



Gawker Media

www.advertising.gawker.com



At A Glance:

- **Company:** Gawker Media is one of the world's most innovative and influential blog-publishing companies
- **Location:** New York, NY
- **Industry:** Online media publishing
- **Challenges:**
 - Difficulty analyzing complex and multi-dimensional advertising contracts in aggregate
 - Poor visibility into certain types of financial information led to inefficient billing processes, reduced spending controls
 - Lack of consolidated information slowed decision-making processes, and made it impossible to produce on-time, accurate reports
- **Software switched from:**
 - QuickBooks, Excel
- **Results with NetSuite:**
 - Dashboards with consolidated business information for 5 subsidiaries give managers real-time controls over financial operations
 - Integrated order-to-accounts payable processes maximize cash flow
 - Fast, accurate trend analysis helps Gawker maximize advertiser impact and new opportunities
 - NetSuite's recurring revenue recognition tools speed reporting of complex revenue streams
 - Integrated accounts payable/receivable processes reduce bookkeeping costs by 20 percent
 - Detailed business reports now take just seconds to produce
 - Fast implementation helped Gawker get running in fewer than 60 days

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manager of finance and business development
Gawker Media*

Results

Paris Hilton, Joan Rivers, Rupert Murdoch — these are just a few of the names you’re likely to see if you visit Gawker.com, home to one of the world’s most successful, and most influential online media publishers. Each day Gawker’s eight blogs cover topics such as gossip, gadgets, video games, and cars, and each month more than 20 million readers check out the site, at least once, but typically many times.

The majority of Gawker Media’s income is derived from advertising, but until this year the company had fairly limited knowledge about its advertisers. The reason: Gawker’s managers, marketers, and IT people were using Excel spreadsheets and QuickBooks applications to gather business information.

Today Gawker uses NetSuite OneWorld and the NetSuite Media Bundle to streamline the business and maximize its financial visibility. Over a dozen executive dashboards give Gawker managers up-to-the minute views of ad revenues, accounts payables, receivables, employees, contractors, and other information.

These analytics, along with integrated end-to-end business processes, help Gawker maximize cash flow while minimizing bookkeeping time, and custom-tailor advertising opportunities to improve revenues.

“We’d predicted 2009 would be a down year,” says Scott Kidder, manager of finance and business development. “But we ended up with significant year-over-year growth. A good part of that success comes from our ability to refine our advertising sales processes through improved operations efficiency.”

Challenges

Today’s publishing industry is undergoing a major transition to online content. In the past few years blogs have begun to attract substantial advertising revenues from established

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mainstream companies across all industries. Gawker is an example, with companies such as Toyota, Puma, and Pepsi purchasing space alongside blog content.

But attracting advertisers poses two major challenges, in analysis of its advertising contracts and in billings and financial operations.

First, Gawker’s ability to look at its client base as a whole was limited. There was no easy way to look at advertisers by category (such as automotive) or region of the country—information that would be helpful in deciding how to allocate limited sales resources.

“We had plenty of information; it was all over the place,” says Kidder. “It was in spreadsheets, QuickBooks reports, emails. But it wasn’t integrated, so any consolidated reporting was a manual and tedious process involving lots of copying and pasting. It could take many hours for a large report, and we couldn’t vouch for a high degree of accuracy.”

The second challenge concerned Gawker’s financial reporting and revenue recognition. An advertising contract may cover three months or more, so Gawker only allocates a proportion of the total contract as revenue for each of those months. This adds a level of complexity to Gawker’s billings and accounts payable processes.

Solution

Gawker brought in the marketing automation and general accounting and bank management components of NetSuite’s OneWorld solution and its Media Bundle. This software includes robust tools for analyzing and managing recurring revenue recognition, the challenge for recognizing per month ad revenues.

Also, the NetSuite software enabled Gawker to integrate its financial operations, from order entry to billings. The integration has helped Gawker streamline a number of processes, according to Kidder. One example is expense payments for contractors.

“We work with many independent contractors, including writers,” he says. “They used to have to send in paper expense reports, and then our staff had to input them manually into Excel spreadsheets. Now they enter expenses over the internet, via a laptop or handheld. They are automatically sent to their site’s Editor-in-Chief for review, approved with one click, and automatically sent to accounts payable. We’re saving a ton of time, and we’re better able to monitor the costs, and the profitability, of individual sites.”

In general, NetSuite has enabled Gawker to improve its processes.

“Our processes now use information from the central NetSuite repository,” says Kidder. “We know that if the information in NetSuite is accurate and up to date, then it will be accurate and fresh throughout the company, and across all applications.

“That’s what we’ve got now. Our processes are integrated and automatic, and our analysis, whether it’s formal reports or minute-to-minute drill downs into our dashboards, is based on dependable, up-to-the-minute information.”



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