

Sustainable Digital Biz Seminar

APRIL 2024

premium solutions for connecting target audiences



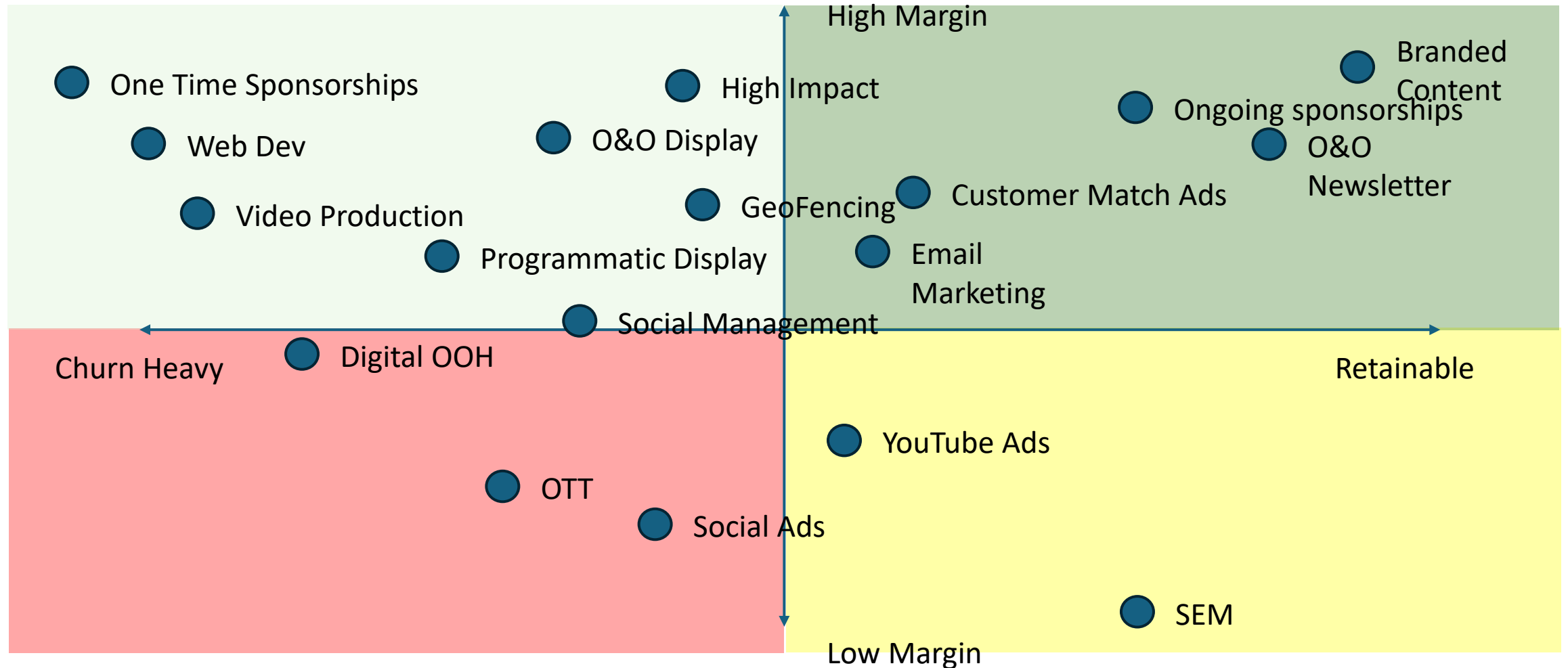
CITY

Where To Start? What Should I Offer?



Understanding Digital Products

Revenue Potential vs Churn Likelihood



Native Ads – You have to jump in

AdYouLike estimates the global native ad market to be worth \$400 billion by 2025 — a staggering 372% jump from 2020 (Mann and Walgrove 2022).



The Unicorn Product – Branded Content

- Text based branded content represents the fastest growing product for the Advocate.
- 5+ stories per weekend with an average price around \$2500
- Sales in 4 years have gone from \$0 to over \$1,000,000
- We are now at 1.5 FTE producing content
- Key local businesses in Healthcare, Insurance, and Travel now spend \$100,000 + annually on branded content reversing spend declines



Discover beach bliss on the Alabama coast with lively spring festivals and Brett/Robinson rentals

BY AMANDA MCELFRISH | BRANDED CONTENT SPECIALIST Mar 17, 2024 2 min to read



Provided photo



Editor's Note

This article is brought to you by Brett/Robinson Vacations.

It's always a good time to visit the Alabama Gulf Coast. The sand and waves in Orange Beach, Gulf Shores and Fort Morgan create the perfect spot for a rejuvenating escape with your partner, friends or loved ones.

To make the most of your visit, Brett/Robinson offers the largest selection of condos and houses for rent along the Alabama Gulf Coast. Whether you need accommodations



DON'T MISS THIS



LOCAL POLITICS

Jeff Landry's first 90 days draws comparisons to Huey Long: 'I don't move slow'



BUSINESS NEWS

Jeff Landry reversed Louisiana criminal justice reforms. Here's why business leaders stayed quiet.



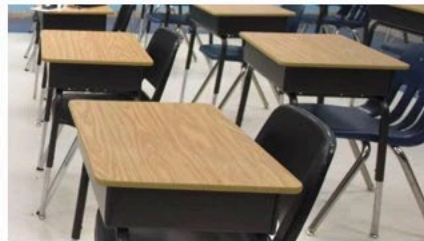
LOCAL POLITICS

House Speaker Mike Johnson seeks Ukraine deal that won't end with his sacking



SPONSORED: AARP

Protecting seniors from modern scams: AARP, Georges Media Group team up for town hall event on fraud prevention



EDUCATION

After 13 years strictly online, Louisiana's largest school is trying hybrid 'learning pods'



COURTS

Bob Dean paid \$3.5M for a celeb's former estate. His former patients won't see any of it.

