



Realigning ad sales around data-driven KPIs

CHALLENGE

The marketplace for TV ad sales inventory is finite, so maximizing the potential of the inventory became a top priority for a major US broadcast network.

To achieve its goal, the network wanted to align its entire ad sales organization – from leadership to account executives – around new revenue KPIs. Historically, advertising deal renewals were based solely on the previous year's spend rather than an understanding of competitive spend. This meant that account executives were not pitching deals with holistic context. In addition, leadership was struggling to test and deploy strategies to grow non-traditional digital revenue over more traditional revenue streams.

SOLUTION

Accurate view of share of wallet

After consolidating disparate data sources, including competitive intelligence data, into a single ad sales data foundation, the network created an accurate view of their share of wallet with advertisers.

Focus on revenue quality

The network implemented a new multi-dimensional metric for deal quality, allowing account executives to prioritize advertisers based on concrete opportunities to increase spend.

Rapid hypotheses testing for new strategies

Foundry gave ad sales leadership and analytics teams the tools to test hypotheses on real data. Now, the organization quickly designs actionable strategies, such as shifting a specific advertiser's spend to digital.

IMPACT

- Ad sales transformed from a qualitative, relationship-driven business into a data-driven organization fueled by strategic KPIs.
- The entire organization has a 24 / 7 view of advertisers, account portfolios, and the overall business – allowing them to track performance against their KPIs.
- The network shifted specific advertisers' spend to digital while generating incremental revenue by retaining traditional TV inventory for new advertisers.