functions and industries. The portfolio consists of magazines, online communities, knowledge bases, books, educational programs and events. Vakmedianet makes expertise accessible for professionals in an attractive way and offers networks for b2b advertisers.

For several years, Vakmedianet has been undergoing a transition: the communities that the publisher used to serve on paper needed to be continued and expanded online.

A blurred photograph of a modern office hallway with a glass and metal ceiling and large windows. A person is walking in the background, holding a phone.

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“Ternair Software Solutions results into more productivity and timesaving. We also see better results in clicks and openers.”

Clear customer profile

For Vakmedianet it is relevant to know who the professionals that use their content are. For this reason, Vakmedianet wishes to link their customers' profiles to analyses of their reading behaviour. In so doing, a detailed understanding of visitors' interests is brought about creating opportunities to respond accordingly.

Vakmedianet needed to find a reliable supplier to help gather this data into clear customer profiles. After several months of market research and exploratory talks, Vakmedianet opted to go with Ternair.

Merging and unlocking data sources

In September 2013, Ternair launched the implementation of its web-based solutions, Ternair Marketingdatabase and Ternair Campaign. Various data sources containing customer data were merged into a marketing database and unlocked within the campaign management environment. With the aid of special trackers from the email and campaign management system and using digital “fingerprints”, all of the click behaviour is recorded. This is then made accessible for marketing purposes within the Ternair environment.

In November 2013, the first version was delivered, after which a few months were spent on fine-tuning the system. In February 2014, Vakmedianet took over a publishing company and in a short time its data streams were integrated into the solution. New employees were also trained to use Ternair.

Personalised content

Since the implementation, Vakmedianet has had an integrated customer view compiled from different data sources: customer profile, subscription, transactions, newsletters and click behaviour. The company knows where professionals in different fields and industries are interested in. This allows Vakmedianet to offer high quality expert knowledge to its 1.2 million readers and to bring its advertisers in touch with interested readers.

Testimonial Ceesjan de Vos, Head of Marketing & Business Development at Vakmedianet:

“Vakmedianet has chosen for Ternair because of its professionalism. The software is flexible enough to be adapted to customer requirements, 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’. Ternair results into more productivity and timesaving. We also see better results in clicks and openers.”