

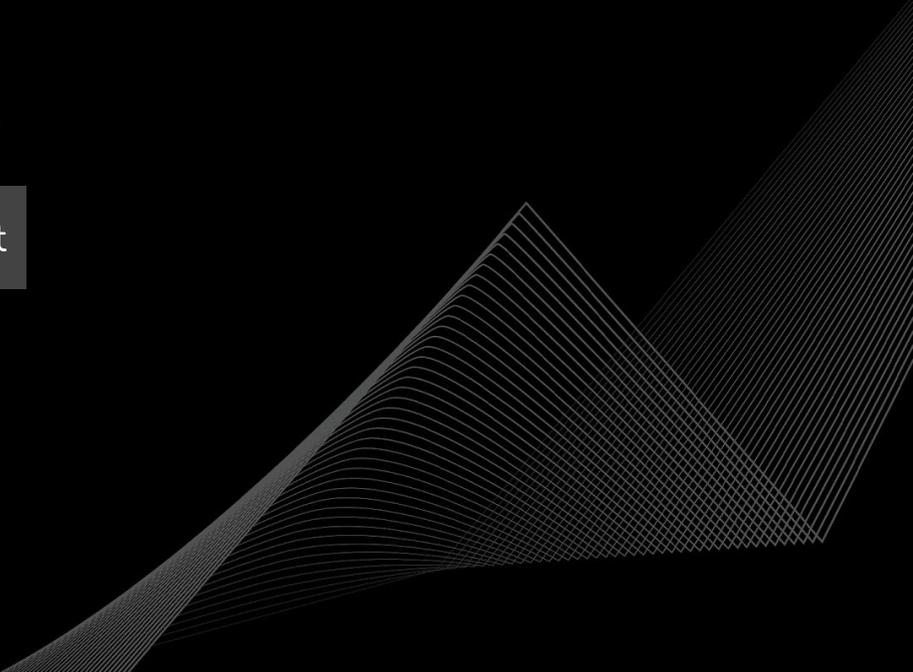
BROADSTREET

Broadstreet is an ad manager similar to Google Ad Manager, but expands its role dramatically by providing features to help direct-sales representatives impress their clients, run high-performing campaigns, and renew those hard-earned sales with industry leading reports.

At Broadstreet, we impress our clients' clients.

Case Study

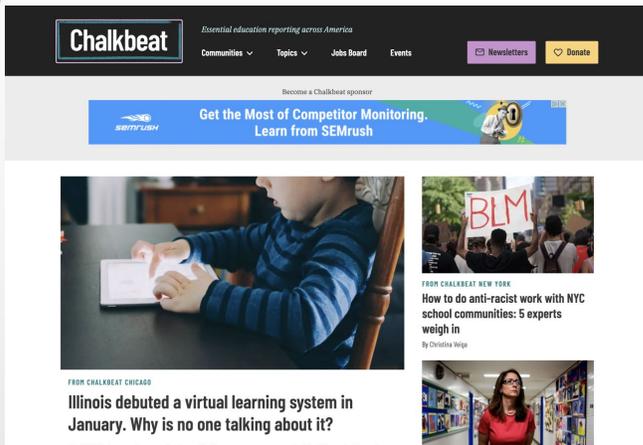
Chalkbeat





Chalkbeat

Chalkbeat is a non-profit news organization with a strong commitment to reporting on education in local American communities. Since 2013, Chalkbeat has worked to inform the decisions and actions that lead to better outcomes for children and families through its deep, local coverage of education policy.



Chalkbeat's Story

Chalkbeat was the brainchild of Elizabeth Green, Philissa Cramer, Sue Lehmann, and Alan Gottlieb. The team launched Chalkbeat in 2013 to address an alarming collision: the business model for news was collapsing during a period of dramatic upheaval in American education.