Our Package

- Story written by our branded content writers
- Published online in your own dedicated section
- Pinned to the homepage of your choice for 24 hours
- Ownership of all ad positions on your story pages for 1 year
- Shared via Facebook feed of your choice
- Boosted on Facebook with a \$250 budget
- Published in print in the paper of your choice
- 100,000 promotional impressions on our sites

Video Branded Content

Business leaders discuss economic opportunities at 2024 Outlook Louisiana

AMCEL FRESH | BRANDED CONTENT SPECIALIST Jan 10, 2024 1 min to read

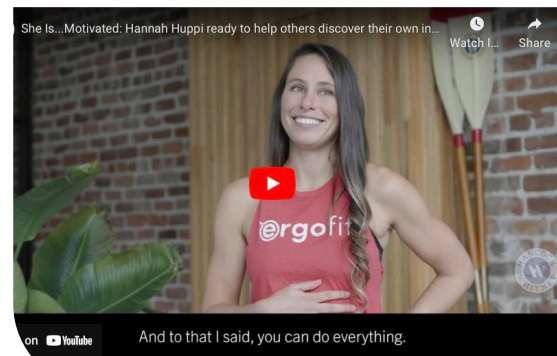


The following is a sponsored presentation by Entergy Louisiana and New Orleans & Company. Hosted by Kim Whitney and featuring Phillip May of Entergy Louisiana, Walt Leger III of New Orleans and Co, Steve Morgan of Les Rivet, and Eddie Kennison of LSU Sports Properties. Watch as pane...

Sponsored
Discussions

How Hannah Huppi is ready to help others in New Orleans and their own inner athletes

AMCEL FRESH | BRANDED CONTENT SPECIALIST Nov 19, 2023 3 min to read



Hannah is an athlete, mom and entrepreneur. See how she is reminding others that they can do it all, too.

Video Sponsored
Content



Entrepreneur's Business Heroes: Les Rivet - Louisiana Nursery

Local Business
Features

The Development Cycle - Product

Do you have the scale to afford in-house ad ops staff

Use a vendor to have a full tool kit

Use the vendor to train your team. Begin hiring up in digital ops

Leverage digital ops to begin in-housing start with display

If you don't have the scale to inhouse display

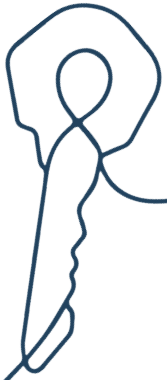
Roll the learnings from digital ops back into team training

Make partnerships to create video and branded content

Begin Expanding Capabilities

Leverage video production to insert yourself earlier in the buying process

Seek larger agency sales all while using your partners to drive deeper understanding on your sales team



Keys to a good external partner

Training
resources

- Quality, quantity, applicability

Help

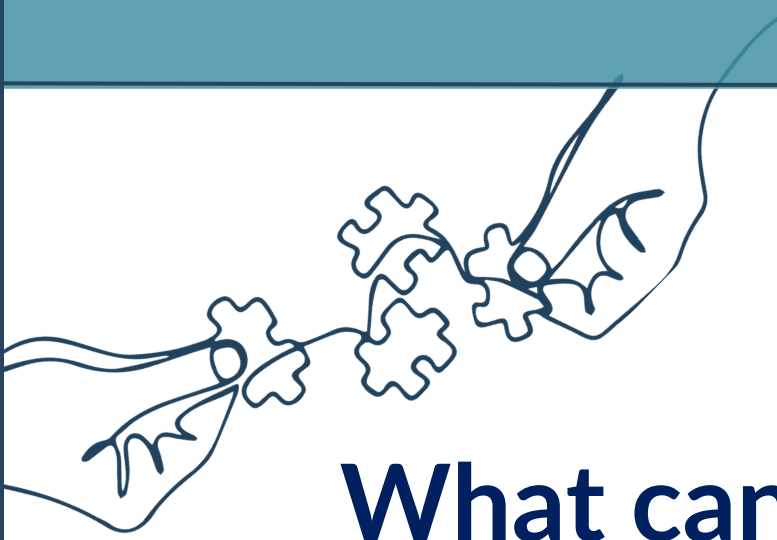
- Go on Calls
- Host Webinars/Seminars

Ease of use

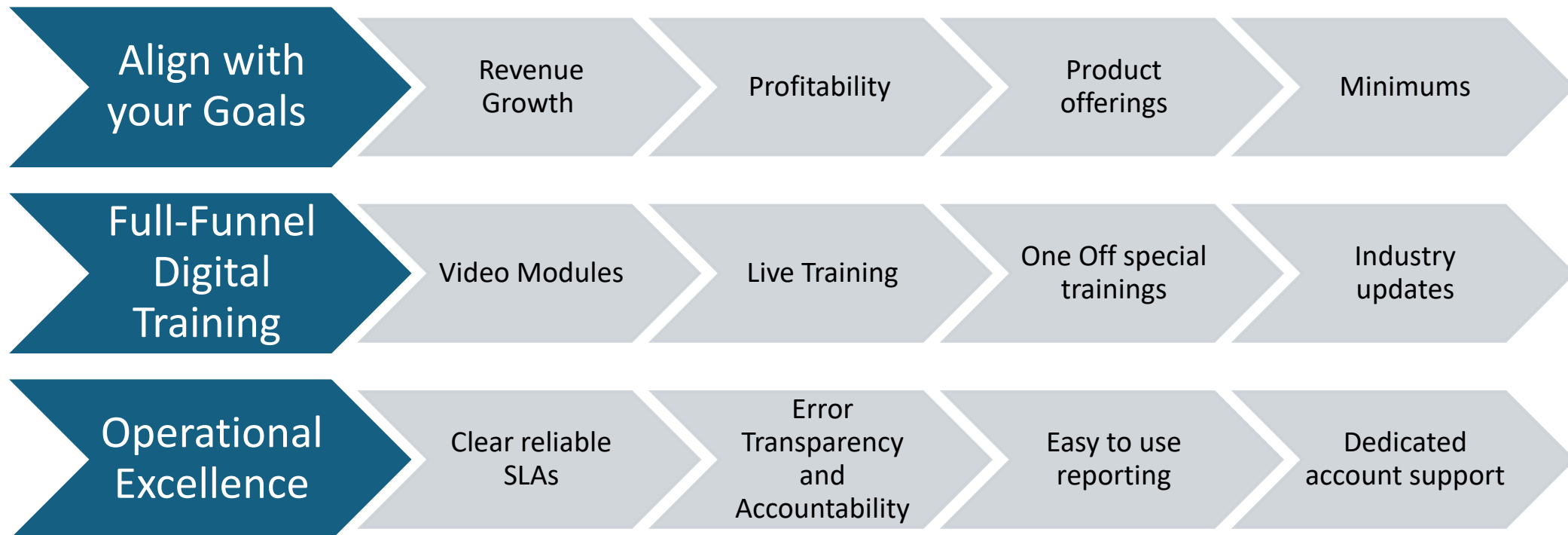
- Self service tools where it makes sense and help when you need it on complex sales

