

Engage and Convert Audiences Across Email and Other 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 preferences, stricter email deliverability rules, and the reliance on first-party data to personalize communications to drive engagement and performance 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 experiences for each audience member—they realize their siloed databases and bulk email providers prevent them from reaching and engaging 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 shades of 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

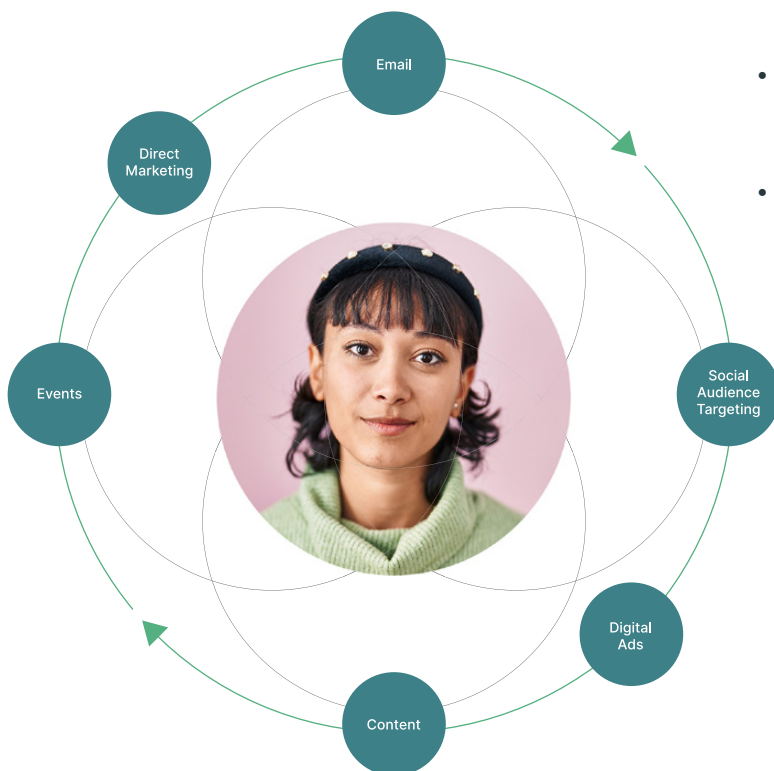
Many businesses are adopting Customer Data Platforms (CDPs) to capture first-party audience data and channel engagement tools to deliver personalized and relevant communications across email and other channels.

While there are many CDPS and channel marketing tools available, most are not integrated to maximize audience reach through high deliverability and engagement by using first-party data to personalize communications.

And few have the robust tools and expertise professional and modern media, publishers, and content creators need to create, send, measure, and optimize deliverability and communications across channels and your diverse portfolio and revenue streams, including subscriptions, events, marketing services, digital advertising, email, newsletters, and more.

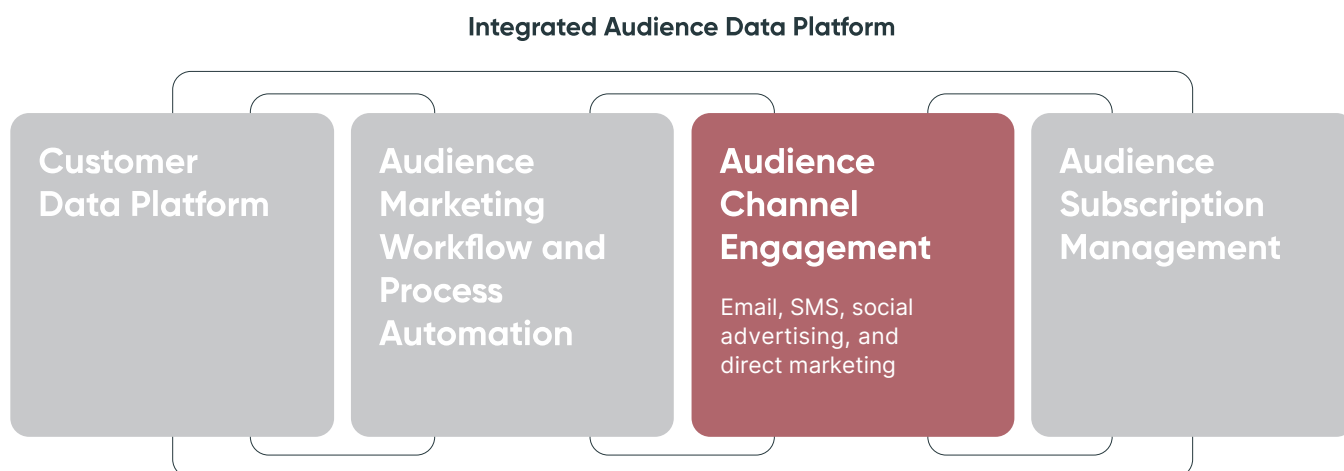
Modern media and audience marketers need an audience-first email and channel engagement solution that supports their requirements and use cases, including:

