

MEDIAHUIS

CASE
STUDY

A Story of People, Tradition and Technology

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Mediahuis Ireland: A Story of Digital Transformation

In the heart of Irish media, where newspaper legacies stretch back more than a century and family rituals shape how news and memories are shared, Mediahuis Ireland found itself at a crossroads.

Print classifieds, births, deaths, marriages, remained not just business, but a public trust and the emotional pulse of towns and cities across the country.

Yet, as digital tides rose and new competition arrived, it became clear that tradition alone could not carry Mediahuis into the future.

This is the story of how Mediahuis Ireland partnered with Lineup Systems to not just survive, but redefine what it means to serve communities in a digital world, balancing heritage with innovation.

Beginnings: Facing Change Together

It was over four years ago when Mediahuis Ireland first explored new paths. “We didn’t know that Lineup had the solution at the time,” recalls Paul Muldoon, Head of Direct Sales & Classifieds. Other providers came calling, but it wasn’t until a demonstration with Lineup that the possibilities came alive.

Lisa Mulholland Customer Success & Inside Sales Manager, describes the turning point: “It was out-of-the-box, but we were able to develop it into what we wanted. You can mold it into whatever you need.” Already using Lineup’s booking platform, Mediahuis saw not just a product, but a partner ready to adapt and grow alongside them.

Turning Vision Into Reality

Selecting Lineup wasn’t just about software. It was about partnership. Mediahuis needed a solution with “structure” but also flexibility.

Integrating Adpoint as their booking system, they found the transition “seamless,” allowing them to maintain continuity while embracing new workflows.

Lisa notes that a major goal was clear — empower customers who had always relied on phone calls or the newspaper office, but who now wanted to “book it in five steps, with full visibility of their ads and if it’s a repeat, it’s done in two minutes.”

Navigating the challenges:

The transformation wasn’t gentle or simple. In October 2022, a major business restructuring meant restructuring the Sales team.

Muldoon paints the picture: “If we didn’t have your ad now, our Sales team would not have been able to cope with the volumes of phone calls and emails.”

Suddenly, a team scattered virtually “all over the country” stepped up to serve from every corner. Staff used to working on local titles were now supporting national ones they’d never touched before.



“The team was answering phone calls and handling inquiries from everywhere. It was a lot of pressure at first, but then we started to see call volumes drop, bookings going through the platform, and it took the pressure off the Customer Success team. That was an early sign of success.”

Paul Muldoon | Head of Direct Sales & Classifieds, Mediahuis Ireland

Measurable Impact: Statistics and Milestones

What came next was remarkable. As 2023 unfolded, Mediahuis Ireland watched as call and email volumes plummeted and bookings migrated online. “That took the pressure off the customer success team,” Lisa explains. Early wins materialized as “our first 100,000 was a huge milestone, then a quarter million, then a half a million.”

Between 50% and 60%

of all classified ads are now processed digitally, a number that has held steady and never dropped below half.

3 Million € in Revenue

within a year — that’s how quickly the platform proved its value as Mediahuis transformed its classifieds business.

Operationally

Mediahuis transitioned from a purely inbound focus to enabling its team to run proactive outbound sales, expanding their ability to drive new opportunities

Customer behavior was transformed

“A good majority of our bookings now are made over the weekend. People are not restricted to the nine to five schedule. They’re at home, taking their time, putting their soul into their advert”, as said by Lisa.

“We thought we’d lose the human touch, but the opposite happened. Customers got more control, our team got breathing space and the relationships actually became stronger. The numbers are impressive, but it’s that shift in trust and ease of use that really tells the story.”

Overcoming Resistance: Changing Mindsets

In many ways, the biggest challenge wasn't technological, but human. "The key milestone in terms of the team is changing the mindset," Lisa admits. For staff with decades in traditional print, the adjustment was profound. But once momentum took hold and customer confidence was visible, "everybody's mindset changed and they were very positive. I think that's what drove the conversion and revenue, because the team finally got behind it."

Paul echoes this by sharing a personal story: "My mother, 71, overheard at a dinner that the Sligo Champion lets you book ads online. People in their 60s and 70s were talking about how great it is, that's the service we're giving." The majority of the people within the company soon recognized that the new technology "is actually making their day-to-day easier and better, giving them more time back."

The ripple effects touched every department:

Cost savings became tangible

Greater pipeline visibility and automated reporting

Sales and financial KPIs were met and surpassed

Recognition and Looking Forward

The industry noticed too. Mediahuis Ireland was shortlisted for the Irish Media Awards and recognized at the International News Media Association (INMA) Awards, a testament to the transformation achieved.

From here, the ambition grows, the platform has added display advertising, navigated challenges in transforming even the most tradition-sensitive segments, and stands ready to fully embrace digital as the next milestone.

At Mediahuis Ireland, the partnership with Lineup Systems didn't just introduce new technology, it enabled a cultural shift, a new efficiency, and a deeper connection with customers. Whether it's giving families the time and tools to honor loved ones in their own words or empowering a sales team to thrive amid change, the results speak for themselves.

“

It's an integral part of our business. It allowed us to have that tech facility in a very traditional marketplace, to put plans in place, to be digital first and to protect the future”

Lisa Mulholland
Customer Success &
Inside Sales Manager



How can Lineup help your media business?

Lineup offers a complete suite of solutions designed for modern media companies. Fully integrated across platforms, our tools empower publishers to streamline operations, unlock new revenue opportunities, and strengthen customer relationships while reducing complexity and costs.

Learn more about Lineup and the specific ways its solutions will drive change for your media business.

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