

Tribune

Case Study in MEDIA

Client Profile

Tribune Corporation, with headquarters in Chicago, Illinois, operates a robust portfolio of print, online and broadcast properties. The Chicago Tribune Media Group currently owns and operates 23 broadcast television stations, 9 major newspapers and over 50 online classified sites, including: The Chicago Tribune, the Los Angeles Times, the Baltimore Sun, Hartford Courant, Florida Sun, The Daily Press of Newport News in Virginia and the Orlando Sentinel. The Chicago Tribune is the nation's second largest newspaper publisher in terms of revenue and the third largest in total circulation, serving 8 million total readers on weekdays and 11 million on Sundays. Chicago Tribune's online classifieds have recorded about 90 million page views from over 4 million unique users each month. .

Client Objective

Recognizing the changing landscape of the classifieds business, and the desire for the paper to remain relevant in the eyes of its readers, Tribune Corporation was looking for additional ways to add value to their core automotive, real-estate and recruitment classifieds sections, creating a clear link between its online classified offering and the printed advertisement while generating additional revenue.

Cellit's Solution

Cellit leveraged its Cellit Classifieds platform to provide the media group with a near-turnkey solution for its papers. With this solution, Cellit was quickly able to turn tens of thousands of unique classified ads into interactive experiences for the reader, via assigning unique "Quickfind" codes to each listing.

By texting the Quickfind code to a Tribune shortcode, the reader is instantly provided additional information on the listing, in the best format possible for the phone and carrier. For those readers with access to the mobile web, Cellit Classifieds automatically creates a robust, searchable mobile web site, including multiple photos of the product, detailed technical specs and more. Each inquiry is tracked and reported on via the Cellit Classifieds backend. Additionally, Tribune has the ability to route leads generated by inquiries directly to the business manager or individual seller associated with the listing.

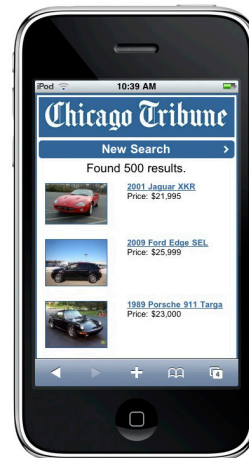
Chicago Tribune

Quick Facts

- Cellit Classifieds provides instant information for Chicago Tribune Classifieds via text, WAP and email
- Cellit Classifieds is live in real estate, automotive, and employment markets and currently expanding to other verticals
- Generates over 36 thousand leads in the Chicago market alone (267 leads per day the ads are in print)

Results

The Cellit "beta test" for the Tribune program involved the recruitment section at the Chicago Tribune. Tribune raised all recruitment rates by a nominal amount, and mandatorily included the Quickfind feature as part of the package. As Cellit offers Tribune a fixed-cost solution, regardless of number of ads, Tribune was immediately able to cover all costs of the Cellit program and roll the offering out to the other sections of the publication. Tribune quickly began rolling out Cellit's solution at all other available publications.



To-date, Cellit is live in Chicago, Baltimore and Hartford. In Chicago alone, the program has created over 36 thousand leads for Tribune Publications (267 per day the ads are in print), and Tribune expects this number to grow substantially as additional markets launch on the platform.

