

## How The Globe and Mail Refreshed Their Entire Suite of Financial Tools



The Globe and Mail is Canada's foremost news media company and a part of Canada's fabric. Each day, The Globe leads the national discussion by engaging Canadians through its award-winning coverage of news, politics, business, investing and lifestyle topics, across multiple platforms.

The Globe and Mail print and digital formats reach over 6 million readers every week, with Report on Business magazine reaching over 1.5 million readers every issue in print and digital. The Globe has won more national newspaper awards than any other news organization in Canada, and has been honored with multiple Michener Awards for public-service journalism.

### THE PROBLEM

The Globe and Mail had built a strong audience around its existing suite of financial tools - including Watchlist, Portfolio, and Charting - but the solution wasn't fully responsive and didn't scale well in a mobile-first environment. In order to drive user engagement, increase customer acquisition, and build an effective subscription funnel around the strong installed base of daily users, The Globe and Mail determined they needed to replatform their entire suite of financial tools serving millions of monthly users.

"Our financial tools differentiate The Globe and Mail from other premium publications and have consistently been a driver of user engagement and subscriptions for our business," remarked Michael Shaye, Senior Product Manager. "We understood that investing in this suite of tools represented an opportunity to transform our business by creating Web 2.0 platform that could scale wherever our product roadmap might take us."

In order to provide superior financial news and insights for Canadians to turn to on a daily basis, there was a clear need to replatform all of their financial tools onto a better solution. They needed a partner who understood their business needs.

### ENTER BARCHART

The Globe and Mail team set out on an exhaustive RFP process that could deliver this improved suite of tools, but also provide them at a reduced cost versus their existing solution.

"Canadians turn to The Globe for the best financial news and insight and we wanted a partner that could provide our existing and future subscribers access to intuitive investment tools and high-quality data," said Phillip Crawley, The Globe's Publisher and CEO.

Barchart answered the call.

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### The Solution

“With its expertise in data distribution, media content, and modern software solutions, Barchart represents a compelling offering difficult to find in any one firm,” said Greg Doufas, The Globe’s Chief Digital Officer. “Barchart’s technical solutions are fast, scalable and responsive.”

Barchart provided The Globe and Mail with a completely refreshed suite of mobile-first tools, delivered on time, and exhaustively built to spec. In addition to fulfilling all of their requirements as a vendor, The Globe and Mail acquired something they didn’t know they needed - a partner that truly understood their business and would work consultatively to assist in building out The Globe’s sales funnel using Barchart’s deep experience in financial media.

“Barchart understood what we needed in a digital partner from day one, and has exceeded our expectations,” said Michael Shaye, Senior Product Manager. “The Barchart team is uniquely positioned to provide both high-quality digital content and feedback on product decisions due to their knowledge of operating a high-traffic financial portal.”

“Barchart is excited to partner with The Globe and Mail - Canada’s most relied-on source of news, editorial, and financial tools - to drive added value for their readers,” said Mark Haraburda, CEO of Barchart. “Our experience as a leading provider of data and solutions to clients across the financial, media, and commodities industries, positions Barchart to deliver an outstanding product to The Globe leveraging our core strengths and capabilities.”

The Globe and Mail invested into new features and tools focused on global financial markets to demonstrate its continued commitment to readers and subscribers interested in dependable financial content and analysis.

To learn more about the Globe and Mail please visit [www.theglobeandmail.com](http://www.theglobeandmail.com).

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Barchart is a leading provider of market data and services to the global financial, media, and commodity industries. Our diversified client base trusts Barchart’s innovative Solutions across data, software, and technology to power their operation from front to back office, while our Media brands enable financial and commodity professionals to make decisions through web content, news, and publications.

