

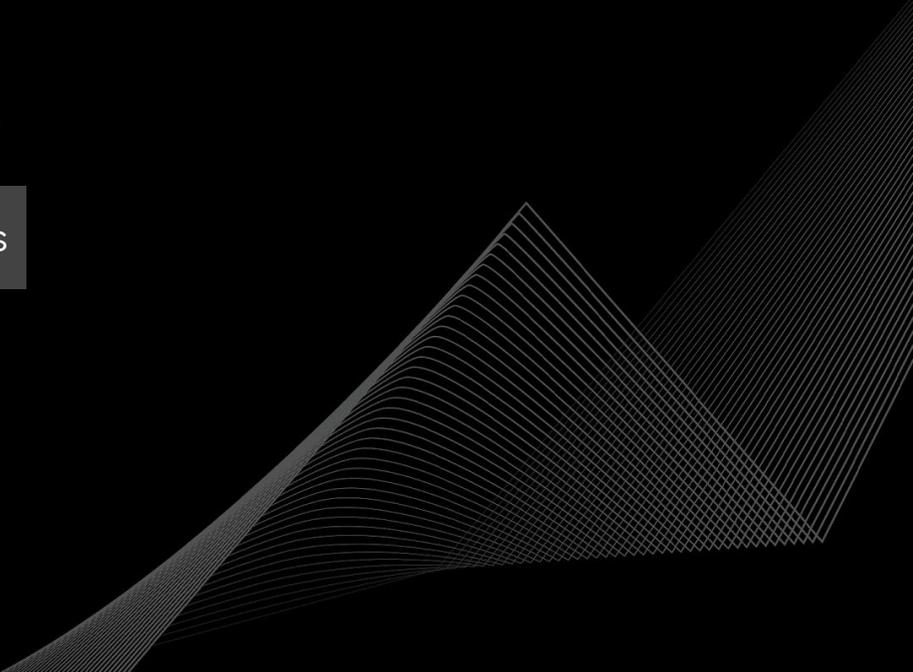
BROADSTREET

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.

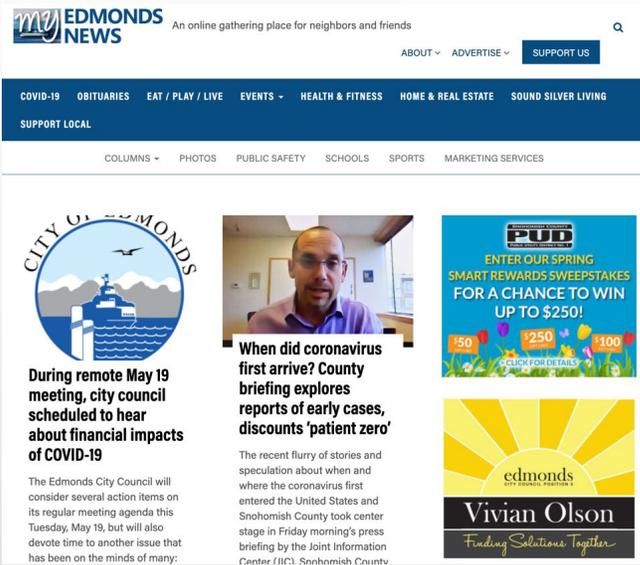
Case Study

My Edmonds News





As the longest-running online news source in its community, My Edmonds News fills a special role. The digital publication has become an online gathering place for neighbors and friends. While its readership continues to grow month-over-month, My Edmonds News has also become an incredible source of new leads for its local business advertisers.



My Edmonds News' Story

When publisher Teresa Wippel founded My Edmonds News back in October of 2009, she had no idea what the publication would eventually become. Wippel launched her publication without a business plan or a revenue strategy, but soon found an audience that was eager for local news about the Edmonds community. With website traffic on the rise, Wippel hired a commission-only ad salesperson and began serving ads on her site.

As My Edmonds News grew in size, Wippel tried different approaches to monetization. She ran programmatic advertising for a while, but found that it didn't generate much revenue. Acquiring two more websites in neighboring cities ultimately gave Wippel the advantage that she needed, allowing her to work directly with advertisers at scale. Today, My Edmonds News generates revenue by selling advertising to local businesses and organizations that are interested in supporting their community's most trusted online resource for news

Wippel notes,

"We tried programmatic advertising for a while, but found we didn't earn much revenue from it. Plus, some of it wasn't the type of advertising I wanted on our website. Over time, I acquired two more websites in neighboring cities. They share many of the same advertisers, so we can charge more to reach all three cities instead of just one."

As for advertising, Wippel says,

"Moving our advertising to Broadstreet has helped us to build a robust revenue stream by allowing us to manage our ads efficiently. It also allowed us to offer a range of advertising formats."



THE CHALLENGE

Stalling Growth

Early-stage publications can sometimes generate a profit by hiring commission-only salespeople and serving ads on their own websites, but that strategy becomes less effective as a publication matures. By the time Wippel had acquired multiple websites, she was ready to take her advertising program to the next level. Achieving financial success with My Edmonds News would require having someone else host the publication's advertising, and bringing on an outside team to help develop new advertising formats.



THE SOLUTION

Broadstreet Ads

My Edmonds News already had a roster of satisfied local advertising clients, but working with Broadstreet to develop new advertising formats gave the publication a greater ability to sell. Moving to Broadstreet has helped My Edmonds News offer a more robust range of advertising formats. Broadstreet has also opened up the door to more reporting tools, which My Edmonds News now uses to show customers how their advertising is working and who they are reaching.



“Having a company like Broadstreet in our corner has increased our credibility with advertisers and given us the confidence to sell a range of advertising formats. I honestly don't believe we would have been able to grow our ad revenue consistently year-over-year without Broadstreet.” - Teresa Wippel, Founder and Publisher



THE RESULT

A Robust Revenue Stream

With more advertising formats to sell, and a stronger platform for managing ads efficiently, My Edmonds News has been able to build a robust revenue stream. Broadstreet's professional reporting tools have increased the publisher's credibility with advertisers and given My Edmonds News the confidence to sell a wider range of advertising formats.



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

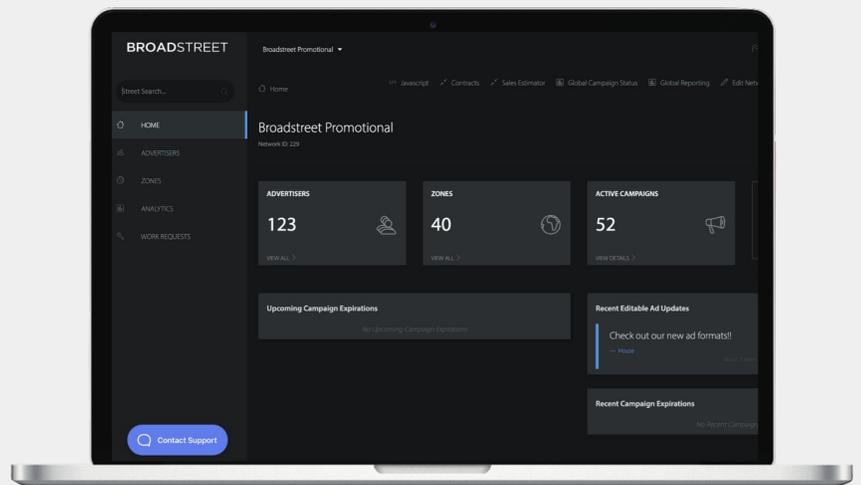
We certainly hope to keep you, but there's no obligation

Schedule a High-Level 15 Minute Demo

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