- **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 email and other 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 with connected workflows to deliver relevant and personalized and on-target communications via email and 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.



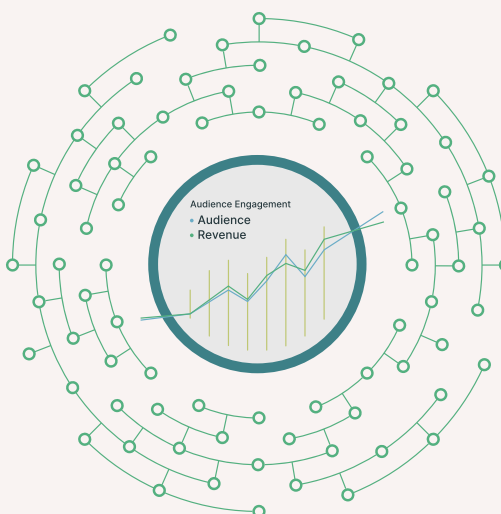
Personalized and Automated Communications Across Channels

It doesn't matter how exciting your content is if you can't reach and engage your audience. Improve your email deliverability and engage audiences across SMS, social, and direct marketing with a robust and trusted platform for creating, sending, measuring, and optimizing audience engagement and performance.



Built-In Email Performance and Deliverability Management

Ensure your emails land. Increase and optimize deliverability with built-in tools, a trusted sending reputation, and proactive monitoring by the Omeda team.



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 web application interface showing a list of marketing campaigns. To the right of the screenshot are four green buttons with white text: ABM, Lead Gen, Webinar, and Events.

