

Efficiently Deliver Relevant Audience Experiences

Built for professional media, publishers, and content creators to take the guesswork and gruntwork out of audience marketing



The forces shaping the professional media world

Disruptive forces continue to create challenges and opportunities for media businesses and their leaders. With the proliferation of content creators vying for attention and consumer privacy legislation, business leaders must harness their first-party audience data to create more personalized, relevant, and valuable audience experiences — and do it quickly to retain subscribers and grow revenue and margins.

But as professional media, publishers, and content creators work towards targeted and relevant experiences for each audience member—they realize their siloed databases, disconnected workflows, and bolted-on legacy technologies and platforms leave them struggling to meet audience and subscriber expectations.

Repetitive tasks and busy work wastes time and resources. And the guesswork and gruntwork required to cobble together an audience development process or digital advertising program prevent media, audience, and marketing teams from delivering relevant experiences efficiently to earn audience attention, retain subscribers, and grow revenue.



State of today's media and audience businesses

In fact, according to Omeda's 2024 State of Audience Report, 85% of respondents say they don't have the right technology to reach their audience goals even though 80% said they're increasing or maintaining their budget in 2024.

42%

of respondents spend 5+ hours per week - more than half a workday - on data janitorial work, such as cobbling together and cleaning lists from disparate systems

65%

of our respondents said they didn't have a formal, documented audience development plan

40%

of respondents said they planned to buy marketing automation or workflow tools in the next year



Omeda's 2024 State of Audience Report

Get the Report

Why modern media and audience marketers need audience-first professional marketing automation and workflow tools

Many businesses are adopting Customer Data Platforms (CDPs) and workflow and process automation tools to address these challenges and meet growing audience expectations for personalized experiences.

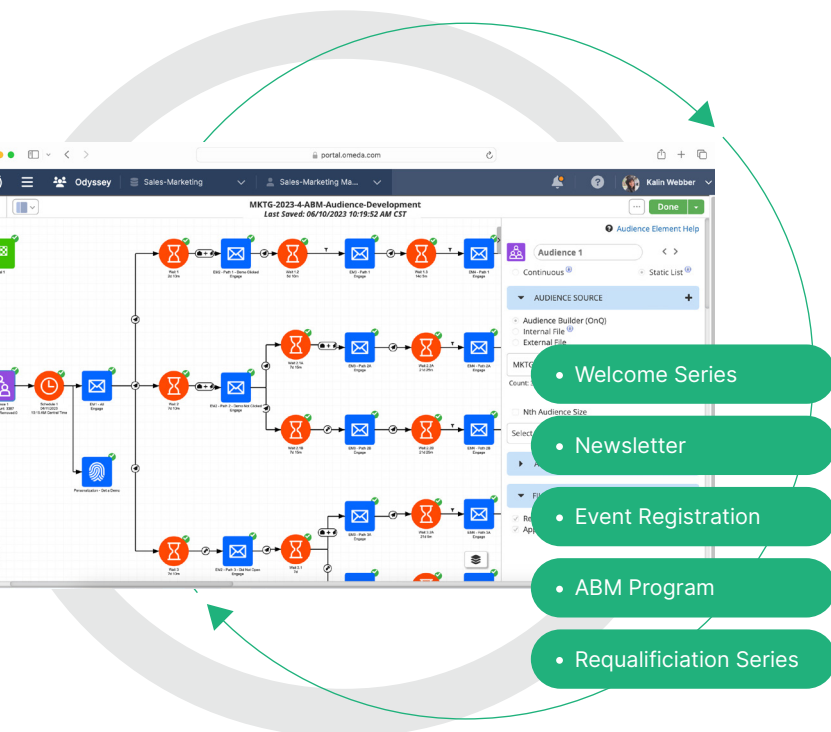
While any CDP can unify first-party audience data, and there are countless workflow and process automation tools available, most are not integrated to efficiently deliver consistent and relevant communication to individual audience members across channels based on their preferences and your media or content requirements.

And few have the platform, tools, and expertise professional and modern media, publishing, and content creators need to maximize the value of their audience and subscriber relationships.

Instead, modern media and audience marketers need professional marketing automation and workflow tools that put audience preferences, relationships, and experience at the center of their business.