MSRP

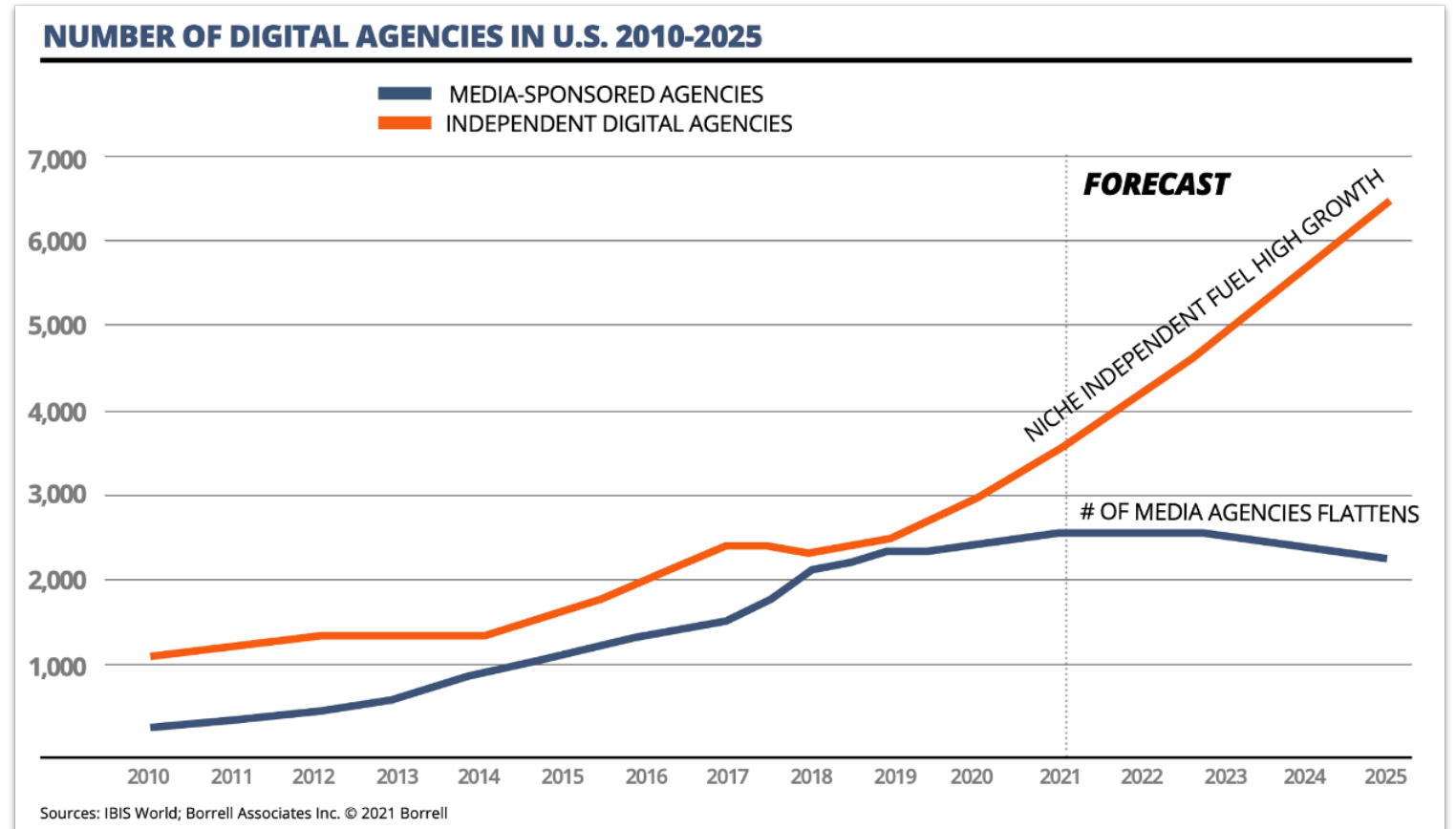
- Do their MSRPs make sense for your market and margin goals



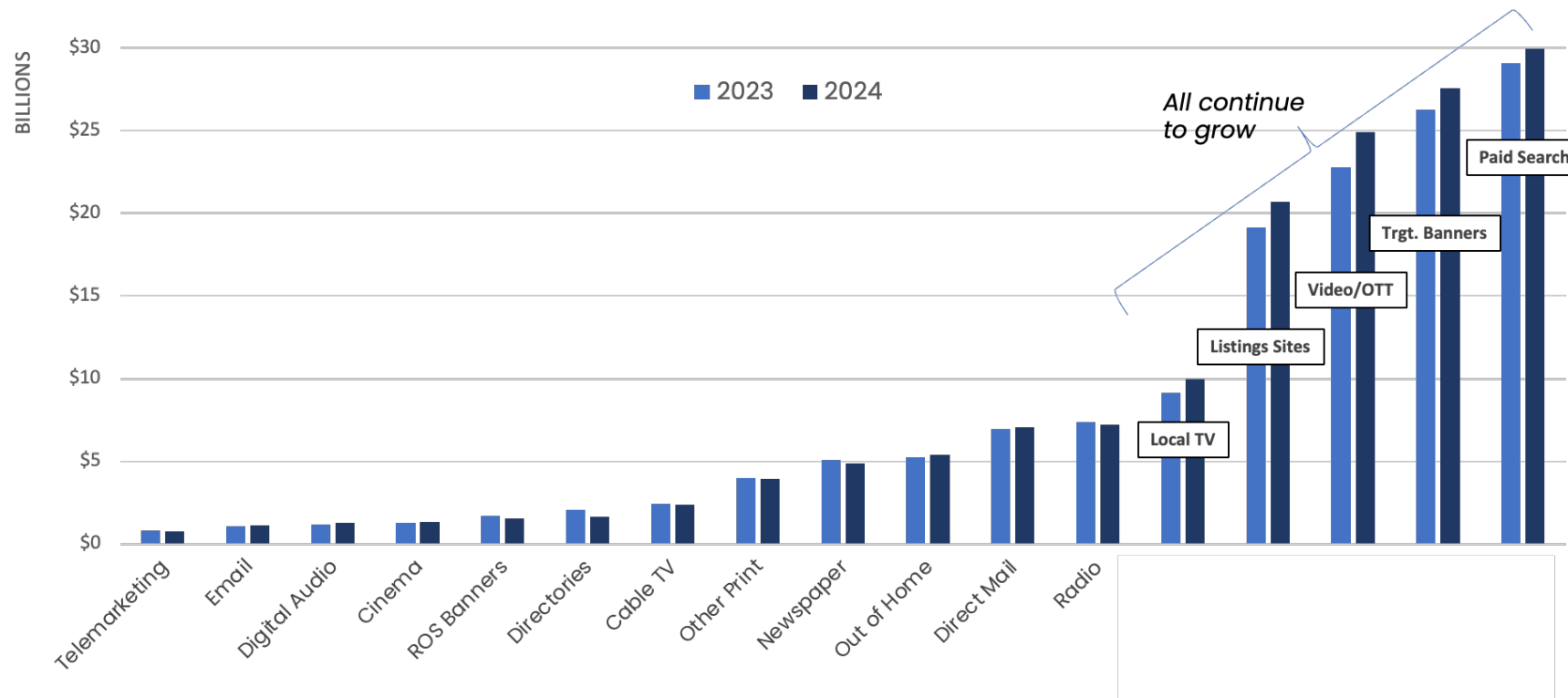
What can a good external partner do for you?



