

# Omeda and CredSpark integration

Seamlessly connect CredSpark’s interactive engagement platform with Omeda’s tools to capture more first-party data and maximize the value of your audience investment

Audiences are tired of generic, one-size-fits-all content, and their attention is fleeting. As professional media, publishers, and content creators navigate evolving reader habits, platform changes, and advertising shortfalls, the media businesses with the most meaningful connections to their audience will rise to the top.

But, according to Omeda’s 2024 State of Audience Report, research shows that many media organizations struggle to connect with their audiences. 25% of respondents said they do not track engagement. Just 20% of the survey respondents reported that at least 75% of their audience was engaged.

Audience engagement and development are 24/7 jobs that demand always-on technology, data, and automated processes to maximize results and revenue.

## Creating a virtuous cycle of audience engagement to grow first-party data and revenue

Omeda and CredSpark’s partnership empowers professional media, publishing, and content creators to seamlessly integrate CredSpark’s interactive content with Omeda’s tools to capture more first-party data and maximize the value of their audience investment.

Truly differentiated and interactive content drives first-party data, giving you the information you need to personalize and segment content even further, setting off a virtuous cycle where engagement yields information that drives even deeper engagement and revenue. Omeda and CredSpark’s partnership helps professional media organizations and content creators spark that cycle — and maximize their audience investment — by integrating CredSpark’s interactive content offerings with Omeda’s Integrated Audience Data Platform.

## How the Omeda and CredSpark integration works

Mutual Omeda and CredSpark customers can activate and build upon the value of their first-party audience data. Via a two-way sync between the platforms, Omeda customers can use CredSpark to personalize interactive content experiences using their institutionalized first-party data and, conversely, use CredSpark to seamlessly augment its audience profiles by capturing relevant information through surveys, quizzes, polls, and other interactive experiences.

With all data feeding back into Omeda’s platform—media, publishing, and content creators can create a deeper level of engagement and personalization using integrated workflow and process automation tools onsite and via email, SMS, social advertising, and direct marketing channels.

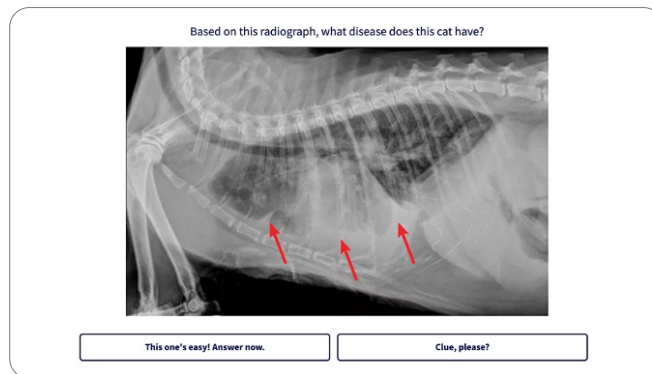


# Multiple ways to engage audiences and accelerate your diverse business objectives

Grow your first-party audience data to maximize the value of your audience



Capture demographic, firmographic, and purchase intent attributes to build more robust, predictive audience profiles that increase their value



Increase content engagement and form submissions through interactive games, quizzes, and polls.

Activate engaging experiences to drive diverse revenue streams using your enhanced audience profiles

How Much Do You Know About Culturally Responsive Education?

What percentage of children's books are written by or include content about people of color?

- 14%
- 21%
- 45%
- 65%

Next

Create native advertising and sponsored experiences that increase audience engagement or help them better understand their customers

Thank you! You have successfully registered for this upcoming webinar.

Next Step: Take our Finance Fast Facts quiz below.

Finance Fast Facts

Question 1 out of 10

What percent of the US workforce is employed by small businesses?

