

Frequency Helps A Media Company Grow Ad Revenue by 40%



The Challenge

Looking to improve their efficiencies and increase sales, a large Midwest-based print media company made the decision to partner with Frequency. Many sales representatives adopted the platform immediately, while others struggled to build multi-channel media strategies and ask for bigger budgets. As a result, opportunities were being missed.

The Solution

After meeting with the company's leadership team, Frequency customized a digital certifications program to be implemented across the organization. The program had five goals:

- **Ensure** all reps were using the platform efficiently, to save them time while building media proposals.
- **Teach** reps to leverage the tech to close more deals, using tools like the Reach & Frequency widget and AI-powered SmartProposal along with Frequency's best-in-class reporting.
- **Enable** the reps to speak to the product recommendations and confidently tell their prospects why those products are crucial to their campaigns' successes.
- **Give** the team the confidence to ask for bigger media budgets.
- **Develop** mastery of the Analytic dashboard, and teach the team how to prove performance to their clients - thus building trust and creating opportunities.

The Solution

Ultimately, the company's leadership wanted sellers to embrace the platform technology and sell more multi-channel campaigns (O&O with digital) with bigger budgets. **Together, the company's leadership team, advised by their Frequence partners, launched a new strategy:**

- A structured **Digital Certification Program** for the sellers was implemented.
- Over a course of two months, **platform, product & sales enablement, pitch camps, objection handling and reporting training sessions** were held for all of the sellers.
- **Quizzes** were conducted after each training to hold sellers accountable for learning the content.
- Leadership set **monthly proposal benchmarks** per market.
- Executive **sales tracking reports** were distributed weekly to make sure sellers were hitting monthly proposal goals.
- Frequence's Client Success team held **weekly office hours** to assign **FAQs** and assist in **strategic sales coaching**.

The Results

The collaboration between Frequence and the partner paid off. The bottom-line results were impressive. After the first year of the partnership, the company saw a **35% increase** in pitching multi-channel media strategies, a **64% growth** in proposals, a **19% increase** in deal size, and a **40% growth** in revenue.

With the additional training and support, the company's sales team reached a new level of expertise with the Frequence platform. They were able to save even more time generating proposals through the AI-powered SmartProposal tool, therefore increasing the multi-channel orders & closing larger deals across the organization.

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