

Engage and Convert Audiences Across Channels Based on Their Preferences and Your Media Offerings

Built for professional media, publishers,
and content creators to deliver precision
communications via email, SMS, onsite,
social advertising, and direct mail



The forces shaping the professional media world

Disruptive forces continue to create challenges and opportunities for media businesses and their leaders. The proliferation of content creators battling for attention, changing audience communication preferences, stricter email deliverability rules, and the reliance on first-party data to understand audience behaviors and needs have led leaders to renew their focus on their most critical asset—their audience—to grow revenue and margins.

But as professional media, publishers, and content creators work towards targeted and engaging experiences for each audience member—they realize their siloed databases, disconnected workflows, and bolted-on legacy technologies and platforms prevent them from getting a clear view of their audience.

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.

This leaves media, audience, and marketing teams struggling to execute impactful, precision campaigns or deliver relevant offers and experiences across their audience's preferred communication channels, including onsite, via email, SMS, social advertising, and direct mail to earn attention.

And it creates friction and frustration for media and business leaders who aim to cross-sell products and generate more value and revenue from their audience.



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

A graphic for the Omeda 2024 State of Audience Report. It features a stylized bar chart icon with three bars of varying heights in blue and green. To the right of the icon, the text reads "Omeda's 2024 State of Audience Report". Below this, there is a dark blue rounded rectangular button with the white text "Get the Report". The background is light gray with a subtle grid pattern.

53%

of media leaders say disconnected systems, processes, and data hinder their goal achievement

Why modern media and audience marketers need an audience-first professional channel engagement solution

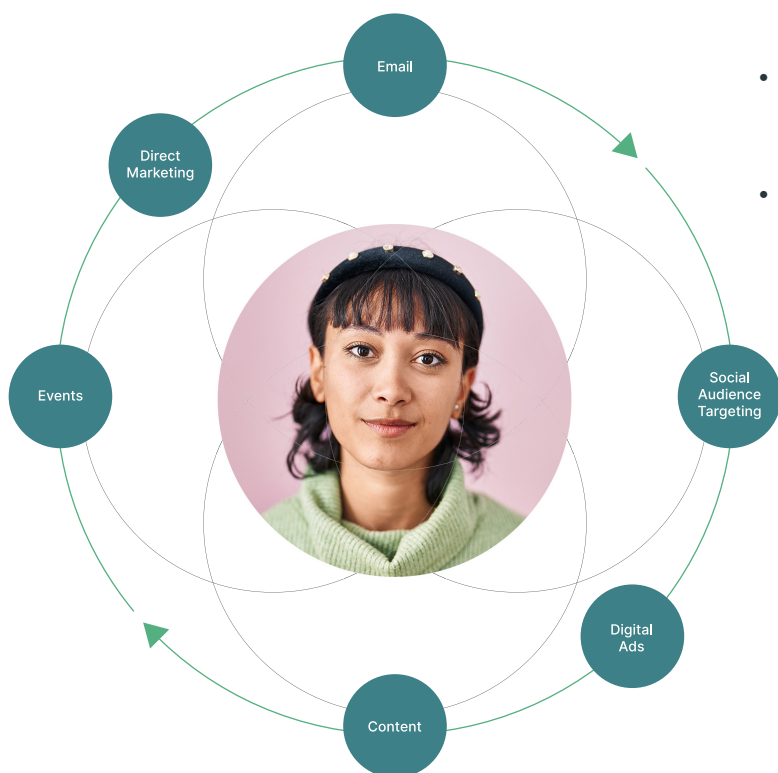
Many businesses are adopting Customer Data Platforms (CDPs) and channel engagement tools to address their media and content requirements and meet growing audience expectations for personalized and relevant communications across channels.

While any CDP can unify first-party audience data, and there are many channel marketing 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 integrated platform, tools, and expertise professional and modern media, publishing, and content creators need to orchestrate audience outreach and engagement across your diverse product portfolio and revenue streams, including subscriptions, events, marketing services, digital advertising, email, newsletters, and more.

