

Case Study

DIE ZEIT

4,534% increase in sales for Germany's leading publishing house.

A fit for purpose online subscription store and continued support from TQ gives Die Zeit the power to continue growing 75 years after launch.



The Challenge

Traditional publishing businesses have had to adapt to the digital world to survive. Where others have failed, some have seen huge opportunities to thrive, and Zeitverlag Gerd Bucerius, publisher of Die Zeit is one such publishing house.

With 75+ years of heritage, Die Zeit knew it was time to up their online game and keep up with the ever-increasing demand for digital content.

But it wasn't a simple case of rebuilding a content management system for marketing purposes, they also needed to manage subscriptions, inventory and fulfilment for their online store (and integration with external APIs too).

The solution needed to be flexible and scalable, to support current demands and future growth.

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The Solution

We kicked off the project with extensive discovery and audit sessions with our in-house experts and wider Die Zeit team.

- What functionality did the bespoke CMS need to have?
- How did the online subscription model currently work?
- What internal processes did we need to know about?
- How were the current systems set up and linked with external APIs?

With all the background info to hand, we agreed the deliverables and timelines before our developers got to work.

To ensure the new website and full backend ecommerce management system delivered a seamless experience, both today and in the future, it was fully integrated with external fulfilment APIs and deployed to the cloud to ensure scalability and availability.

The website and supporting CMS are fully bespoke builds, and the customisable landing page system links dynamically with campaigns, products and subscriptions.

As with every TQ project it was tested relentlessly to make sure no matter which browser or version customers used, their experience would be flawless.

And from signature to V1 it only took 8 weeks.

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The Result

In the 3 years since launch of the new online store, **sales have increased 4,542% over baseline.**

The stats speak for themselves with the delivery and implementation of the ecommerce system and new website a total success.

Die Zeit were so impressed, that since project delivery we've been employed as their sole outsourced digital partner, providing developers, product owners and other resources to support their ever-changing needs.

Our digital support gives Die Zeit precious time back to focus on growing their business, knowing that their technology and online store is in safe hands.

"Our new shop was the first project Thought Quarter developed for us and I am delighted that we have found an experienced agency who understand our requirements and can be trusted to deliver outstanding results on time and on budget."

Alexander Holm

*Deputy Director
of Marketing*

Die Zeit



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