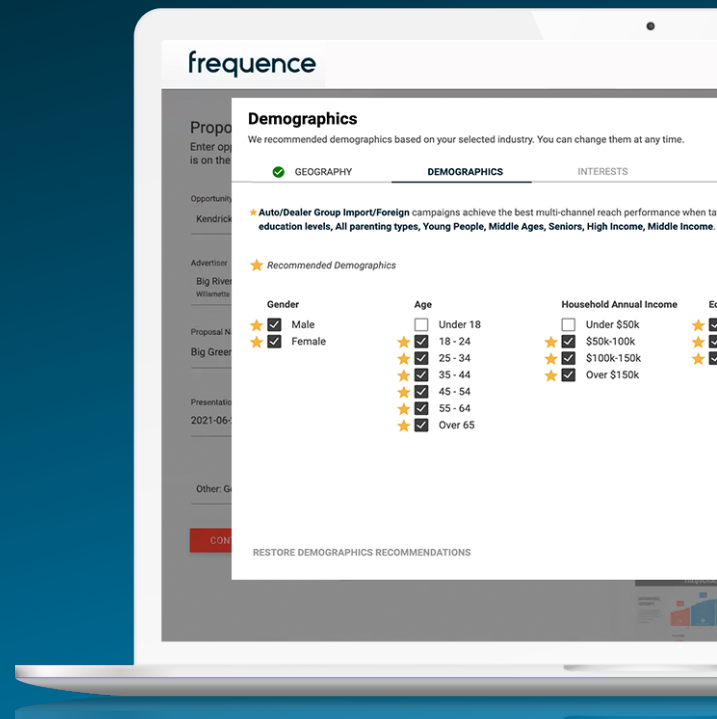


How SmartProposal Helped A Leading Cable TV Provider Increase Their Average Deal Size By 20%

This success story shares how one media company used Frequency's proposal technology to **triple** their omnichannel revenue. By taking advantage of SmartProposal's comprehensive data, they increased booked revenue by **35%** after using the software for just **six months**.



The Challenge

One of the five largest providers of cable and internet services in the US wanted to make sure they were providing the best digital solutions to local advertisers, while also increasing revenue. They found that their account executives' media plans were inconsistent and weren't always taking advantage of cross-channel opportunities.

Whether they were seasoned experts in the TV advertising space or newer account executives, some of the sales team lacked the knowledge and confidence to upsell other tactics. Those who did spent hours on manual research and data crunching to create effective proposals. How could they streamline and grow their media sales?

The Solution

With these goals in mind, Frequency introduced SmartProposal, a technology that creates adaptive, ready-to-launch proposals in seconds. By analyzing millions of data points across hundreds of industries nationwide, SmartProposal generates custom media campaign plans optimized for local markets.

SmartProposal evaluates aggregate close data and performance metrics to recommend the optimal cross-channel reach, frequency, geotargeting, interests, and budget. Within seconds, sales users have a data-driven, market proven, client-ready presentation.

frequency

The Results

SmartProposal optimized this media company's sales in four crucial ways:



Closed More Business

The company leveraged this technology's advanced forecasting and interactive planning tools, powered by user-behavior data. Their sales team began to see patterns of successful tactics. Not only did they increase their close rate, but they also significantly boosted the size of those deals—20% on average.



Generated More Revenue

Six months after using SmartProposal, their booked revenue had increased by 35%. The tool's hyper-targeted suggestions and strategic budget optimization helped them capture more business.



Increased Sales Efficiency

What used to take their sales team hours could now be accomplished in a matter of minutes. This time-saving tool creates polished, client-ready proposals backed by data and optimized for local regions/targeting.



Expanded Multi-Channel Reach

Using SmartProposal, the company tripled their omnichannel revenue. The technology empowered their team to pitch omnichannel tactics with confidence, knowing their proposals were providing the maximum reach based on industry-specific data.

20%
INCREASE

in average
deal size

35%
INCREASE

in booked revenue
after 6 months

3X
INCREASE

in omnichannel
revenue

SmartProposal represents a true AI machine learning application that self-improves based on ever-growing data sets. It's like a real live case study! Best of all, SmartProposal is built upon Frequency's end-to-end workflow, so everything works together in one platform.

Ready To Close Larger Deals?