

Including Digital In The Conversation

OVERVIEW

This partner, a radio station in the Northwest, signed on with AdCellerant to get more traditional sales representatives to understand and trust that **adding digital to the mix would help grow every account executive's book of business**. Being a radio station meant most of its sales team sold exclusively in the radio space. Traditional sales representatives held their client relationships close and seemingly hesitated to include digital in the conversation.

CLIENT RETENTION

Many former clients decided to renew campaigns, partly because of **the new reporting dashboard** they had access to and **the spike in performance** across the board. This is not specific to one product, either. Though the team was able to capitalize on **higher click-through rates (CTRs) and a more appealing inventory list**, they also took advantage of being able to offer Streaming TV, as this was previously not available to them or was too costly for most of their clientele.

STRATEGIC ONBOARDING

Duration of onboarding: Five months

Key milestones:

- In-market visit in February.
- We helped increase their monthly revenue by \$30,000/month by the end of their onboarding.
- We hosted the LMA webinar to showcase success and give insights to other agencies and partners.

SALES ENABLEMENT AND PROFITABILITY

Conducting an in-market visit early in their time with **AdCellerant established trust and a custom training and learning path for the entire team**.

Additionally, our team participated in several in-person sales calls and helped the team close on multiple opportunities, essential for the rest of the team's buy-in.

We focused on the pushback representatives received in their CNA discussions. We could adapt their questions and preparation for all future CNA discussions, which resulted in **more sales calls, upsells, renewals, and brand-new business**.

REVENUE AND MARGIN GROWTH

When we made an in-market visit three months into the partnership, The partner was billing just about \$7,000/month, three months later, they were billing \$30,000/month. This is mainly due to the confidence we could give each representative in the products and services they were selling.

+\$30k

**Increase in monthly revenue
by the end of onboarding.**



"The AdCellerant team is incredibly responsive and knowledgeable, always open to new ideas, and eager to support us. Their commitment to educating our sales team, digital team, and our clients has taken our capabilities to new heights. Their platforms are seamless and user-friendly, making campaign management a breeze. Thanks to AdCellerant, our campaigns consistently outperform, leading to high client retention and satisfaction. We are grateful for their partnership and look forward to continued success together." -Broadcast Partner