



## NEW REVENUES FROM CONTENT, COMMUNITY, AND COMMERCE

### CUSTOMER

Bauer Consumer Media (BCM), a division of the Bauer Publishing Group, is the UK's largest magazine publisher with more than 200 leading-edge brands. Its portfolio includes such popular titles as *FHM*, *Heat*, *Motorcycle News*, and *Today's Golfer*.

### CHALLENGE

Create a unique online user experience and increase advertising revenue in a publishing environment where 99% of its data is unstructured and information changes regularly.

### SOLUTION

To boost user experience and increase advertising revenue for its biking ([motorcyclenews.com](http://motorcyclenews.com)) and golfing ([todaysgolfer.co.uk](http://todaysgolfer.co.uk)) digital brands, BCM chose Endeca for Online Media, built on the Endeca Information Access Platform. Users can now explore products, articles, and user-generated content on these sites, including reviews and ratings. Endeca is now live on eight BCM sites with a plan to deploy many more sites.

### KEY BENEFITS

- 300% increase in page views
- 30% increase in repeat visitors
- 200% increase in advertising revenues
- 25% increase in time spent by users on its sites
- 900% increase in searches

For UK publisher Bauer Consumer Media (BCM), a division of the Bauer Publishing Group, bringing its magazines online was not an issue of content — it had a long history of producing expert opinion and news. But content alone was clearly not sufficient for readers, who were missing entire portions of the publisher's Web sites. The company soon realized that its online readers were demanding a new kind of user experience, with opportunities to interact more with the site and other members of the community. In response, they implemented Endeca for Online Media, built on the Endeca Information Access Platform, and not only met but also surpassed their readers' expectations.

### Reinventing the brand

To bring more users to its Web sites as well as retain its current customer base, BCM understood that it needed to reinvent its brands online. "The most important thing to think about when taking a print publication online is how we make it accessible to the consumer in a way that goes beyond the existing media," said Angus Swan, head of technology, BCM, "Attracting and retaining customers who are passionate about their hobbies requires more than just good content. We needed to create an experience that would allow people to find the content they wanted while also encouraging discovery of valuable, new, compelling information of interest — information they might not even know existed."

To determine the best solution, the publisher had to consider whether consumers would use the new Web

sites in a different or complementary way to their printed versions, how revenue would be generated, and, finally, how the editorial team would work within the new, interactive model. "We needed a flexible solution that would allow us to constantly adapt to the needs of our user community," said Swan.

"With Endeca, we achieved our goals of delivering content that complements the brand, building commerce into the user experience, and providing better, faster, and easier discovery of information across the site, building pathways between users, content, and other users." — Angus Swan



**“Endeca has made it easier for customers to find the information that they’re after — whether they’re planning on making a purchase, locating a review, or accessing reader-generated content.” — Angus Swan, head of technology, BCM**

BCM partnered with LBi as its technical advisor, and together they selected Endeca to power the multi-site publishing platform. “Endeca was selected due to its outstanding faceted navigation capabilities as well as its technical architecture, which can process large amounts of unpredictable data very rapidly,” said Swan. “In addition, we knew that Endeca would provide our users with a platform to express themselves by enabling more opportunities to interact with the site, create profiles, and submit their own content.”

### **Integrating content, community, and commerce**

Today Endeca is live on eight of BCM’s sites, including *motorcycle-news.com* and *todaysgolfer.co.uk*, with plans to deploy on additional sites. Endeca’s technology integrates user-friendly information-access features such as search and Endeca’s Guided Summarization™ experience to encourage user exploration and discovery, leading to a better, more relevant, and ultimately more fulfilling user experience. In addition, by integrating with the company’s ad server, Endeca is delivering contextually relevant advertising and promotional content, leading to more targeted promotions and more qualified leads for advertisers.

These online brands all integrate proprietary content, third-party content (blogs, reviews, features, listings, user profiles, images, video links, and more) as well as links to

third-party products and services to increase revenue. They combine internal and external content and present it all in an intuitive user experience. In addition, BCM is going the extra mile with social-networking features of Web 2.0 by allowing users to create and contribute to communities and even search and navigate user profiles to find people with similar interests and see what they are reading. For example, on the *Motorcycle News* site, Yamaha riders and enthusiasts can browse through gear for sale, read news and bike reviews, post comments or add an owner review in the “community” section of the site, or even look through a photo gallery of Yamaha bikes.

### **Results**

Since deploying the Endeca Information Access Platform, the online brands have seen dramatic improvements in terms of site visits and usage patterns.

*Motorcyclenews.com* is widely regarded as the world’s leading online source for biking news, with more than 330,000 registered user profiles, far above the industry average. The site generates more than five million page views, a five-fold increase since deploying the Endeca solution. In addition, search activity has tripled as a direct result of customers staying longer and going deeper into the site’s content.

The *Today’s Golfer* site has tripled the number of registered users and is now experiencing more than

2.5 million page views per month. Swan adds that Endeca allows Web site users to access the content-rich information that it may never have been able to access previously, “By enabling customer to carry out quicker and more intelligent searches, Endeca has made it easier for them to find the information that they’re after — whether they’re planning on making a purchase, locating a review or accessing reader-generated content. Traditional search engines don’t give users the capability to search for information in an intuitive way, which on content-rich sites like ours means there could be lots of engaging material, but more visitors might never find it.”

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