

How Frequency Helped A Major Print Media Company Double Its Omnichannel Revenue



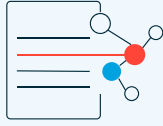
As the print media industry evolves from a traditional media sales model to selling more digital ads, many media publishers have faced difficulties making the transition to streamlined, effective and scalable sales and operations functions. To remain competitive, one major traditional media company, operating in numerous markets across the U.S., was looking to enter the omnichannel marketing realm - and succeed across multiple states and markets.

The Challenge

This media company knew that adding digital offerings while preserving their O&O revenue would be a major undertaking. The organization was faced with several challenges, from working with multiple agencies to integrating a complex advertising stack to not knowing which digital ad products to offer buyers. The company recognized that automation was the key to a successful expansion into omnichannel advertising, and needed a platform that would be easy to adapt, use, and customize as their omnichannel business scaled.

The Solution

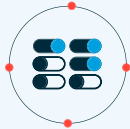
Frequency's all-in-one platform and dedicated support staff offered an end-to-end solution for our new partner.



SmartProposal enabled their reps to create customized omnichannel proposals, supported by 10+ years of sales data from millions of ads and optimized for local markets, in minutes.



TradeAI, the platform's AI-powered forecasting, pacing and optimization technology component, created the highest performing media campaigns.



Frequency's **CampaignHub** function enabled the reps to manage, optimize, and track all of those campaigns from a single dashboard.



Frequency's reporting capabilities, **Signals**, offered complete, transparent data and insights, instilling confidence in both reps and their customers.

The Results

The media company quickly embraced an omnichannel approach - and rapidly achieved results that far exceeded their expectations. Following the launch, year-over-year omnichannel revenue has soared - and the media company has successfully added new products into their media mix. Since partnering with Frequency, they've seen:

2.4x
INCREASE
in digital revenue

10x
INCREASE
in video revenue

85% OF
PROPOSALS
included O&O and
omnichannel

Data compares the year prior, to the year after the company's partnership with Frequency.

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