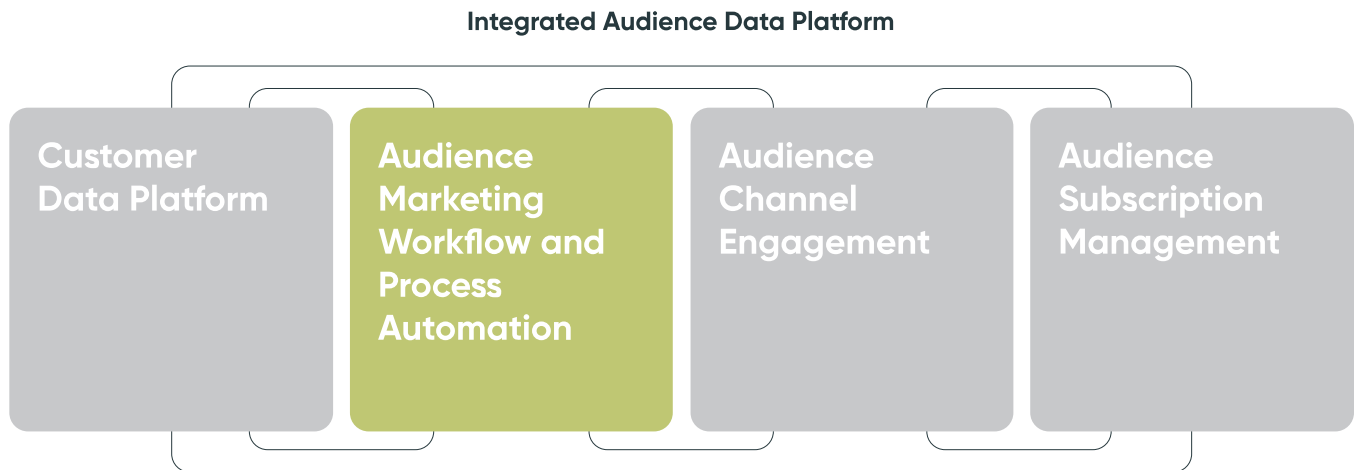
Modern media and audience marketers should prioritize marketing and workflow automation tools that support their requirements and use cases, including:

- **Welcome Series** – Send new subscribers and registered users a gradual series of introduction communications to your products and services
- **Re-Engagement** – Reach subscribers or registered users who no longer engage with emails or telemarketing through other channels like social, display, or onsite targeting to re-engage with relevant communications
- **Renewal/Requalifications for Controlled or Paid Expires** – Coordinate and automate your renewal or requalification efforts using automated workflows across multiple channels
- **Cross-Promotions** – Automatically deploy campaigns when audience members meet the right combination of products, demographics, and behaviors to cross-promote other products or brands
- **Event Registrations or Sales** - Deploy automated campaigns for audience members that meet the right criteria to register for events or educational webinars
- **Lead Generation or Digital Advertising Programs for Advertisers** – Enhance each advertiser’s lead funnel by integrating lead generation or digital advertising programs with audience development processes to increase performance while creating a better audience experience



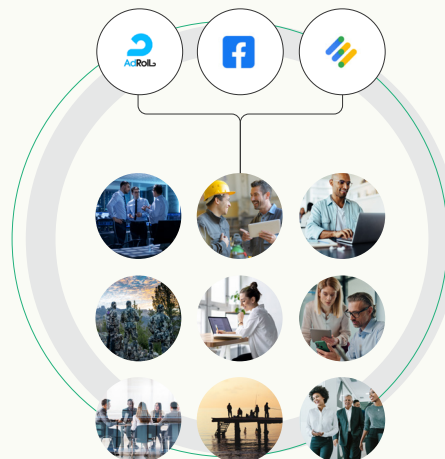
Orchestrate workflows and diverse revenue streams from a single command-and control center

Audience Workflow and Process Automation—a component of Omeda’s Integrated Audience Data Platform—leverages the power of your first-party data to deliver relevant and personalized experiences at scale. It eliminates the guesswork and gruntwork required to automate your media, audience, and marketing use cases and orchestrate diverse revenue streams to create a more cohesive, seamless audience experience across every channel.