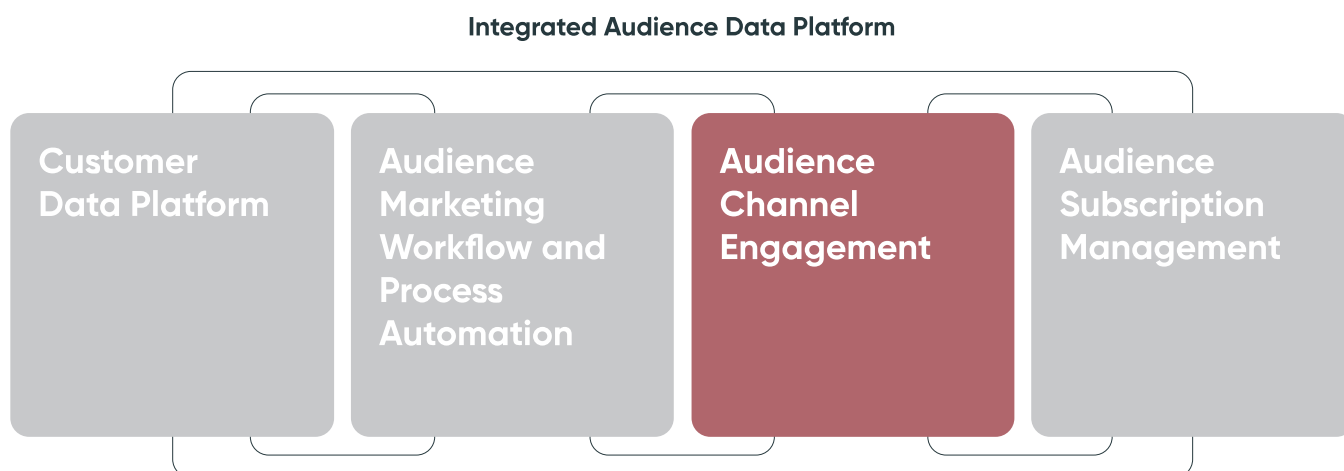
Modern media and audience marketers need an audience-first channel engagement solution that supports their requirements and use cases, including:

- **Welcome Series** – Send new subscribers and registered users a gradual series of introduction communications to your products and services
- **Newsletter and Digital Subscriptions** - Send and fulfill newsletter or digital subscriptions across your portfolio of products and services while adhering to audience preferences
- **Renewal/Requalifications for Controlled or Paid Expires** – Coordinate your renewal or requalification efforts using relevant and on-target communications across multiple channels
- **Cross-Promotions** – Deploy relevant communications across channels when audience members meet the right combination of products, demographics, and behaviors to cross-promote other products or brands
- **Event Registrations or Sales** - Deploy 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 your content to increase performance



Orchestrate precision communications across channels from a single command-and control center

Audience Channel Engagement—a component of Omeda’s Integrated Audience Data Platform—leverages the power of your first-party data to deliver relevant and personalized on-target communications across channels at scale. It eliminates the guesswork and gruntwork required to orchestrate audience outreach and your diverse portfolio of products and revenue streams, including subscriptions, events, marketing services, digital advertising, email, newsletters, and more. It automates seamless audience experiences across channels while respecting your audience’s privacy and preferences.



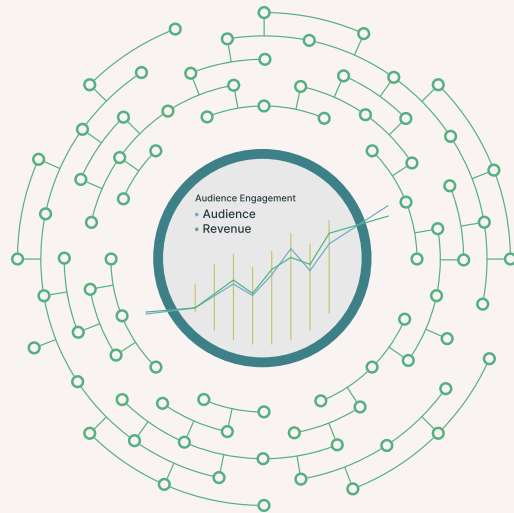
Personalized and Automated Communications Across Channels

Your audience expects a relevant experience every time and on every channel. Meet those expectations with precision and automated communication across email, SMS, social advertising, and direct marketing channels to boost audience engagement and drive measurable results.



Built-In Email Performance and Deliverability Management

Ensure your emails land. Omeda's built-in platform tools provide email delivery reporting and analysis on opens, clicks, bounces, unsubscribes, spam complaints, and more to optimize your campaigns for performance and delivery.



Headless Email API

Seamlessly connect your existing email interface with Omeda's powerful backend tools using our APIs for a hassle-free integration that eliminates the need to train editorial teams while improving performance with on-target communications, automation, and deep analytics and insights.

