

# National Online Media Company Sees 20% Growth in Revenue

## INDUSTRY

- » Media & Print Advertising

## CHALLENGE

- » Increase revenue, grow advertisers and subscribers

## SOLUTION

- » Utilize specialized marketing services to support existing marketing efforts

## RESULTS

- » 20% increase in subscribers
- » 10% growth in advertisers
- » 15% growth in quality leads

## CHALLENGE

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- Grow network of advertisers to increase revenue.
- Increase publication circulation and online subscribers.

## SOLUTION

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- Acquire new advertisers by adding specialized marketing services to support existing marketing efforts.
- Utilize Alesco's diverse selection of vertical markets to increase qualified advertisers.
- Took current database and added missing emails for improved outreach.
- Deployed email marketing campaigns to support direct mail efforts.

## RESULTS

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- Shifting to a multichannel marketing strategy helped this particular online news media company see a 20% increase in subscribers.
- Publication saw 10% growth in advertisers due to increased awareness through email marketing.
- Grew qualified advertising leads by 15% because of direct mail and email marketing outreach to vertical markets that includes: Banking/Financial, Mortgage Brokers, Stockbroker/Investor and Medical.