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



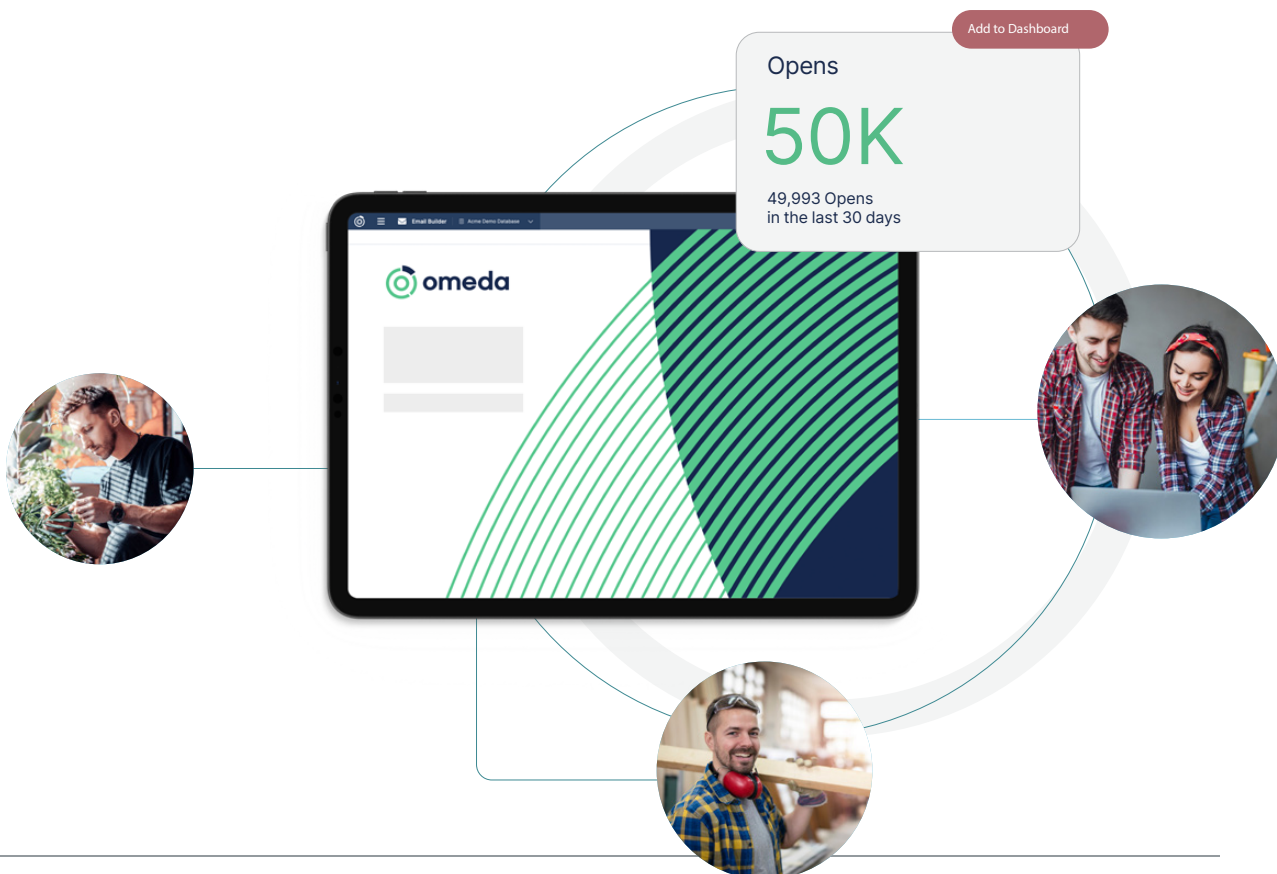
Social audience targeting



Direct marketing



Trusted sending reputation



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.

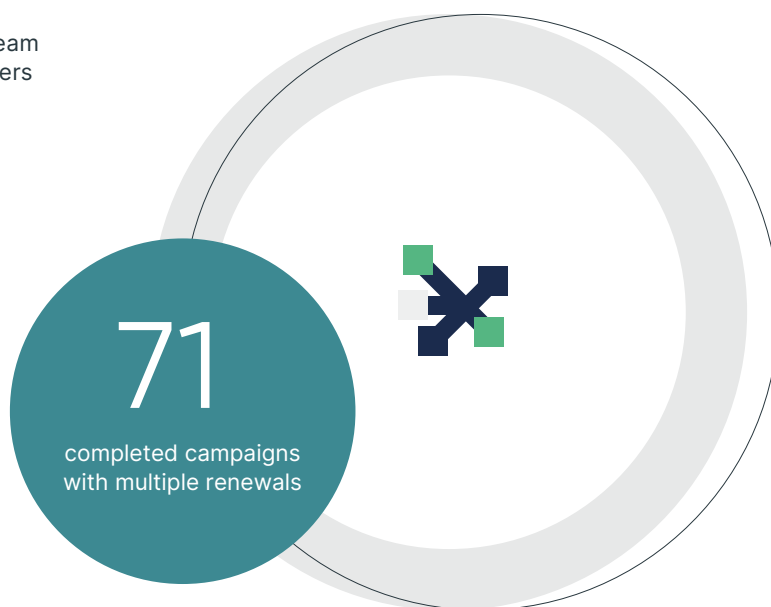
Engage your audience to grow your revenue. Learn more about the Omeda advantage.

Get a Demo



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





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