The Digital Landscape



Follow the Dollars



2024 local advertising expenditures

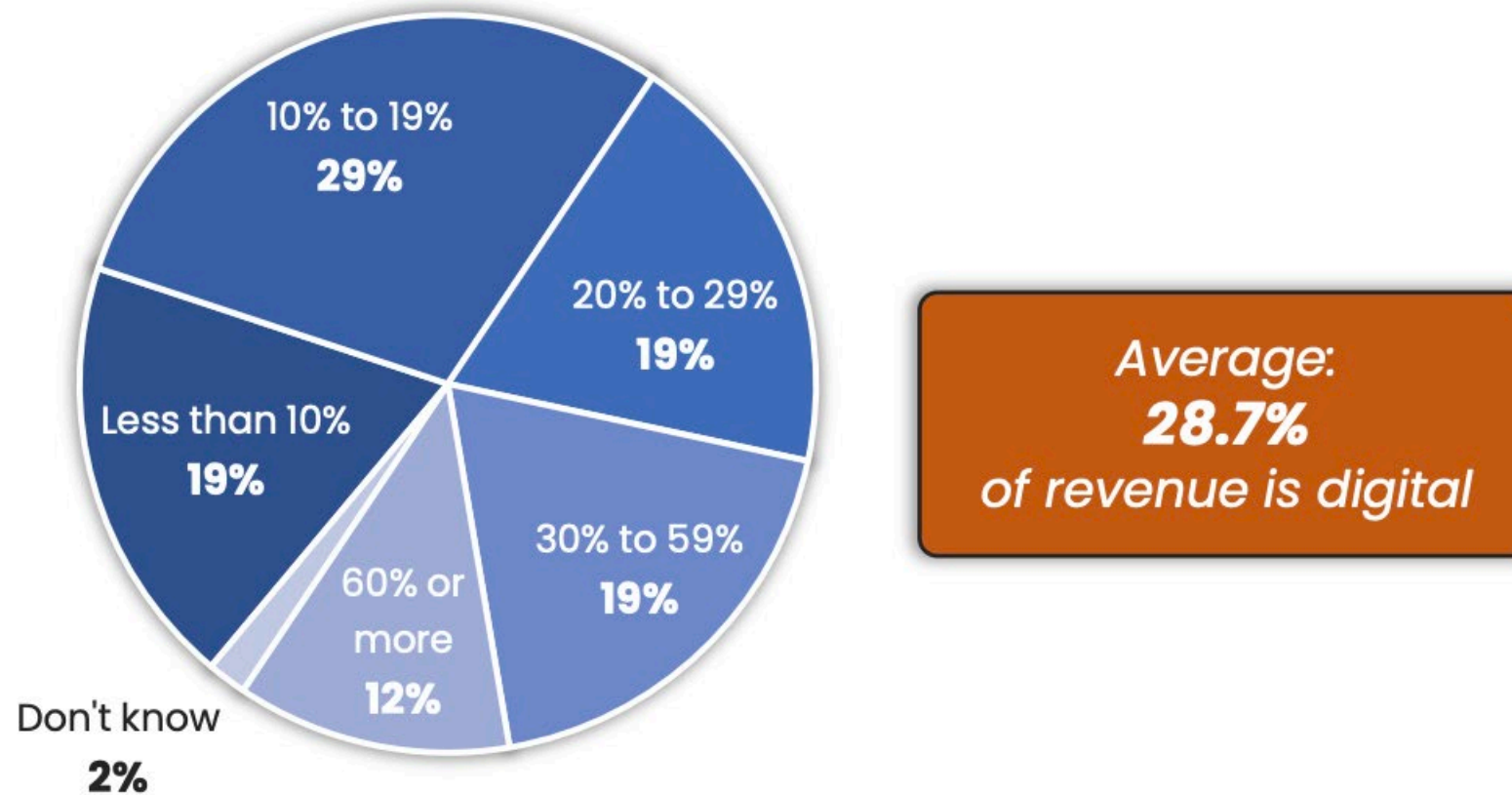
72%

Digital formats

18%

Non-Digital formats

Digital as a Percentage of Revenue



