



Northeast Germany's leading media company
opts for "thanks"

New revenue from Local Businesses at the Nordkurier Media Group



Facts and Figures

The Nordkurier Media Group is the leading media company in the northeast of Germany. Founded in 1990 as a newspaper publisher with 38 years of tradition in the news industry, the Nordkurier brand no longer stands for regional quality journalism alone. The group is also successful all across Germany in the fields of logistics and fulfilment, creative and print services as well as tourism thanks to a comprehensive and clever range of targeted investments. Digitization shapes the present and the future at the Nordkurier Media Group.

The Nordkurier Media Group's app Lokalfuchs can be downloaded by users from the iTunes Store and the Google Play Store in Germany since April 2017. Once installed, the app provides offers, discounts and digital coupons from participating retailers and service providers to smartphone users within the Neubrandenburg region in northeastern Germany. The app is based on the digital solution "thanks" by ppi Media.

The Lokalfuchs initiative, launched by the Nordkurier Media Group and the radio station Ostseewelle Hit-Radio, contains a range of services and products to strengthen local retailers and businesses. Participants can promote specially targeted offers via the new Lokalfuchs app, which can then be redeemed by users using their smartphone. Additionally, users can rate businesses via the app and stay informed about the latest news in the region.

The number of retailers taking part in Lokalfuchs is growing steadily, and new towns are added all the time. User ratings in the app stores have been very good since the app was launched. The advantages of the Lokalfuchs app are obvious: retailers profit from a new sales channel and create a connection between online and offline world. Users find products and offers on mobile devices, which they then redeem in local shops. At the same time, by offering the app, the media house increases its prominence and reach in the region whilst also forging a new closer link with the end user.

"ppi Media has implemented the Lokalfuchs app based on the thanks solution, and we are very happy with the result - especially as further functions will be implemented in the future. So far, we've had extremely positive feedback from many participating retailers and

from end users in the region, amongst whom the app is very well received. It therefore is the perfect addition to the other services and products of our Lokalfuchs initiative. So far, 141 local businesses use the offer to reach new customers via the Lokalfuchs app.* To invest in ppi Media's "thanks" as the technical foundation for our Lokalfuchs app has definitely been worth it," says Jerome Lavrut, head of markets at the Nordkurier Media Group.

The whitelabel solution "thanks"

ppi Media has developed the Lokalfuchs app for the Nordkurier Media Group on the basis of the service "thanks". This whitelabel solution can be adapted to meet the individual needs and ideas of media houses and its branding can be



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Jerome Lavrut, head of markets, Nordkurier Media Group

customized. For media houses, "thanks" is also an important new revenue model: they can offer local retailers a new, fee-based ad channel while at the same time offering additional services to participants.

It is important to note here that "thanks" is not simply a couponing app. The service should be seen as a community app that will bring together regionally relevant information such as offers, events, important dates, thus becoming a valuable companion to the user. To ensure long-term usage of the app, it includes

additional features geared specially towards the community. In addition to that, the solution consists of a mobile app alongside a customer portal as well as analysis and reporting features. This makes campaigns measurable for media houses and retailers; automated reports can be requested. ppi Media offers "thanks" as a Software as a Service (SaaS) that includes maintenance, hosting, support and updates for mobile apps.

Just like Dropbox, Netflix or Foursquare, ppi Media uses Amazon Web Services

to develop and deliver "thanks". Freely scalable services such as Amazon EC2 and Amazon S3 are perfectly suited to the development and delivery of mobile apps and ensure that "thanks" can be used in the best possible way by the end user.

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