



OVER 3,000 MEDIA COMPANIES

TRIBUNE
INTERACTIVE


SCRIPPS

 **ROGERS**

 **CBS**


THE MCCLATCHY COMPANY

Halifax
MEDIA GROUP

SBG
SINCLAIR BROADCAST GROUP


GANNETT

COX MEDIA
GROUP

 **Charter**




SCHURZ
COMMUNICATIONS INC.


ENTERCOM

SWIFT  **COMMUNICATIONS**

RADIO
ONE
THE URBAN MEDIA SPECIALIST

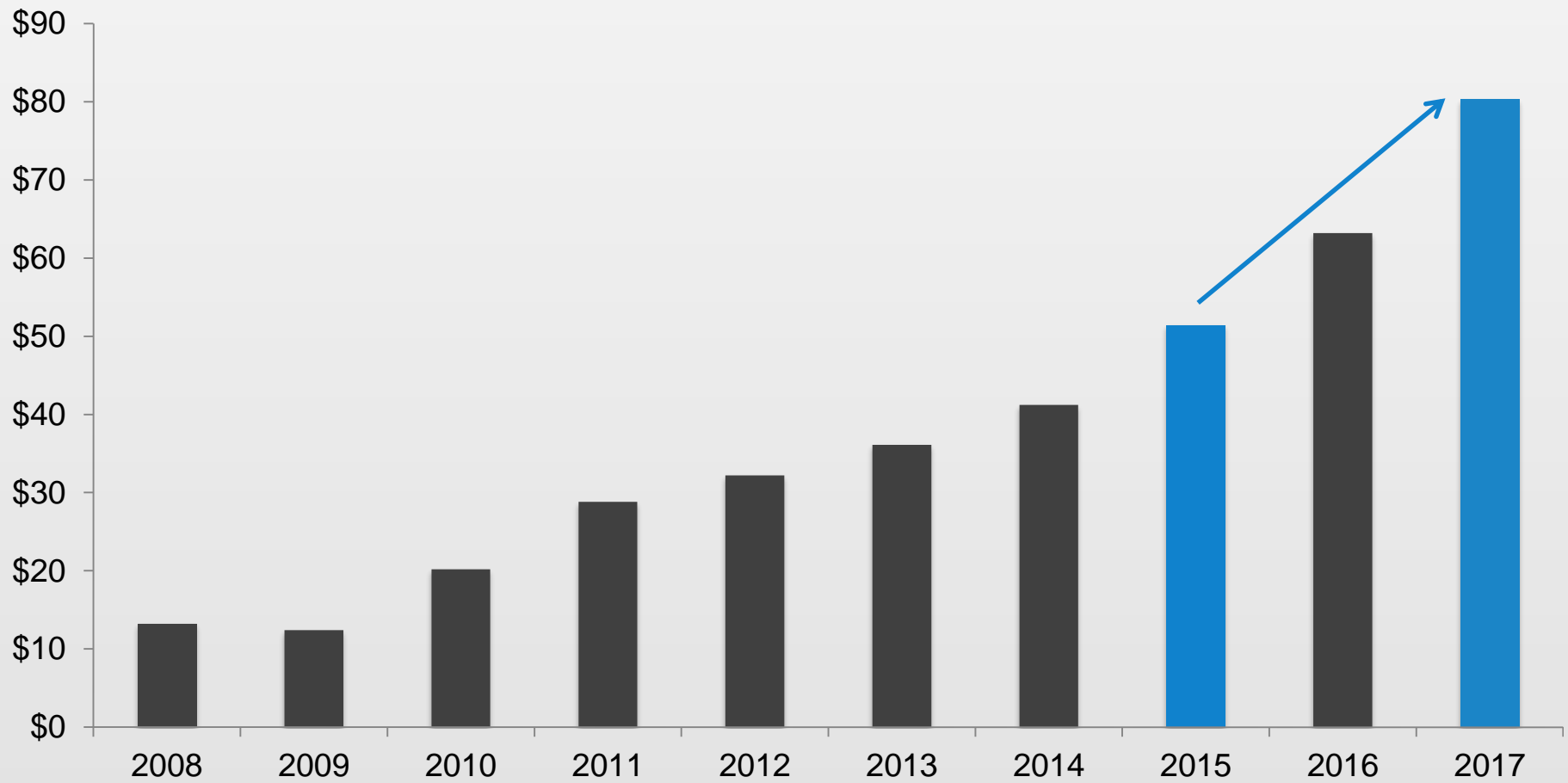
 **Stephens**
MediaTM


GateHouse Media[®]

 **LEE ENTERPRISES**

Media
General

 **secondstreet**





Why Promotions Are Critical for Monetizing Mobile

Posted By *Matt Coen*



8 Promotions That Drove Results for Advertisers

Posted By *Julie Foley*

SUBSCRIBE

Sign up to receive best practices, case studies, and actionable content to help you succeed with online promotions.