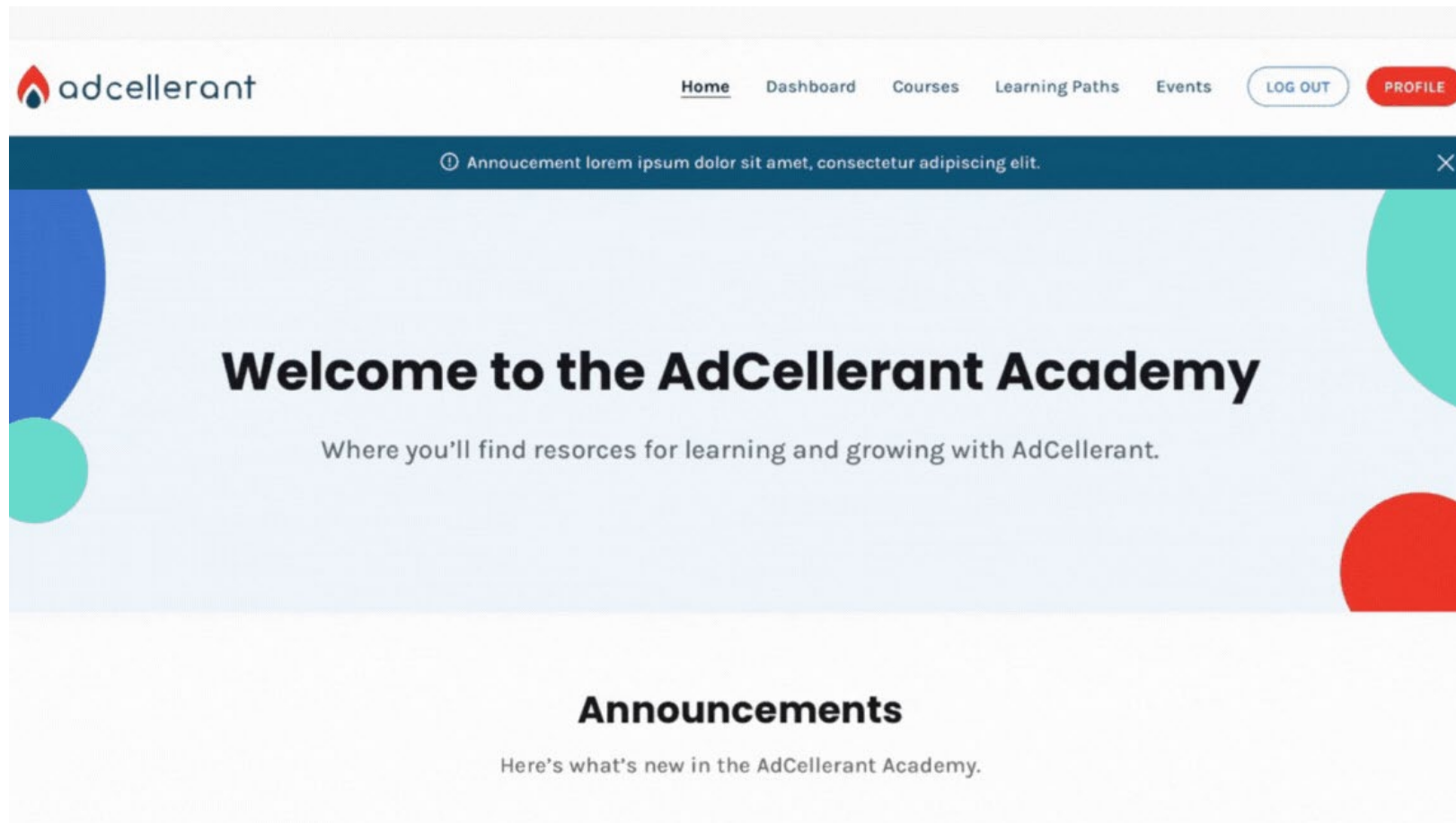
Building your Digital Team

Building a consultative team leads to higher profits

- Focus on end results and full-funnel campaigns
- Bigger deal sizes
- More orders
- More scale