A screenshot of a marketing dashboard showing a table of campaign data. To the right of the dashboard are four green buttons labeled 'ABM', 'Lead Gen', 'Webinar', and 'Events'.

Item	Category	Value
1. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
2. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
3. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
4. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
5. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
6. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
7. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
8. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
9. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
10. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
11. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
12. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
13. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
14. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
15. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
16. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
17. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
18. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
19. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100
20. MKTG - ABM Clicks - Master Nurture - Last 24 Hours	Clicks	100

Key features for delivering on-target communications to better engage and convert audiences



Audience filtering



Email building, sending, and automation



Dynamic email content



Deliverability management & reporting



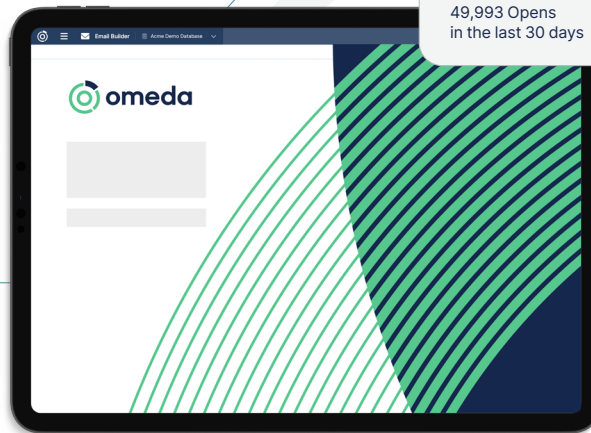
SMS communications



Social audience targeting



Direct marketing



Creating relevant experiences across channels to drive audience engagement and conversions

Annex Business Media leaders Scott Jamieson (President and COO) and Vesna Moore (Director of Audience Management) knew their pre-existing tech stack didn't have what they needed to manage and grow their 10 million audience members and 60+ publications.

"Even though we did have our in-house system, which was very specifically designed to work for us, it was constrained because it was a standalone application."

So, they adopted Omeda's Integrated Audience Data Platform to consolidate their first-party audience data into the Customer Data Platform. And the integrated Audience Channel Engagement and professional workflow tools enabled Moore's team to create and automate campaigns for their advertisers across multiple touchpoints, maximizing performance and ROI.

Moore's team calls these Lead Driver campaigns, which are omni-channel ad packages that reach Annex Business Media's audience onsite and via email, social media, search, and programmatic channels.

Since deploying the Lead Driver initiative, the Annex team has completed over 71 campaigns, with many advertisers renewing their campaigns multiple times.

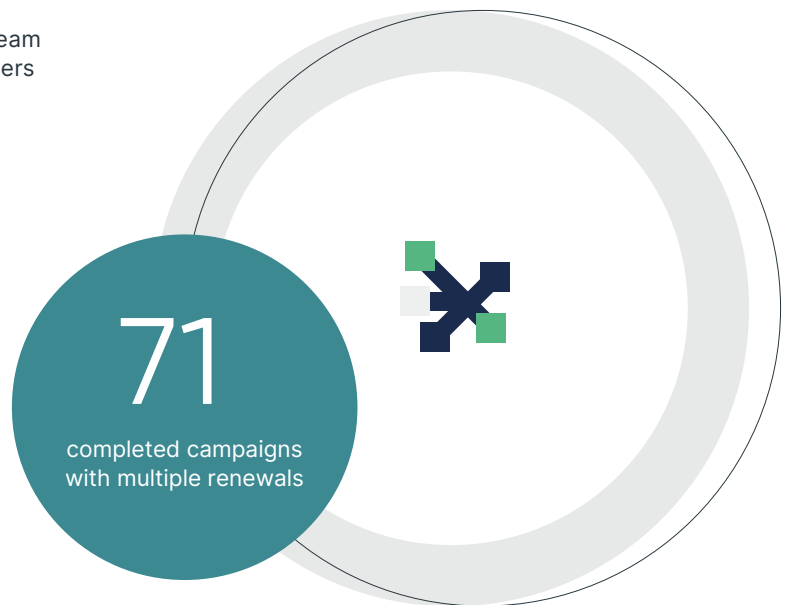


Having everything in one singular database – the email deployment as well as the audience management – was a game changer. Being able to see the stats and the deployments and setting up the queries without worrying about working with a third party system, all of that was really key for us.

Vesna Moore
Director of Audience Management,
Annex Business Media

Engage your audience to grow your revenue. Learn more about the Omeda advantage.

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

Request a demo at
omedata.com/demo