



SHEKNOWS MEDIA GROWS INTO THE WORLD'S #1 LIFESTYLE DIGITAL PUBLISHER

with NetSuite

SheKnows Media is the world's leading women's lifestyle digital media company, according to comScore, with 81 million unique visitors per month and 302 million social media fans and followers. With a mission to inspire women to share and pursue their passions, SheKnows Media has built a dynamic and growing community that explores topics such as entertainment, style, healthcare, food, parenting and self-esteem among girls.

“NetSuite’s scalable system with real-time data access has empowered our financial reporting and business planning. Our finance team and executives are better equipped to make strategic business decisions, which has really stimulated our growth.”

SheKnows



A Competitive Edge in the Fast-Changing Media Industry

Flexibility to manage growth and complexity

Having undergone three acquisitions within a two-year timespan, SheKnows Media needed to better manage growth and complexity. It switched from QuickBooks to NetSuite OneWorld which helped it seamlessly integrate its acquisitions, including HelloFlo.com, BlogHer.com and StyleCaster.com, with the new brands moving over from Intacct and QuickBooks.

Deep financial insights for strategic decisions

NetSuite's powerful custom GL (General Ledger) feature gives SheKnows Media deep, real-time reporting on financials across its brands, properties and channels, empowering executives to make informed strategic decisions. Efficiency has soared, with hours of manual work eliminated in revenue recognition, billing and payments, and monthly financial close. Transparency and role-based dashboards have helped SheKnows Media build and grow a world-class publishing firm.

Poised for acquisitions and expansion

NetSuite OneWorld will let SheKnows Media handle newly acquired companies as separate entities until they are fully integrated with core systems. Open connectivity has allowed

SheKnows Media to seamlessly integrate NetSuite with more than 50 third-party and homegrown data sets, including the proprietary Momentum influencer platform.



Company Snapshot

Company: SheKnows Media

Location: New York, N.Y., Scottsdale, Ariz.

Industry: Advertising and Publishing

Employees: 167

Systems replaced: QuickBooks, Intacct

NetSuite products implemented:

NetSuite OneWorld

Incentive Compensation

ORACLE® | NETSUITE

Implementation Partner:

NetSuite Professional Services

Location: San Mateo, Calif.