

# Adding Digital to Increase Revenue

## OVERVIEW

This partner is similar to ValPak; before digital, they focused on direct mail. The primary industries they lean into are home improvement and home services. The partner signed on to provide **quality, solutions-focused packages** to their clients while driving significant digital revenue for themselves!

## STRATEGIC ONBOARDING

**Goal:** Before working with AdCellerant, their process needed to be fixed every month. Our main goal was to stay on top of the pacing of campaigns and renewals.

**Strategy:** Onboarding started in August 2022 and finished up around March 2023. During these seven months, we spent time with two Digital Sales Managers and a Digital Marketing Administrator on weekly calls. On a biweekly basis, we hosted product training for the sellers.

## SALES ENABLEMENT & PROFITABILITY

This team utilized access to the AdCellerant Academy to learn more about our digital products and how to sell them.

### The most popular courses by this group:

- Device ID
- AdCellerant Overview
- Email Marketing
- Local SEO
- Organic SEO
- Programmatic Display

Sales trainings were held frequently to increase their sales team's knowledge and increase their digital revenue.

### Trainings Conducted:

- Funnel Training (x2)
- Programmatic Display
- Video Solutions
- Geo Fencing
- Organic SEO
- Automotive Specific Training
- Search Engine Marketing
- Scan Tool and Talk track
- Social Media
- AdCellerant Select

## RESULTS

# 1.2mm

In revenue in their first year with us

# 10+

New substantial accounts secured during onboarding

# 60+

New proposals each month

## REVENUE GROWTH

This partner started from \$0 running with us in August and quickly increased to \$25,000 by September and reached \$75,000 by January 2023. Today, this partner is billing \$123,000 for February 2024.

Overall, they generated \$1,270,300 in revenue with us in 2023!

## TESTIMONIAL

"AdCellerant has consistently provided support whenever needed, readily assisting us throughout the sales and closing process. Their dedication to our partnership has played a significant role in helping us achieve our goals."

