

# 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.

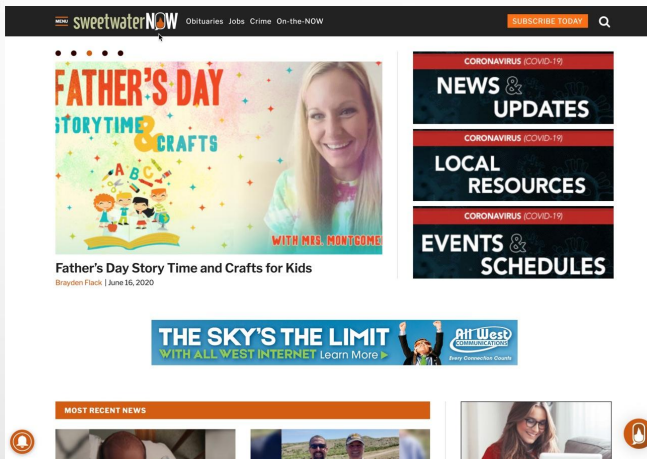
## Case Study

SweetwaterNOW





SweetwaterNOW is Southwest Wyoming’s most-read news source. With a sharp focus on professional reporting and coverage of community events and regional news, SweetwaterNOW takes pride in being locally-owned in a time when most newspapers are being bought out by large publishing companies.



## SweetwaterNOW's Story

Since its debut in 2013, SweetwaterNOW has worked hard to feature local people and businesses in its community. That focus on hyperlocal coverage has helped SweetwaterNOW become Southwest Wyoming’s #1 media site.

Although SweetwaterNOW initially relied on just a few community partnerships, the publication made the decision to shift gears with a new revenue model in 2015. Since then, SweetwaterNOW has focused on a multi-media strategy that includes native advertising, larger display ads, and social media buys. The publication sells career advertising, community events and promotions, and sponsorships. SweetwaterNOW’s team is also actively working to drive more reader revenue through industry-first strategies.

SweetwaterNOW notes,

*“Initially we focused on a few community partnerships to sustain the news team, but by 2015 we shifted gears more towards a multi-media strategy.”*

As for advertising, SweetwaterNOW says,

*“We pride ourselves on great design and also breathing room around our ads. We have become one of the top three most-read sites in the state and our advertisers like to use the reach of our audience.”*



## THE CHALLENGE

### Custom Placements

Like many local news publications still finding their footing, SweetwaterNOW initially jumped into display advertising with Google Ad Manager. Although Google Ad Manager served most of SweetwaterNOW's basic needs, it didn't offer personalization or advanced capabilities. As SweetwaterNOW's online traffic grew, so did its advertising base. The publishers soon found themselves needing custom placements that weren't readily available through Ad Manager.



## THE SOLUTION

### Broadstreet Ads

The ability to offer custom placements brought SweetwaterNOW to Broadstreet Ads, but it was Broadstreet's straightforward reporting tools that really opened up doors for the publication's advertising team. Broadstreet's reporting tools have been easier for SweetwaterNOW's staff to use when working with clients, so they can pull their own reports rather than having to ask a sales manager to pull a custom report in Google Ad Manager. The publisher also uses custom ad units, social media integration, and sponsored pages to upsell and sign-up new clients.

In addition to using Broadstreet on its flagship website, SweetwaterNOW also uses Broadstreet in its successful daily email newsletter, which now has more subscribers than all local newspapers in the area combined.



"Broadstreet is easy to use and easy to pull reporting from. We also have used a few of the custom ad units and social media integration to upsell or even sign-up clients. We wouldn't have been able to do that with DFP alone."



## THE RESULT

### Increased Upselling Opportunities

The Broadstreet solution has made it possible for SweetwaterNOW to create exclusive ad units on its website. Those exclusive ad units have helped the publisher upsell away from typical display advertising units, leading to increased interest in larger display ads and also social media integrated ads from new advertisers. Broadstreet's reporting tools have simplified pulling reports and communicating with clients. The freedom that Broadstreet brings has opened the door for SweetwaterNOW's team to be able to focus more on selling, driving profitability, and strengthening the bottom line.



# HOW BROADSTREET SALES AND ONBOARDING WORKS



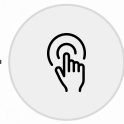
## 15-minute High-level Demo

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

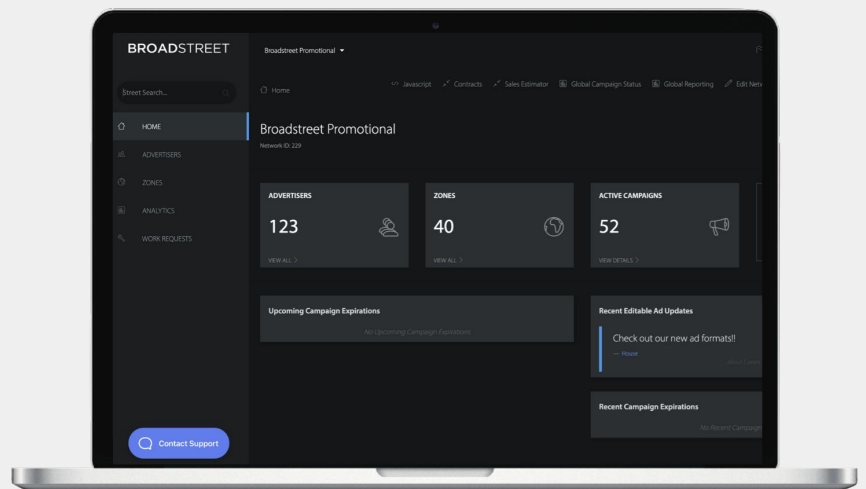
We certainly hope to keep you, but there's no obligation

## Schedule a High-Level 15 Minute Demo


 Call us Now!

**+1 855 466-2789**

**SCHEDULE TODAY**



**BROADSTREET**

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