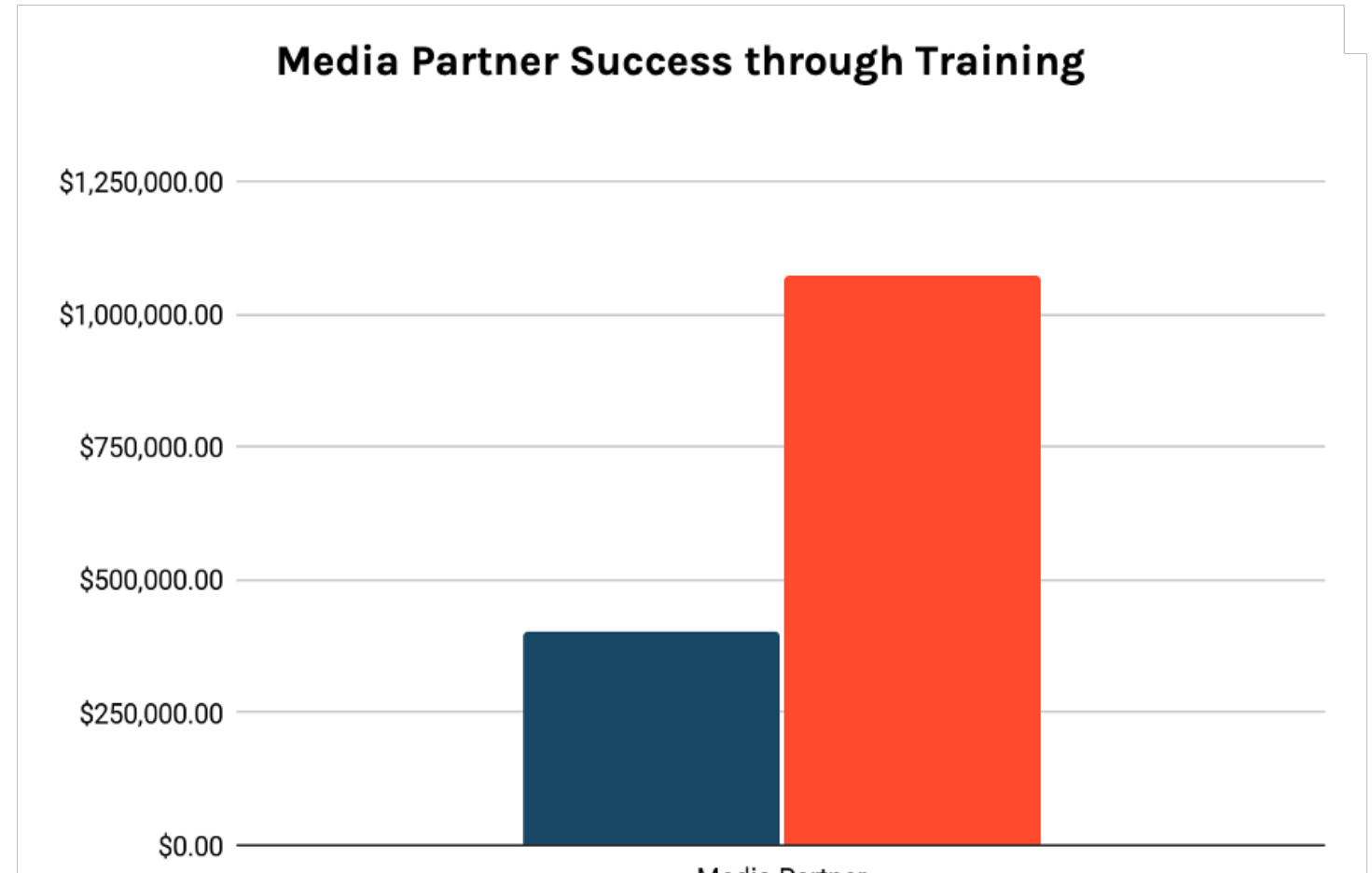


Training

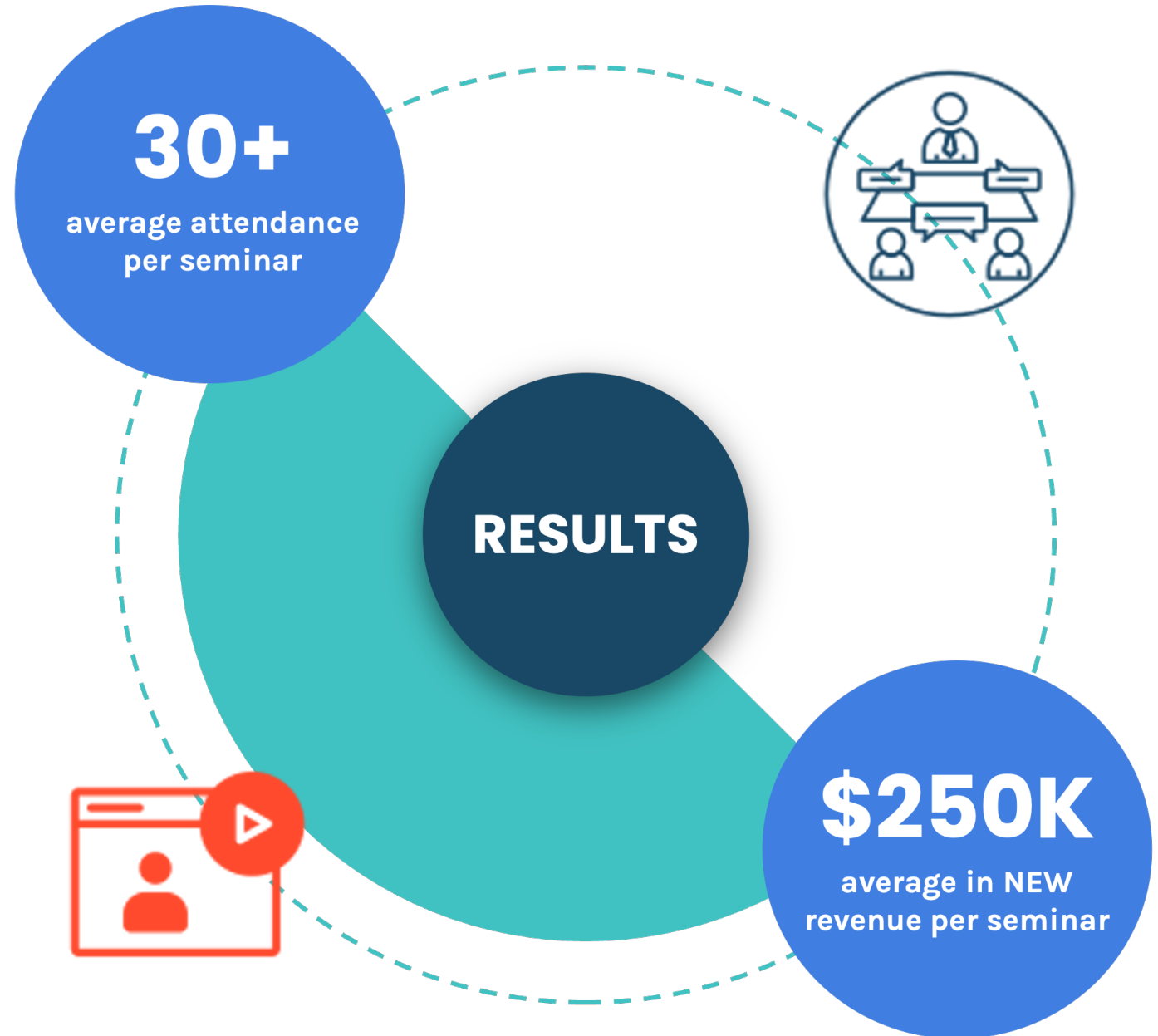


Training in Action

- Digital Product Highlights in every sales meeting
- Integration into Digital Learning Management System
- On-the-job learning with four-legged sales calls attended by a digital manager or AdCellerant resource



