

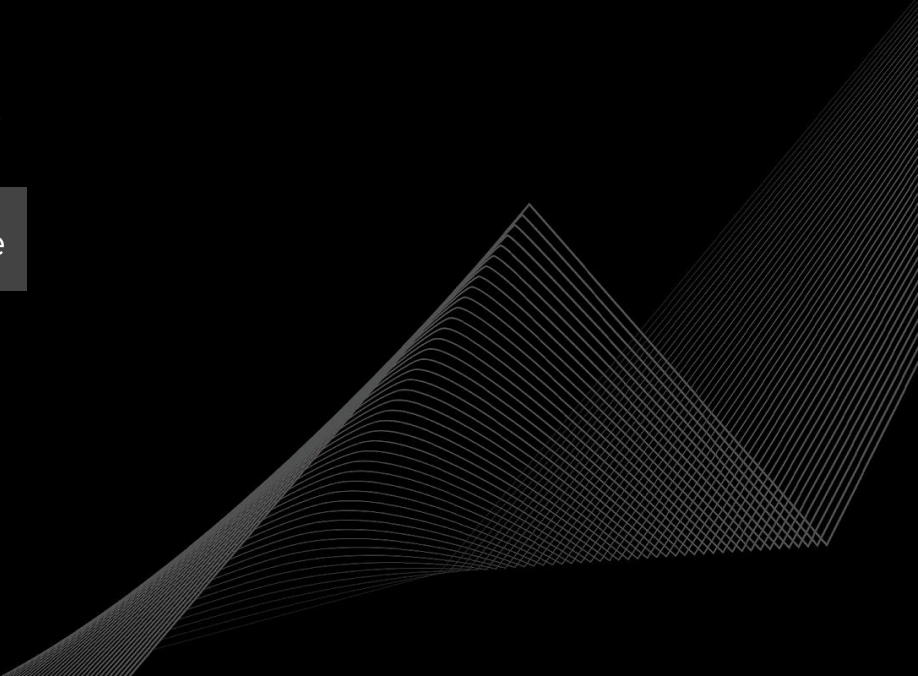
BROADSTREET

Broadstreet XPRESS is an adserver similar to Google DFP and OpenX, 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 client's clients.

Case Study

New Jersey Family Magazine





NEW JERSEY Family

New Jersey Family is an award winning, woman-owned organization that serves its community through many publications (New Jersey Family Magazine, Raising Teens, NJ Baby, njfamily.com, and newsletters). Their passion, dedication, and hard work have brought them honors from the Parenting Media Association, the National Federation of Press Women, Graphic Design USA, Social Media Examiner, and the NJ Social Media Hall of Fame. They are certified by the State of New Jersey as a Woman-Owned Business Enterprise.

New Jersey Family Magazine's Story



New Jersey Family is the essential source for moms and dads living, working, and playing in New Jersey. They publish five zoned editions of New Jersey Family Magazine for counties across the state reaching over 180,000 parents each month.

They have been a Broadstreet customer since 2019.

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“The reporting is amazing and the custom reports provide clients the breadth of detail they look for. The ease of use of the platform and the overall ad offerings is going to be very beneficial for expanding our digital ad portfolio going forward...which is a huge win given the migration to digital for many of our clients.”

Marcy Holeton, Director of Advertising at New Jersey Family



THE CHALLENGE

Advertiser Call for RFPs

New Jersey Family had an advertiser reach out wanting to do a full website takeover, focused purely on digital advertising (no custom microsite, no custom content, no custom video – pure ad play). The advertiser had a lot to spend for the campaign. They wanted a simple branding program with a repetitive message to run for two months (and extended to three months) at the end of the year. In completing the RFP for the advertiser’s agency, NJ Family had to utilize every existing ROS ad unit all while maximizing overall impressions.



THE SOLUTION

Maximize Digital Ad Space

Marcy Holeton, the Director of Advertising at New Jersey Family, reached out to Broadstreet to see what new ad units were available that would maximize impressions for the client and extend the possible offerings. After finding four additional units on the Broadstreet menu (the video billboard, the flyout, the interstitial, the slide-in), Marcy reached out to Tiffany Reedy, Head of Support at Broadstreet, for details to incorporate into the RFP. Even though these units had not yet appeared on the site, Marcy knew the client would love them (and did). Marcy also knew that they could now incorporate the new ad units as part of their digital offerings to all clients which will ultimately maximize revenue opportunities on their site going forward.



THE RESULT

RFP Win, and More Ad Space!

The advertiser loved the package they were presented with and New Jersey Family ultimately won their RFP. A huge win for the magazine, the advertiser, and all other advertisers of the publication with the new ad spaces created.

After the deal was won, they needed a quick primer on how to set up the units and get them rolling. Tiffany at Broadstreet jumped on a call with the team to walk through how to properly use and incorporate the new units as part of their offerings. They also needed to create page takeovers (roadblocks) on certain pages and Tiffany helped their team through every step of the way.



“The overall responsiveness and thoughtful guidance that we receive from Broadstreet makes them an invaluable partner.”

Marcy Holeton, Director of Advertising at New Jersey Family



HOW BROADSTREET SALES AND ONBOARDING WORKS



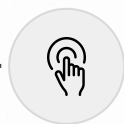
15-minute High-level Demo

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

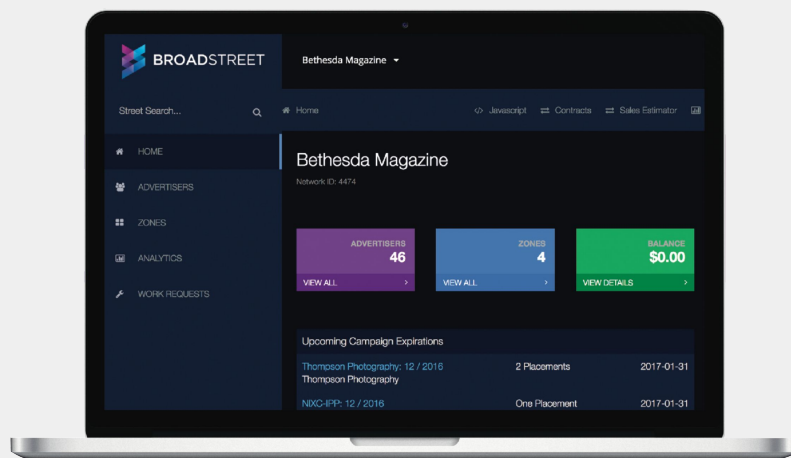
We certainly hope to keep you, but there's no obligation

Schedule a High-Level 15 Minute Demo


 Call us Now!

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SCHEDULE TODAY



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