

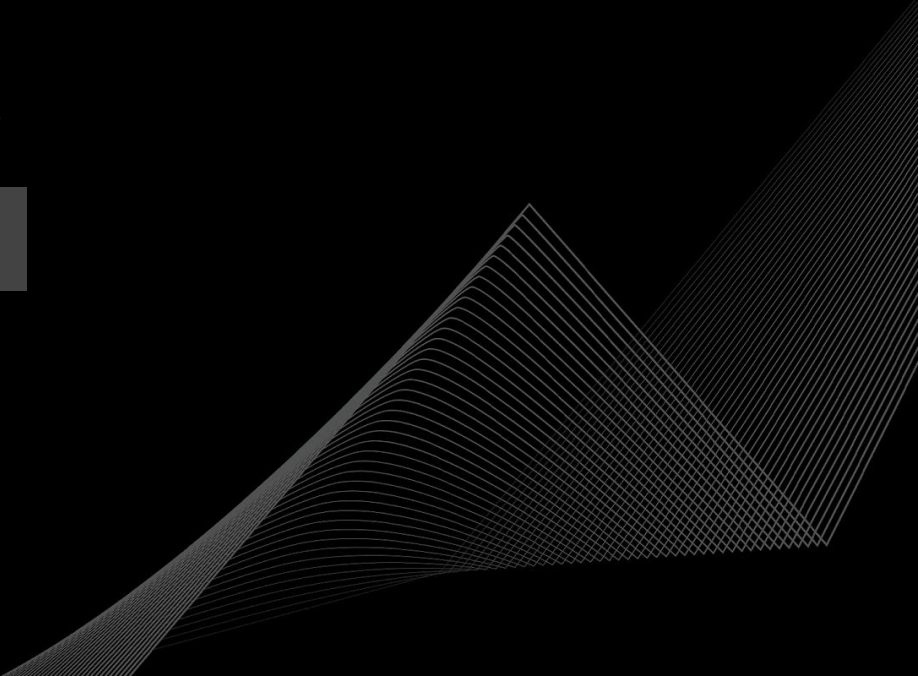
BROADSTREET XPRESS

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

Bethesda Magazine





Bethesda

MAGAZINE

Bethesda, Maryland and the surrounding towns. Lively, entertaining and informative, Bethesda Magazine covers the topics that are interesting and important to Bethesda-area residents, including restaurants, real estate, home design and décor, community issues, arts and entertainment, and people.

Bethesda Magazine's Story



Bethesda Magazine was founded in 2004 by publisher Steve Hull and his wife. There were few outlets providing quality coverage of Bethesda at the time. Over the course of 13 years, the publication has become enormously successful, producing an extensive print magazine with an online presence. Its Bethesda Beat section is the go-to news source for many in the bustling area.

When researching alternatives to Google DFP, Steve wasn't put off by Broadstreet's small presence in the larger ad-tech industry because of its powerful suite of products. "We knew we weren't dealing with Google or OpenX, but based on how good their platform was, we knew we had to go with them."

Steve notes,

"We exist in a county of about one million people, and there's no daily newspaper. So BethesdaBeat is the local news source in Montgomery County Maryland."

As for advertising, Steve says,

"Our local businesses recognize the value of branding advertising. They have a lot of competition, and they want to stand out from the competition. They want to do a lot of direct-response advertising. Our online advertising means we can serve our advertisers even better, and we get a big response."



THE CHALLENGE

Overhaul DFP and Boost Performance

Bethesda Magazine once utilized Google DFP, a popular adserver for the delivery of its digital ads. But Google DFP had serious shortcomings, notably: difficulty of use, lack of support, and extreme inflexibility that led to poorly performing campaigns on mobile devices. Steve Hull, Bethesda Magazine’s founder and publisher, explained his frustration regarding support. “We weren’t even able to speak to a human being at DFP.”



THE SOLUTION

Broadstreet XPRESS

Broadstreet’s team imported Bethesda Magazine’s data from DFP, and then began a deep investigation into possible solutions that would lead to better campaign performance, especially on mobile devices. Broadstreet then implemented its industry-first mobile optimization toolkit — which automatically brings sidebar ads, which are typically pushed to the bottom of the screen on mobile, to custom positions determined by the Bethesda Magazine staff.



“Broadstreet made us feel we were important to them, the thing that completely won us over was the service.”



THE RESULT

5x increase in Click Through Rates

With the implementation of Broadstreet’s industry-first mobile optimization toolkit, Bethesda Magazine’s sidebar unit click-through rates increased dramatically, making for a happy client and a set of happy advertisers. And now Bethesda Magazine’s staff enjoys a platform that is much easier to use — and one that helps tremendously with their sales efforts.

“We thought Broadstreet’s platform was more dynamic, more versatile, and more intuitive than all of the big players we looked at. They have some creative offerings that really got our attention.”

Steve Hull, Founder & Publisher, Bethesda Magazine



HOW BROADSTREET SALES AND ONBOARDING WORKS



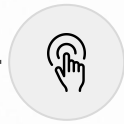
15-minute High-level Demo

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

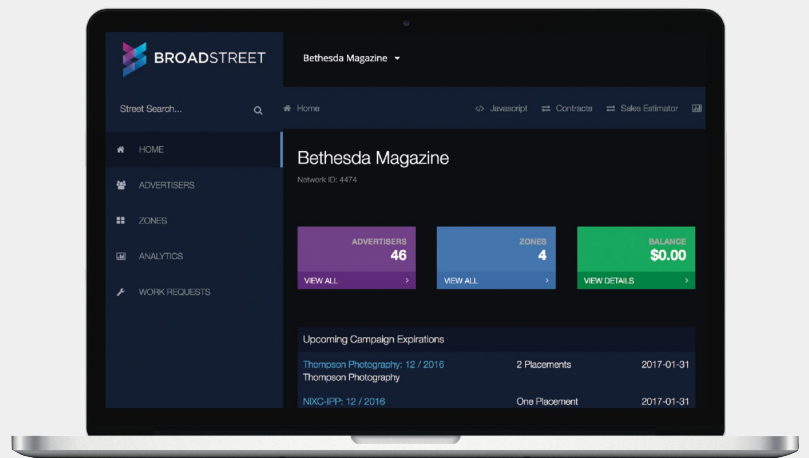
We certainly hope to keep you, but there's no obligation

Schedule a High-Level 15 Minute Demo


 Call us Now!

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SCHEDULE TODAY



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