omeda

Company Overview

Because audience matters to your business and ours

"Because Audience Matters" is not a slogan at Omeda. It is the heart and passion of who we are and what we do. Our core solution is the industry's first audience data platform and the most trusted integrated toolset for professional audience, marketing, and media teams.

We're proud of our software and technology, and all it empowers. But we're most proud of our people and the culture they create to do big and small things well for our customers, partners, and company.

Our team is comprised of passionate audience and media pros, data nerds, silo busters, dot connectors, and workflow masters. We're also a curious, customer-obsessed team on the frontlines of advancing audience capabilities through every significant business model shift in the media and publishing industry.

Our customers — media and publishing businesses — are transforming, and so are we

Disruptive media and publishing industry forces have led many media organizations to renew their focus on their audience and content to grow revenue and margins. But the guesswork and gruntwork from siloed data, disconnected workflows, and legacy systems and technologies stand in the way of unlocking the full value of their audience.

Omeda has been helping our customers navigate and capitalize on perpetual disruptions and turn challenges into opportunities for the last three decades. From the early days of print subscriptions to the massive print-to-digital transformation to today's multi-channel, first-party data-driven requirements, we lock arms with media and audience leaders to transform their businesses.
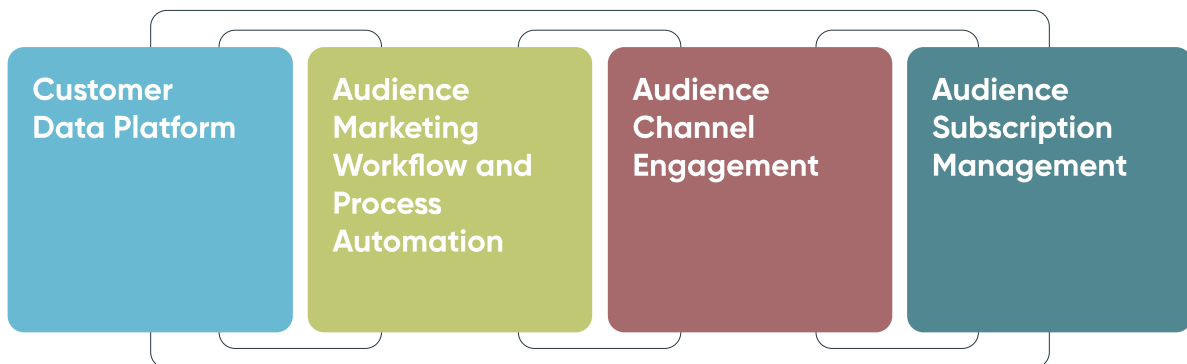
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- Declining web traffic from programmatic and social media platforms
- Inefficient workflows for scaling audience identification, segmentation, engagement, and converting unknown to known subscribers
- Urgency for a first-party data strategy to power content, subscriptions, advertising, and marketing services
- Unable to effectively manage paid subscribers and relationships
- Siloed audience data in multiple platforms holding back the ability to monetize their audience
- Inability to meet audience expectations for a relevant, thoughtful multi-channel experience

Our customers

Professional media, publishers, and content creators partner with Omeda to grow their audience and grow their revenue.

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Our software and solutions empower media, audience, and marketing leaders

Omeda delivers the platform, tools, and expertise required to unlock the value of a professional media business's most critical asset - its audience. The software-as-a-service (SaaS) platform takes the friction and frustration out of building, activating, and growing a media business' audiences. By unifying first- and third-party audience data from multiple channels into a single platform, Omeda maximizes diverse revenue streams, powers 24/7 audience development, and orchestrates precise targeting for measurable results.

Streamline disjointed tech stacks and processes into a proven solution with the tools and expertise to aggregate, activate, and accelerate impactful multi-channel audience-first experiences that drive engagement, lifetime value, and revenue.

Integrated Audience Data Platform

Customer Data Platform	Audience Marketing Workflow and Process Automation	Audience Channel Engagement	Audience Subscription Management

Our culture and the Omeda way

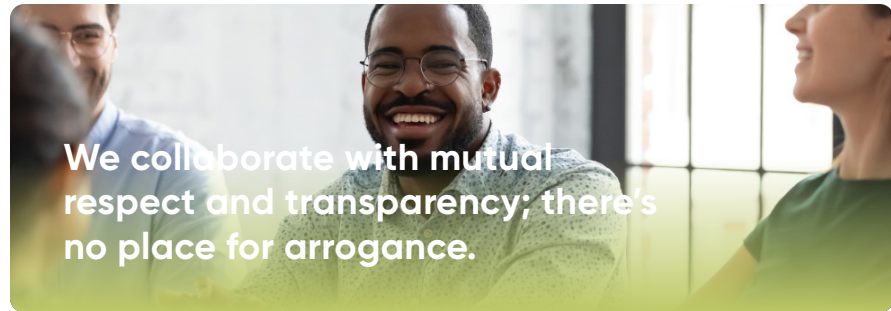**We value a diversity of ideas to create meaningful impact.**

"I'm passionate about our product, and my colleagues are not just professional but also responsive and friendly. It creates a fantastic atmosphere for collaboration. Making our product better is my favorite part - it's challenging, sure, but incredibly rewarding."

Ekaterina Turgunova
Quality Assurance

"At Omeda, as an architect, I enjoy the diverse projects I work on. Seeing the direct impact of my contributions on both our company and our users is incredibly rewarding and something I value greatly."

Aaron Mathias
Director, Architecture

We collaborate with mutual respect and transparency; there's no place for arrogance.

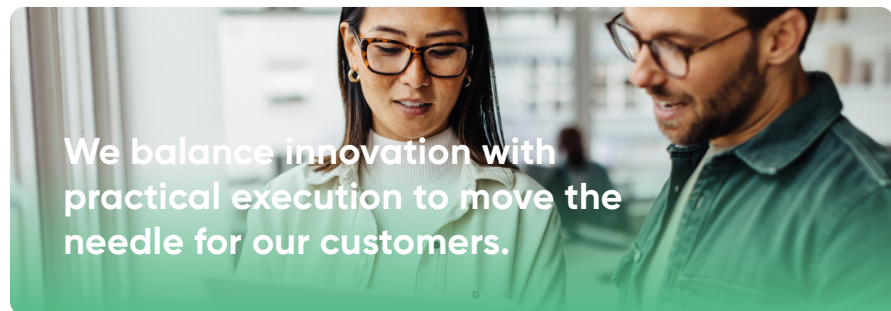**We are accountable to each other, our customers, and our industry.**

"I am thankful to work with such a good group of people. The Omeda culture is driven by hard-working employees who strive to do better and are always willing to help their teammates and clients out!"

Robin Heneghan
Solutions Engineer

"I love working with clients, teaching them something new, helping them solve problems, and helping them achieve personal and professional success."

Danette Monahan
Client Support Specialist

We balance innovation with practical execution to move the needle for our customers.

We care about our customer's professional and business success.

"My role at Omeda gives me an engaging challenge in managing the requirements of traditional fulfillment along with multifaceted modern media operations."

Tim Bratko
Director of Client Support

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Join the Omeda team to grow your career.

We are always looking for talent to add to our growing team across all functions and roles. You can check out our current openings here.

You can also follow us on Social Media to see what Omeda and our customers are up to, what we are working on, and what we are sharing with our community.

Omeda Headquarters

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