- 31%
- 47%
- 63%
- 85%

Next >>

Deliver hyper-qualified leads using data captured from more immersive and sponsored content

Tell us about your go-to hair style:

- My hair changes like the seasons
- Heat-straightened
- Locs
- Typically braided styles
- Lace fronts all day
- Mostly wash-and-gos for me
- Braid outs or twist outs

GO BACK NEXT

Cross-promote and upsell relevant products more strategically and successfully

Get Your Customized Itinerary

3. What obstacles or challenges are most concerning to your business, if any? (Select all that apply)

- labor shortages/staffing/training/employee retention
- quality control/quality assurance
- calibration/precision assembly/motion control
- lean manufacturing/green manufacturing/efficiency/trimming waste
- implementing automation, robotics, or industry 4.0 technology
- plastics welding
- autonomous & electric vehicle assembly
- Other

Previous Next

Increase event attendance or personalized programming based on audience preferences

## How WATT Global Media converted unknown to known audiences using Omeda and CredSpark

60% of surveyed media and audience professionals say anonymous conversion is the top audience development challenge for their company (Omeda State of Audience Report).

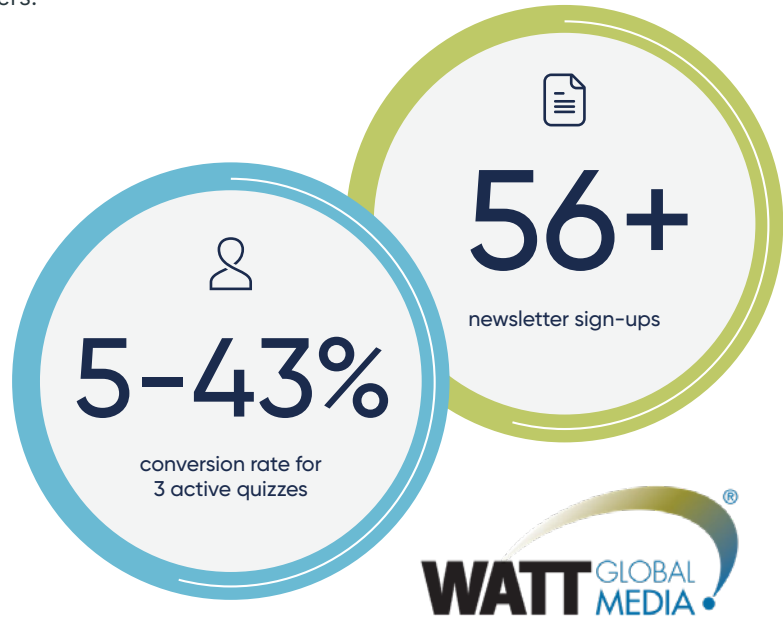
WATT Global Media turned to Omeda and CredSpark to help solve this challenge. By using their first-party data in Omeda to target anonymous audiences on their website, WATT Global Media could deliver interactive quizzes that asked their audiences questions related to their profession.

Before revealing the answer to the quiz, audiences receive an invitation to sign up for a newsletter that's most relevant to the content they're interested in. After a few months, WATT Global Media has had incredible success in driving engagement and converting anonymous visitors to subscribe to their newsletters.



We've gotten great results from combining our Omeda database with CredSpark's interactive quizzes. I can't think of anywhere else where we get that level of engagement. It's been a powerful way to connect to our audience, while also providing more value for our advertisers and sponsors."

**Joyce Neth**  
VP, Director of Audience Engagement,  
WATT Global Media



Ready to set off your virtuous cycle for audience engagement and revenue? Schedule a consultation with Omeda to learn how.

[Get a Demo](#)



## About Omeda

Omeda is a SaaS provider delivering the platform and expertise required to maximize the value of media and publishing businesses' most critical asset — their audience. The platform of choice for B2B and B2C professionals, Omeda's integrated solution, which includes a customer data platform, workflow automation, email automation, and subscription management, provides the professional tools and controls required to maximize a media business' diverse revenue streams, power 24/7 audience development, and orchestrate precise targeting for measurable results. Our platform is built by passionate audience pros, workflow masters, and data nerds who partner with our customers to grow and thrive in a disruptive media world.

**For more information visit**  
[omedata.com](https://omedata.com)

**Request a demo at**  
[omedata.com/demo](https://omedata.com/demo)