



PROGRAM CASE STUDY

SITUATION & CHALLENGE

Tampa Bay Times utilized a self-service software platform to run a successful Best of the Best campaign for four years. The revenue generated from the contest was primarily in a winners print piece featuring winners by category— released alongside a Sunday edition. The Best of the Best campaign was lacking monetization of digital products, particularly digital display ads to highlight businesses during the nomination and voting phases of the contest.

SOLUTION

Tampa Bay Times contracted with Elite Insights to leverage their proprietary software platform and consulting services to facilitate the fifth year of their contest. The Elite Insights team worked side-by-side with the Tampa Bay Times team on a strategy, training, pricing, and execution of a new digital monetization strategy utilizing the Elite Insights best-in-class software platform.

BENEFITS & RESULTS

EFFICIENT RESOURCE ALLOCATION

The Tampa Bay Times sales team sold while the Elite Insights design and support team handled everything else. Utilizing this strategy allowed the sales team to completely focus on sales and sales strategy as they were not required to be involved in any of the creative process or contest logistics.

SOFTWARE EMPOWERMENT

The Elite Insights software platform allowed for a seamless lead generation with nominations coming from the public to the sales managers to the sales reps— providing for immediate accountability. The software also facilitates inventory controls making each exclusive item more valuable to the purchaser, fraud prevention for reliability of results, credit card processing to avoid collection issues and a full suite of reporting.

CONSOLIDATED RESULTS INCLUDE



260% Year-Over-Year Revenue Growth



Over 3,000 Businesses Participated



425k Community Votes Cast



We are delighted to be partnered with Elite Insights and utilizing their innovative solutions. The advice given and the process flow we implemented has boosted our revenue and set us up for many years of year-over-year growth.

Bruce Faulmann, VP of Sales & Marketing



We are thrilled to collaborate with Elite Insights whose commitment to enhancing operational efficiencies has greatly contributed to our success and streamlined processes. The Elite Insights team was there for us every step of the way, reliable and communicative.

Andrea Daly, Senior Marketing Manager

