

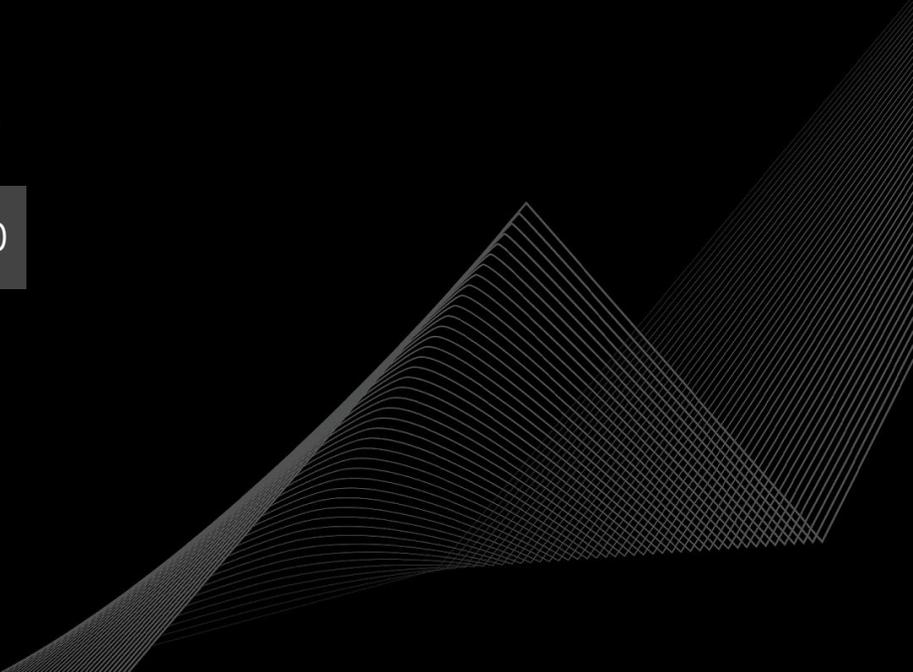
BROADSTREET

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

County 10

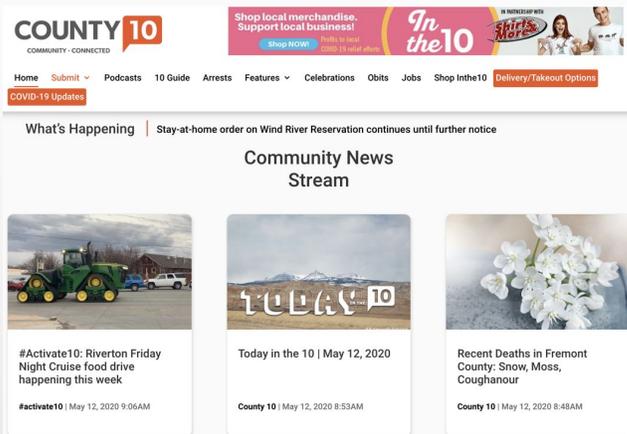




COUNTY 10

COMMUNITY • CONNECTED

County 10 is a digital media outlet providing the community in Fremont County, Wyoming, with instant news and updates. For more than a decade, the publisher has been on a mission to connect the community with complete coverage of the faces and places that matter most to people in Fremont County.



County 10's Story

County 10 was founded in 2011 by Pitchengine to give local small businesses a way to share stories directly with their customers. With no digital news sources near Pitchengine's headquarters in Central Wyoming, and the company's owners craving the ability to get local news in the same way they consumed regional and national content, County 10 became the first publication of its kind to connect the Fremont County community by putting a local spin on national stories.

County 10's original revenue model was focused on bringing small businesses into the fold as Community Partners who would pay for content marketing in the form of Sponsored Posts. As County 10 grew, the publication began offering limited display advertising. Although County 10 would go on to work with more than 500 businesses on Sponsored Posts in a single year, the volume of content became prohibitive. A decision was made to pivot to selling Sponsored Posts as an exclusive product to annual contract advertisers. County 10 now sells a significant amount of non-contracted display advertising and podcast advertising, as well.

County 10 notes,

"We needed an all-in-one automated solution for Sponsored Content and Display Ad reporting, so that we could keep up with the demand for analytics like locals could get from social media. That was our biggest challenge and the reason we went with Broadstreet."

As for advertising, County 10 says,

"We have been able to increase our inventory because Broadstreet's ad formats inject better than our previous vendor. This has allowed us to sell more display ads and thus has increased our revenue."



THE CHALLENGE

Clunky Adserver with Minimal Reporting

For years, County 10 focused solely on selling Sponsored Content. When the publication finally acquiesced to requests from local businesses to sell display advertising, it did so without fully understanding the pros and cons of different adservers. The adserver that County 10 initially chose was limited and clunky, with no option for automated reporting. With business at an all-time high, County 10 was wasting time tracking statistics manually on Google Sheets with Google Analytics piped in. It was clear that the time had come for a more automated solution.



THE SOLUTION

Broadstreet Ads

The lack of reporting tools available on County 10's previous adserver was actually costing the publisher clients. Finding a solution that would allow the publisher to give advertisers the data they needed in a timely manner became a top priority. County 10 rolled out Broadstreet reporting and almost immediately felt a positive impact.



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THE RESULT

Increasing Inventory

Since moving to Broadstreet, County 10 has been able to increase its inventory and sell more display ads. Businesses that were on the fence about purchasing display advertising before are now all-in thanks to enhanced reporting, which provides County 10 with the ability to show advertisers how their campaigns performed through automatically-generated reports. County 10 has also been able to add programmatic revenue thanks to Broadstreet's ability to geo-filter ad units that serve programmatic ads. This allows the publisher to keep the community flavor for its local audience, while still generating revenue through programmatic advertising for readers who are visiting its website from further away.



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

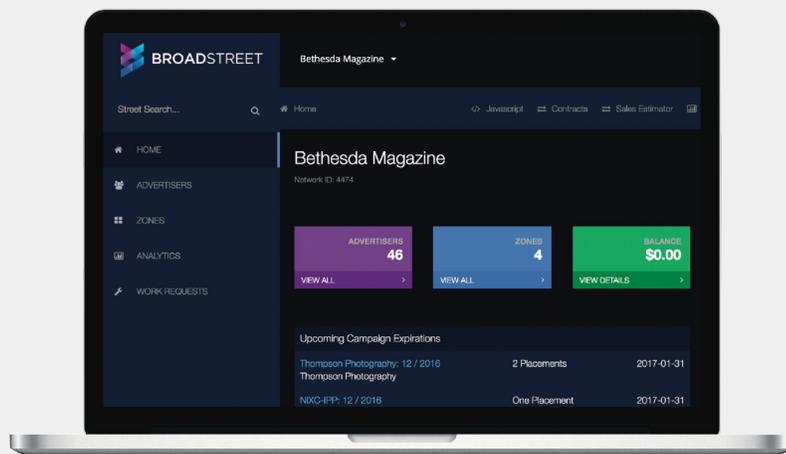
We certainly hope to keep you, but there's no obligation

Schedule a High-Level 15 Minute Demo

 Call us Now!

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SCHEDULE TODAY



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