

WEBINAR

How Endeavor Frees Up Audience Managers and Empowers Sales with Ad Orbit + Omeda



Presenters:



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Moderator:

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Jackie Dandoy
Director Of Data Health & Analytics
Endeavor Business Media

The Challenge

#1 - Subscription Visibility for Sales Teams

Our sales teams work exclusively in Ad Orbit as their CRM to manage client permissions and subscriptions.

Due to our data privacy policies, their visibility into whether their customers/prospects were requesting and/or receiving our content was unclear.



The Challenge

2 – Free-up time for Audience Managers

With each issue close, there was a heavy, manual lift by our Audience team to keep the magazine comp list updated in Omeda.

Tasks would include going into another system, downloading and manipulating files and adding to the issue close tickets.



The Challenge

3 – Automate and Secure Data Transfer

Furthermore, exporting personal data, passing thru multiple hands and potentially storing/sharing via unsecure methods is not compliant and could put our company at risk.





We needed a plan to integrate comp subscribers/subscription data between these two platforms so that sales and audience teams saw the same thing, no matter which platform they were working in.

Magazine Print

Magazine Digital
Edition

Marketing Audience

Newsletters

Working Together

- Meetings between stakeholders began with team members from:
 - Endeavor
 - Sales Operations
 - Customer Marketing
 - Production Operations
 - Audience Development
 - Omeda
 - Client Success Manager
 - Solutions Engineer
 - Ad Orbit
 - Members of the Development Team
- It was determined we could re-purpose a file integration structure and auto-processor input for our Ad Orbit subscribers/subscriptions.

SET-UP

Omeda Steps for Each Brand/Publication

- Create text field demos to handle Ad Orbits Subscription IDs
- Alt-ID for Ad Orbit Contact ID
- Input
 - Review Processing Rules
- Create query/scheduled output file for record updates back to Ad Orbit



SET-UP

Ad Orbit

- Work with Asling/Ad Orbit to enable the Omeda module
- Enter Omeda Input ID to initiate the file drop process



AD ORBIT FEATURES

- Review Export files
 - Timestamp Log of records exported to Omeda
 - Omeda Exports (Administration section)
 - Users can view the files that were created and download them if desired
- Review Import files
- Updated Logging to facilitate tracking of updated records
 - More granular than simply knowing if a given record has been updated
 - Tracks whether an update occurred due to a change imported from Omeda
- Bulk Change Subscription feature
 - Ability to institute bulk subscription changes per brand
- Publication Level Comp Copy Limits
- Email Notification of subscription/subscriber changes of the Omeda updates
- Ability for incremental exports or full exports

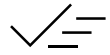


VISIBILITY BENEFITS

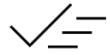
- Notification when a subscription gets updated in Ad Orbit
 - Creates an opportunity for sales to connect with their client
 - Insight into client/advertiser intent or interest
- Undeliverable postal or digital addresses
- Address changes (postal or digital)
- Email opt-outs



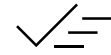
KEY TAKEAWAYS



VISIBILITY FOR
SALES



**REMOVE MANUAL
TASKS** FOR
AUDIENCE TEAM



MITIGATE DATA
TRANSFER &
PRIVACY
CONCERNS



GET DATABASES
IN SYNC

Omeda's
partnership with
Ad Orbit

- ④ Enlist your Client Success Manager
- ④ Work with your Ad Orbit team
- ④ Make sure Sales and Audience teams are involved

Thank you!

Please take 1-2 minutes to complete the **survey** at the end of the webinar.