



## Exploiting The Potential Of Webvision V3



### Flexibility for recruitment advertising

The largest revenue stream for Inside Housing is recruitment advertising. Even though the old site carried all the jobs which were listed in the magazine, there was very little flexibility in terms of the offers that could be made to advertisers. All this has changed with the introduction of Webvision v3 and its integration with Autonomy IDOL enterprise search technology.

“We now have many more interesting and valuable options to give to our advertisers. Autonomy allows us to present job advertisements contextually against relevant editorial content and this is proving to be a major selling point as it increases response rates. particularly for some of the more senior roles. Online recruitment revenues have grown from 4% to 20%, and we are confident that this is new advertising spend. For the first time, we can now sell packages which bring together different sizes, different positions and a mix and match approach across print and online.”

Ocean Media’s Inside Housing web site, designed by Abacus e-Media and based on the company’s Webvision v3 digital publishing solution, went live on time and on budget in July 2008. Since then traffic has increased from 20,000 unique visitors each month to more than 50,000, online recruitment revenues have increased from 4% in 2007 to 20% just eight months after the launch, and the company has achieved its overall online financial targets, even in the face of the current severe economic downturn.

Steve Vickery, a director of Ocean Media: “A key factor in the success of the project was Abacus’ knowledge of the publishing sector. Webvision v3 has been specifically designed for our industry, but perhaps even more importantly, the hands-on, practical publishing experience of their people has proved invaluable in helping our own staff to make the significant cultural changes which a major move to online, from a predominantly print environment, inevitably demands.”

Webvision v3 is used by Ocean Media’s editorial staff and their production colleagues, as the sole vehicle for compiling content and then directing it to the print magazine, the web site or both.

Steve Vickery: “Our news journalists use Webvision all the time. They were extremely frustrated by the antiquated, prehistoric site that we were running previously, so although the introduction of Webvision has required dramatic changes in their working practices, they have been very enthusiastic about its ease of use and overall flexibility.”

## Increasing traffic and visitor numbers

People come to sites such as Inside Housing, according to Steve Vickery, for two main reasons: news and jobs.



The advent of Webvision v3, Jobs Marketplace (another Abacus e-Media product) and Autonomy has significantly improved Inside Housing's standing in the jobs marketplace. And in terms of its news content, some seven to ten stories are now posted each day, compared with a weekly update of just a handful of items on the previous site.

## Looking ahead

Bridal Buyer, another Ocean Media title, has also recently gone live based on Webvision v3. This site reuses the user interface framework page templates, which have been customized for Ocean Media's publishing business. The site features up to the minute details of new collections and products, a global trade show and events calendar (including Ocean's British Bridal Exhibition and National Wedding Shows), latest market news, expert industry comment, special offers forums and news alerts. Abacus e-Media's Marketplace product is used to manage the company and brand information in the Brands Directory.

"We have developed a very successful working relationship with Abacus. Their understanding of the publishing sector is great for day to day matters, but also ensures that they are very good at proactively suggesting new or different ways that we can do something to help us achieve our overall company strategy and targets."

Ocean Media is also using Abacus' e-marketing product, Dispatch, to design, create and send daily newsletters to subscribers. These have proved to be very popular, and a number of sector specific newsletters – targeting those interested in finance, housing management, development and HR – have also been launched.

Steve Vickery: "Our original plan had been to structure the site into a number of different communities for different audiences. However our research indicated that this was not what the majority of our users wanted. They valued Inside Housing for offering them a breadth of subject matter and the opportunity to read about aspects of their industry beyond their own particular area of expertise. We have found by using Dispatch to help us create sector specific newsletters that this is a much more successful approach - rather than trying to create artificial communities on the site itself."

The introduction of User Generated Content – made possible by Webvision v3 - has been another very successful innovation for the new Inside Housing site. "Webvision v3 is very impressive in the way that it handles user generated content and helps us to interact more with our readers. Our journalists have had to deal with the new cultural challenge of receiving a large volume of comments on anything they may write about and being expected to enter into the discussion. However this is working well and is undoubtedly contributing significantly to the increase in the number of unique visitors from 22,000 to more than 50,000 each month."

Another advantage of the closer relationship which Ocean Media has been able to build with its users is that ongoing design and development – 'the evolution' – of the site, can take place with active user participation and input, rather than occurring in a vacuum and simply hoping it will prove popular.

