

ppi Media launches project for automated hyper-regional online ads with Team Beverage

Team Beverage is the leading procurement, distribution, marketing and service platform for the beverage industry in Germany. ppi Media has developed an innovative concept with Team Beverage Einzelhandel GmbH to automatically provide the customers of specialist beverage stores with centrally controlled, hyper-regional and targeted ads on Google and Facebook.

August 27, 2020. Team Beverage is an associated group and independent platform that brokers, markets and distributes 3.9 billion products every year. Team Beverage has been working with ppi Media to develop and establish an innovative concept for automated, hyper-regional ads on Google and Facebook to provide better support to beverage stores and retail chains that work with the company.

The plan is to display online ads for specific offers at the specialist beverage stores marketed by Team Beverage Einzelhandel GmbH in the immediate vicinity of each retailer within the large Google and Facebook advertising networks. The ads will be created automatically with appropriate information from a central Team Beverage database. And an appropriate landing page will also be generated automatically for each ad to provide end customers with further information. The landing pages may also contain QR codes or electronic coupons for customers to redeem an offer in store.

ppi Media GmbH is currently developing the software solution to realize the new online initiative. The joint project was launched with Team Beverage on August 13, 2020.

The project managers at Team Beverage expect the solution to generate a significant increase in sales for their own company and specialist beverage stores. “Team Beverage and ppi Media have developed a completely innovative concept. Thanks to our centrally controlled online ads, we can promote offers and display targeted ads for our customers on Google and Facebook in the immediate vicinity of each retailer, which is ultimately where customers will take advantage of the offers. Social media and online marketing have now become a further pillar in our digital business development”, explains Nicolas Sonnenberg, Head of Retail at Team Beverage.

The COO of ppi Media, Manuel Scheyda, shares his views on the project: “We’ve been digitizing and automating workflows for media companies for 35 years. It’s in our blood. We’re now making our wealth of experience available to customers from other sectors and working with them to develop innovative digitization concepts. We’re delighted to be working with Team Beverage Einzelhandel GmbH on our latest digitization project. The concept of significantly simplifying the publication of online ads for companies has met with great interest in many sectors”.

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About ppi Media

ppi Media develops highly efficient solutions and services for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the USA use the firm's solutions in their daily work for the planning, production and editorial workflows of their digital and print products. ppi Media also has a business line called "Digital Services", where it provides companies outside the publishing industry with support in the form of customized software solutions and targeted advice for digital projects. Its digital services include innovation workshops, active project support from teams of experts and the development of customized software.