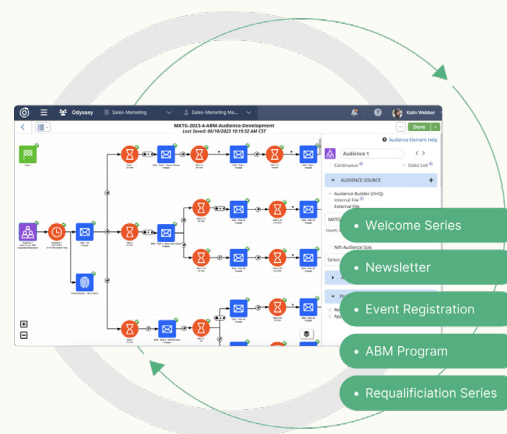
Streamline and Automate Workflows

Connect with your audience while saving your precious time and resources. Access the professional tools and expertise you need to streamline workflows and power diverse audiences, media, and marketing revenue streams from an integrated command-and-control center.



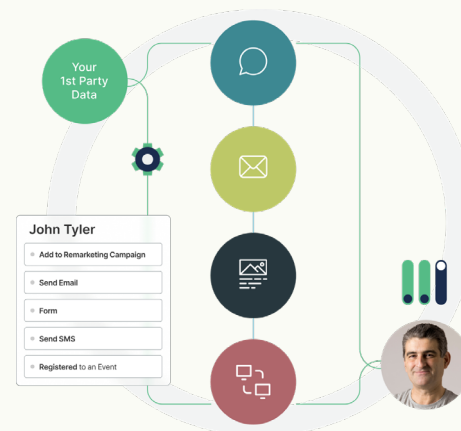
Personalize 24/7 Audience Journeys

Audience development needs to be an always-on strategy. Automate your workflows using audience filters and behavior-based triggers to power 24/7 hyper-relevant journeys, content experiences, and precise ad targeting that deepen engagement and relationships.



Orchestrate Multi-Channel Campaigns

Surround your audience with relevant content and advertising messages across channels. Manage your display and social media advertising campaigns from a single dashboard for more efficient workflows, cohesive experiences, and audience optimization.



Key features to streamline workflows and engage your audience



Audience journey and personalization



Multi-channel campaign orchestration



Workflow automation tools



Audience filters and behavior-based triggers



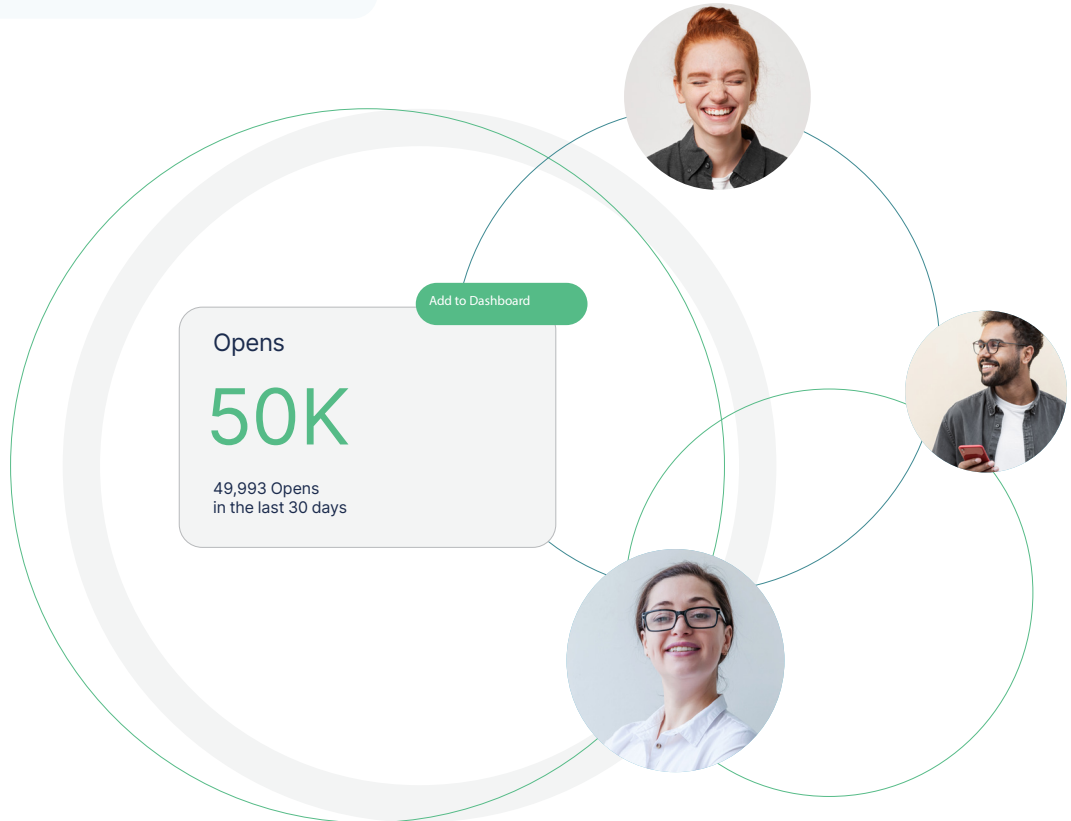
Display and social media advertising integrations