Seven years later, Chalkbeat has grown to become one of the largest nonprofit news organizations in the country. Although Chalkbeat was initially focused almost entirely on philanthropy to fund its operations, the publication has more recently begun investing resources into building out sponsorship revenue. While grants can come with restrictions, earned revenue through sponsorship and advertising does not. Today, Chalkbeat generates much of its revenue through products like sponsored content, programmatic advertising, and dedicated email.

Chalkbeat notes,

"We reach a niche audience—educators, school administrators, engaged parents, education policymakers and influencers. We reach these readers in communities where there's no other strong, local education reporting."

As for advertising, Chalkbeat says,

"This year, we've introduced several new products, such as sponsored content, programmatic advertising, and dedicated email, and we're making a push for national clients."



THE CHALLENGE

Manually Scheduling Ads

After years of focusing almost entirely on philanthropy to fund operations, Chalkbeat was largely successful in its transition to a more traditional revenue model. The publication had begun investing resources into building out sponsorship revenue, however it still lacked a way to schedule out ads/creatives. Without a system in place, Chalkbeat was swapping out ads in real-time when one campaign ended and another began. The process was time consuming and tedious, and it was clear that a long-term solution was needed.



THE SOLUTION

Campaign Automation from Broadstreet

Broadstreet was brought in to streamline Chalkbeat's advertising operations, so the team could more easily schedule out ads in its newsletters. The streamlined process has saved Chalkbeat from forgetting to swap out ads, or start and end campaigns at the right time.

Chalkbeat has also found ways to take advantage of Broadstreet's automated reporting tools, which means the publication's leadership can now review more reliable metrics without relying on third-party sources. Not only have Broadstreet's tools saved Chalkbeat time, but they have helped the publication provide more timely, accurate customer service and build trust with its advertising clients.



“Our customers seem happier that they can get a report immediately. We believe this will have a long-term impact to help us with renewals.”



THE RESULT

Client Satisfaction Leads to More Renewals

Providing clients with automated reports generated by Broadstreet has helped Chalkbeat strengthen its relationships and encourage more trust among advertisers. Clients seem happier when they can access campaign reports immediately, and Chalkbeat believes the new system will have a long-term impact on ongoing renewals.



HOW BROADSTREET SALES AND ONBOARDING WORKS



15-minute High-level Demo

If you think our service might help your organization, we can schedule an in-depth hour-long demo for decision makers



Full Demo For Entire Staff

Explore our product in depth and ask questions in regard to technical issues or compatibility with your existing services



90-day Free Trial

With an assigned account manager and assistant



Decision

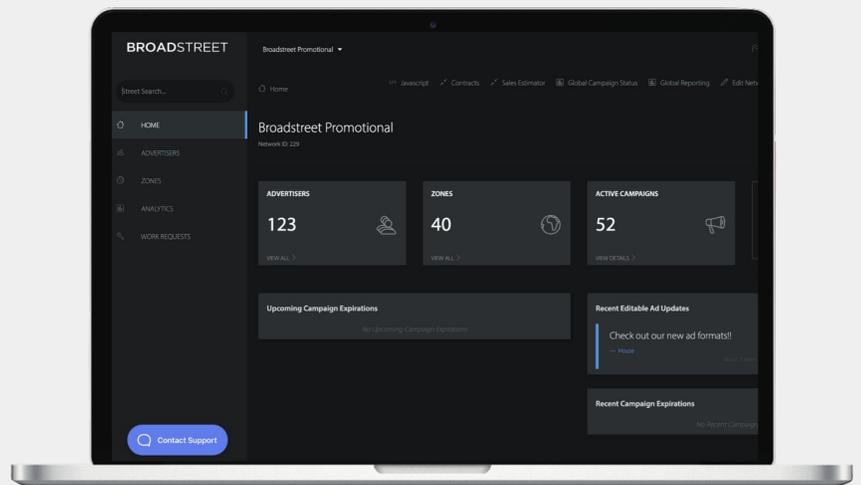
We certainly hope to keep you, but there's no obligation

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