Seminars & Sales Calls



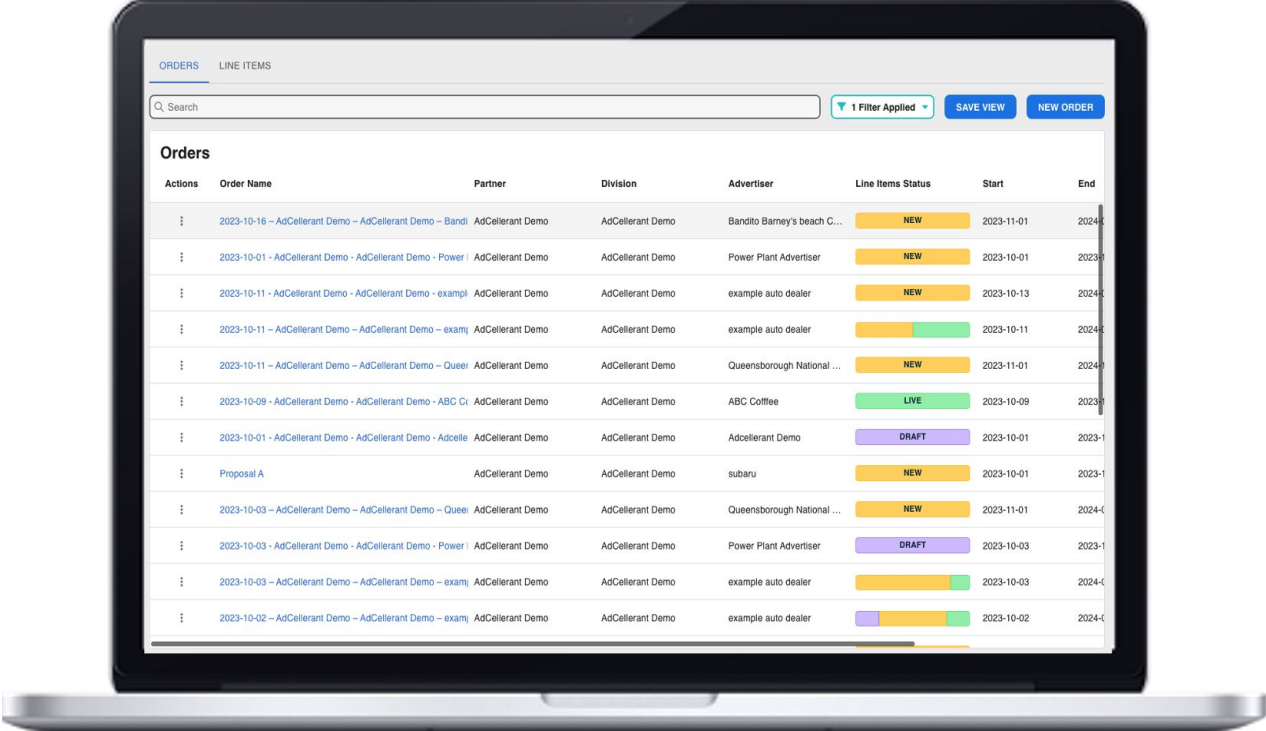
Operational expertise

Team + Technology

Accurate setup, optimization, and fulfillment are crucial to the consistent and successful delivery of any digital marketing campaign.

Accessing a team of professional campaign managers can allow you to be confident in quality execution, utilizing a large team & variable cost model.

Utilizing software tools and technology alongside campaign management offers the ability to grow business efficiently and at scale.



Actions	Order Name	Partner	Division	Advertiser	Line Items Status	Start	End
:	2023-10-16 - AdCellerant Demo - AdCellerant Demo - Bandi	AdCellerant Demo	AdCellerant Demo	Bandito Barney's beach C...	NEW	2023-11-01	2024-
:	2023-10-01 - AdCellerant Demo - AdCellerant Demo - Power	AdCellerant Demo	AdCellerant Demo	Power Plant Advertiser	NEW	2023-10-01	2023-
:	2023-10-11 - AdCellerant Demo - AdCellerant Demo - exampl	AdCellerant Demo	AdCellerant Demo	example auto dealer	NEW	2023-10-13	2024-
:	2023-10-11 - AdCellerant Demo - AdCellerant Demo - examj	AdCellerant Demo	AdCellerant Demo	example auto dealer		2023-10-11	2024-
:	2023-10-11 - AdCellerant Demo - AdCellerant Demo - Queer	AdCellerant Demo	AdCellerant Demo	Queensborough National ...	NEW	2023-11-01	2024-
:	2023-10-09 - AdCellerant Demo - AdCellerant Demo - ABC C	AdCellerant Demo	AdCellerant Demo	ABC Coffee	LIVE	2023-10-09	2023-
:	2023-10-01 - AdCellerant Demo - AdCellerant Demo - AdCelle	AdCellerant Demo	AdCellerant Demo	Adcellerant Demo	DRAFT	2023-10-01	2023-
:	Proposal A	AdCellerant Demo	AdCellerant Demo	subaru	NEW	2023-10-01	2023-
:	2023-10-03 - AdCellerant Demo - AdCellerant Demo - Quee	AdCellerant Demo	AdCellerant Demo	Queensborough National ...	NEW	2023-11-01	2024-
:	2023-10-03 - AdCellerant Demo - AdCellerant Demo - Power	AdCellerant Demo	AdCellerant Demo	Power Plant Advertiser	DRAFT	2023-10-03	2023-
:	2023-10-03 - AdCellerant Demo - AdCellerant Demo - exam	AdCellerant Demo	AdCellerant Demo	example auto dealer		2023-10-03	2024-
:	2023-10-02 - AdCellerant Demo - AdCellerant Demo - exam	AdCellerant Demo	AdCellerant Demo	example auto dealer		2023-10-02	2024-

Operational expertise

A Scorecard for Success

Measure your partner team and hold them accountable. Our team measures and reports on several individual and team performance KPIs in real-time in an effort to confirm the continual incremental improvement of historical baselines, both for the team and the individual.

98%+

**HIGH QUALITY
HUMAN TRAFFIC**

According to ComScore ad tags, a consistent 98%+ human traffic vs bot traffic is delivered every month due to AdCellerant's focus on quality.

99.81%+

**CAMPAIGN FULFILLMENT &
ACCURACY RATE**

AdCellerant's campaign management team deliver nearly 100% of the 10,000's campaigns completely, and exactly as the customer ordered.

30%+

**AVERAGE PARTNER
REVENUE GROWTH**

AdCellerant is focused on providing the highest-quality customer service, technology, sales enablement, and execution to grow and retain our partnerships.