Integrated with Omeda's Audience Data Platform



Support from a team of audience marketing and media professionals



Driving efficiency and delivering individualized experiences with marketing and process automation

“Do more with less” might be a media business cliché, but it’s a mandate for Ronda Hughes (VP of Marketing and Audience Development) and her small, but mighty audience team at IRONMARKETS.

The key to making it all work? Audience data.

With Omeda, their team can take in their audience data from every touchpoint – from email and events to print and ads — and see it all in one place. Better yet, incoming data is standardized and automatically added to each user’s pre-existing profile.

But that’s just the beginning. Hughes’ team built a sophisticated model that splits the IRONMARKETS audience into three engagement-based segments – “interested audience,” “core audience,” and “super users.” With Omeda’s integrated audience marketing and process automation tools, Hughes delivers individualized experiences for every audience member and creates custom advertising and demand packages targeting their most engaged audience — and, because of the impact, can charge a premium for the performance.

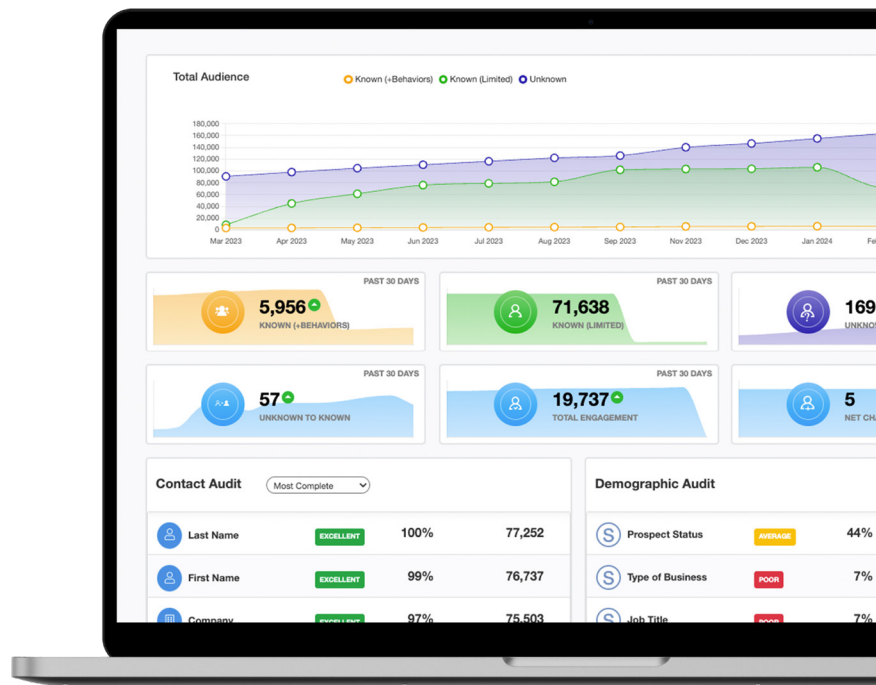
Ready to take the guesswork and gruntwork out of your workflows and processes? Schedule a consultation to learn how.

Get a Demo



Until all the data was connected and accessible through the Omeda system, we were guessing, running reports, and when the day was done, you only had a handful of audience people focusing on an issue close – and not having time to focus on engaging and capturing their audience.

Ronda Hughes
VP of Marketing and Audience Development,
IRONMARKETS





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
omedas.com

Request a demo at
omedas.com/demo