

El Tiempo Casa Editorial optimizes marketing campaigns and obtains 360° customer visibility

About the company

El Tiempo Casa Editorial is the main news portal in Colombia. It provides multimedia information on ELTIEMPO.COM, and is member of the Group Diarios de América.

El Tiempo Casa Editorial received the award, “eCommerce Awards Colombia,” from the Instituto Latinoamericano de Comercio Electrónico and was also given the national journalism award by the Círculo de Periodistas de Bogotá (CPB) for best multimedia interview, “Asi se llevan nuestro pasado.” To learn more, visit www.eltiempo.com.

Business case

- Support sales strategy with accurate data.
- Obtain 360° customer view.
- Register and track sales operations, contacts, and activities.
- Improve data visibility.
- Automatize and improve processes.
- Change management and IT structures.

Benefits

- Achieved 360° customer visibility.
- Centralized database, enabling product position in the market.
- Automatization and control of marketing campaigns, including micro-segmentation.
- Supported sales subscription strategy considering customers' sales cycle, obtaining 10% increase in annual retention.
- Increased positive contacts from an average of 45% to 78% through new campaigns.
- Increased sales from 60% to 80% due to accurate direct contact.

EL TIEMPO

HEADQUARTERS
Colombia

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WEB SITE
www.eltiempo.com

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"The best way to identify and apply good business practices to an audience is to have a 360° view of the final user. With Infor CRM and BGlobal Solutions we have obtained great success."

Tito Neira
Manager, Audiences and Sponsors, El Tiempo Casa Editorial