97.6%+

**PARTNER
RETENTION**

Efficient Tools

The right partner will offer efficiency through tools that include:

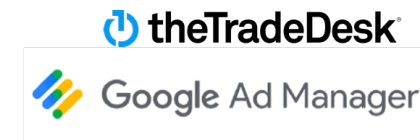
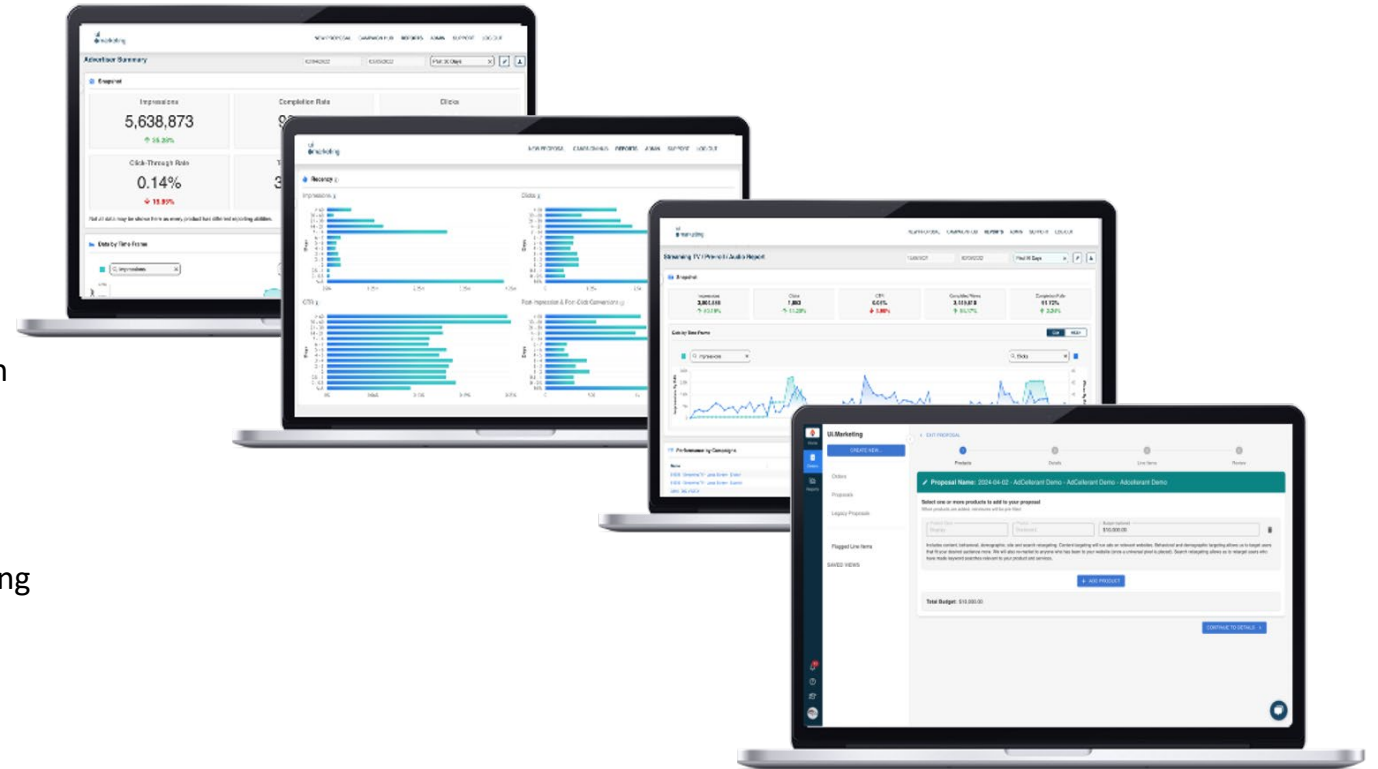
PROPOSALS: Goal-based, industry-specific, high-retention

Most campaigns fall short during the sales process. A proposal should be designed to achieve client goals, meet their expectations, and agreed upon during the sales process.

REPORTING: WHITE-LABELED DASHBOARD - Provides a customizable, transparent, and visual insight into every campaign in real-time.

TRANSPARENCY - The reporting dashboard provides deep-level analytics available from every integrated reporting source. Now the marketer can easily see what campaign managers do, including what's working (and what isn't), enabling a productive and consultative conversation at every turn.

MULTI-PLATFORM SCALE - Plug in your owned and operated inventory as well as any other API-enabled vendor so clients can get all of their campaign reporting in one place.



The Development Cycle - Product

Use a vendor to have a full tool kit

Use the vendor to train your team. Begin hiring up in digital ops

Leverage digital ops to begin in-housing start with display

Roll the learnings from digital ops back into team training

Begin Expanding Capabilities

Step 1 In-house your O&O and use GAM

Your O&O fulfillment via GAM represents an investment in learning to schedule and run campaigns.

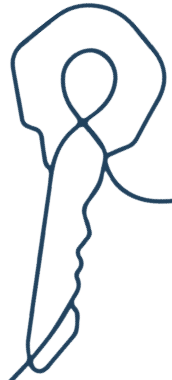
The knowledge and processes you build executing GAM will translate to DV360 or another DSP (demand side platform)

Focus on understanding pacing, optimization, placements, you can grow rich media and high impact offerings as you learn more

Don't neglect your programmatic stack –optimize using house ads in place of low price fill, saving high value placements for premium bids

When to In-house Display – Cost Calculation

- Programmatic display represents the easiest first in-housing opportunity
- Partner costs for a display ad impression average \$1.75
- Costs for ads purchased directly in DV360 averaged \$0.48 last month
- Meaning that for every 1,000,000 impressions you serve on average you will save \$1,200.
- If your organization has sufficient scale to afford 2 ad ops staff from the savings then you may be a candidate to inhouse display



Keys to a good in-house partner

No minimums

Access to controls

Ease of use

Separate support and self-service tiers

Responsiveness

Margins

Similarity to current tools

Reporting and Retention

- Train your team to:
 - Understand the products that “work good” but have harder to communicate attribution (Display, OTT, Print, SEO)
 - Understand the products that “report good” whether they really drove value or not (SEM, Geo-Fencing, OOH)
 - Understand when to use the EGO buys (High-Impact, Sponsorships)
- Make sure your solutions contain both effective and solid reporting products
 - This is the biggest case for SEM
 - Make the Google taxi work for you



The Google Taxi – Who brought you the customer?

- Did the rider ask to be brought to this diner based on marketing the diner had previously done?
- Did the driver make a recommendation?

EITHER WAY Google analytics gives the credit to the Taxi

This is why last click attribution doesn't tell the full story.





Reporting – The Final Frontier

- Great products are no use if you can't streamline reporting
- Reports must be delivered monthly – are you tracking this in your CRM?
- Roleplay reporting calls
- Leverage AI to generate FAQ's and explain terms
- GET GA ACCESS!

THANK YOU

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premium solutions for connecting target audiences



CITY