

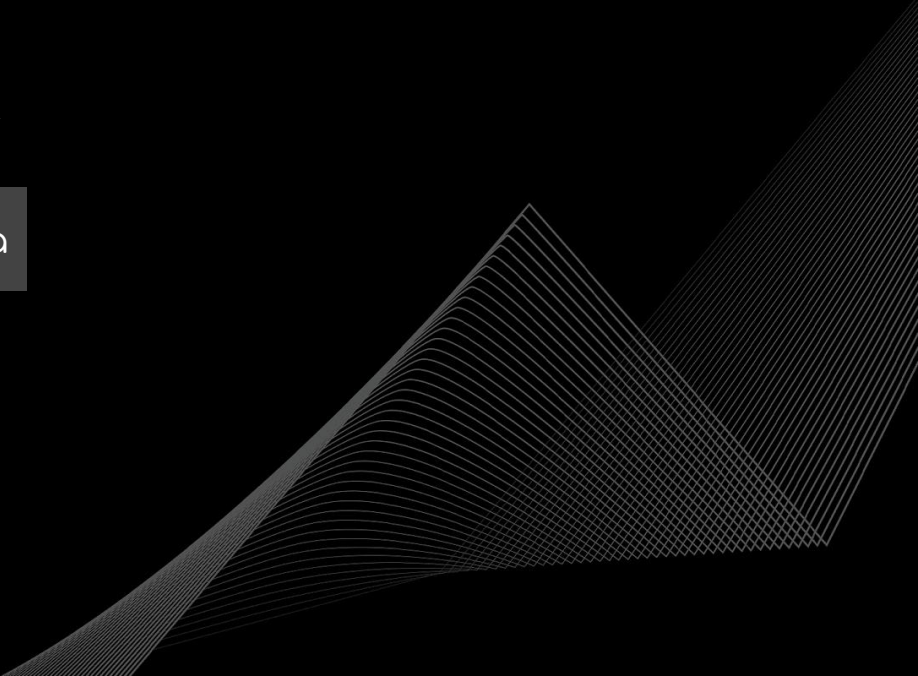
# BROADSTREET

Broadstreet is an ad manager similar to Google Ad Manager, but expands its role dramatically by providing features to help direct-sales representatives impress their clients, run high-performing campaigns, and renew those hard-earned sales with industry leading reports.

At Broadstreet, we impress our clients' clients.

## Case Study

Babcox Media





Building communities, connecting people with content, and growing businesses. This is the heart of BabcoX Media. With a portfolio of influential brands within the auto care, tire, performance, commercial trucking, auto dealer, powersports, and enthusiast markets, BabcoX Media is committed to connecting audiences with quality content and providing its clients with results-oriented campaigns.



## BabcoX Media's Story

More than 100 years have passed since Ohio native Edward S. BabcoX ventured into the business-to-business publishing industry. In that time, BabcoX Media has founded and acquired countless new media brands and adopted new technologies to remain a strong B2B media leader.

While print magazines remain a significant part of BabcoX Media's product mix, the company has been growing its data infrastructure, digital presence and its custom capabilities. As a diversified media company, BabcoX Media prides itself on being the leading media company for advertisers who want to reach such a wide range of industry-specific verticals.

BabcoX notes,

*"There are other publications that cover the individual markets, but we're a single source that can offer solutions across many different verticals."*

As for advertising, BabcoX says,

*"From content creation to direct marketing, lead generation, events, and video, we're now a diversified media company for the markets we serve."*



## THE CHALLENGE

### Invalid Traffic

Babcox Media's previous adserver included substantial amounts of invalid traffic, which had to be removed manually. The process of removing invalid traffic was painstakingly slow, and the constant filtering took time away from other revenue-generating tasks that Babcox's digital ad coordinators could have been working on. The company was looking for a technology platform that would provide a more turnkey experience, with strong reporting and innovative ad units.



## THE SOLUTION

### Broadstreet Ads

With time as a valuable commodity, Babcox Media was eager to start generating client reports using Broadstreet's automated tools. Those reports are now clean and easy to pull, saving Babcox's team countless hours across hundreds of clients.



"Broadstreet's team has been wonderful to work with. When we have a question or an issue, we normally get a response within minutes or hours, not days."



## THE RESULT

### Efficiencies in Setup and Deployment of Ad Programs

In the time Babcox has been working with Broadstreet, the company has seen major efficiencies in the setup and deployment of its ad programs. Those efficiencies in deployment, coupled with the streamlined approach to generating monthly client reports, have saved Babcox's team countless hours. Babcox has also been able to work together with Broadstreet on the development of custom solutions.



# HOW BROADSTREET SALES AND ONBOARDING WORKS



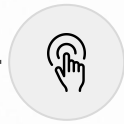
## 15-minute High-level Demo

If you think our service might help your organization, we can schedule an in-depth hour-long demo for decision makers



## Full Demo For Entire Staff

Explore our product in depth and ask questions in regard to technical issues or compatibility with your existing services



## 90-day Free Trial


With an assigned account manager and assistant



## Decision

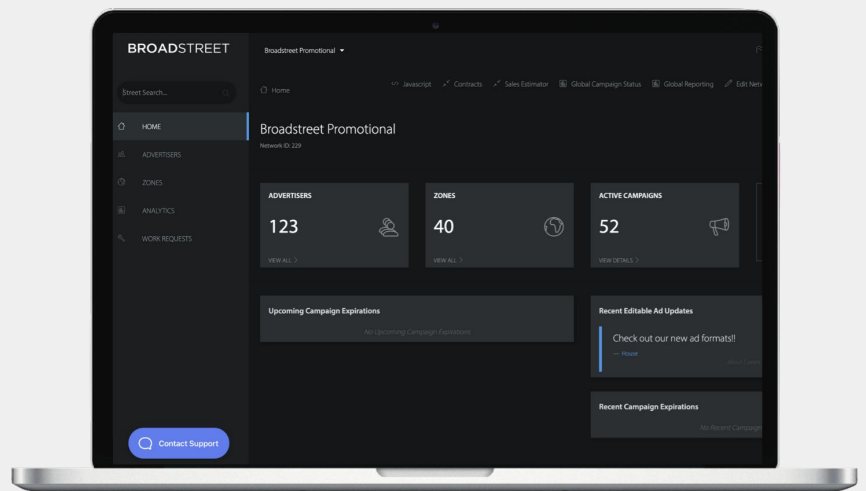
We certainly hope to keep you, but there's no obligation

## Schedule a High-Level 15 Minute Demo


 Call us Now!

**+1 855 466-2789**

**SCHEDULE TODAY**



**BROADSTREET**

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