First Name:

Last Name:

Email Address:

Company Name:

SUBSCRIBE

Latest



Why Your Email Opt-In List Is So Valuable

Posted By *Julie Foley*

Golf Promotions

Find out how media is profiting from golf promotions – and how you can too – in



secondstreetlab.com

CASE STUDY

STATE JOURNAL-REGISTER PRO FOOTBALL CONTEST

RESULTS:

\$125,000



CASE STUDY

THE SIGNAL BEST OF SANTA CLARITA VALLEY

RESULTS:

56% INCREASE IN VOTES



CASE STUDY

WXMI-TV

GROCERY GIVEAWAY

RESULTS:

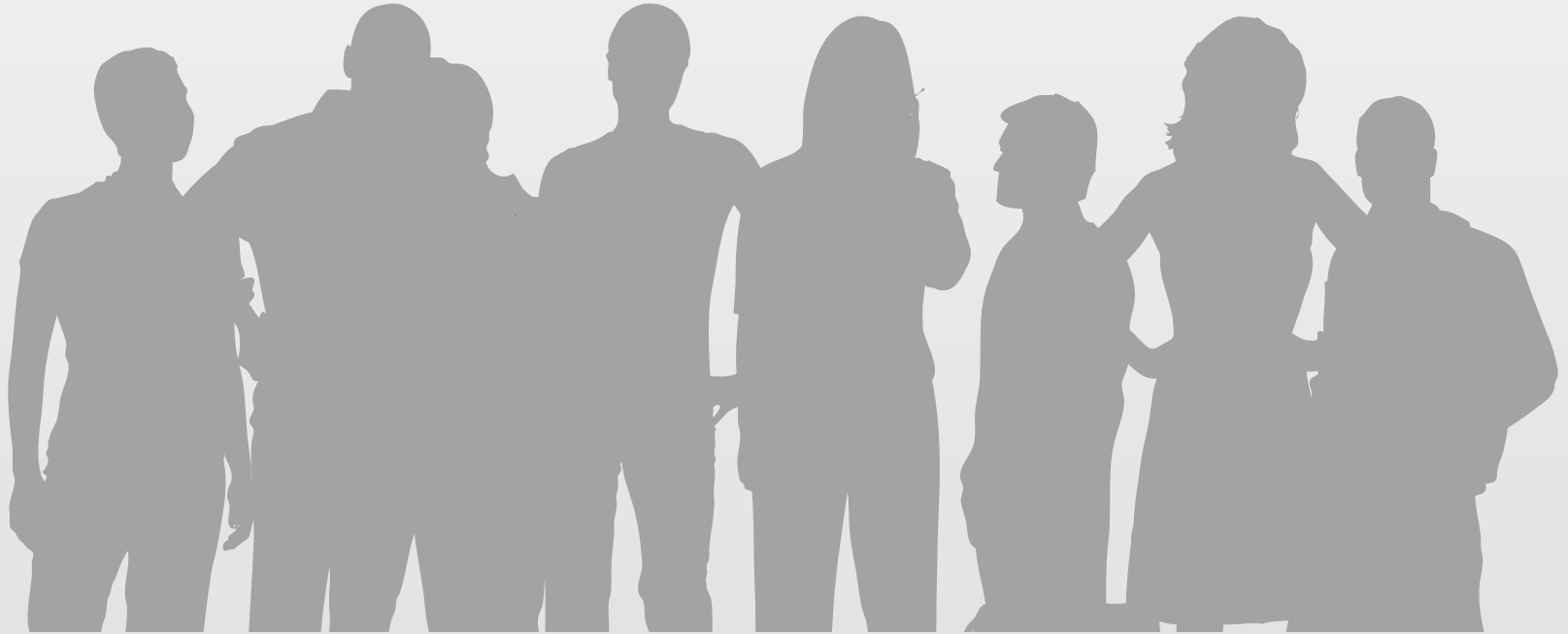
6,752
EMAIL OPT-INS



YOUR DATABASE IS NOT JUST A BUNCH OF EMAILS



...THEY ARE PEOPLE.



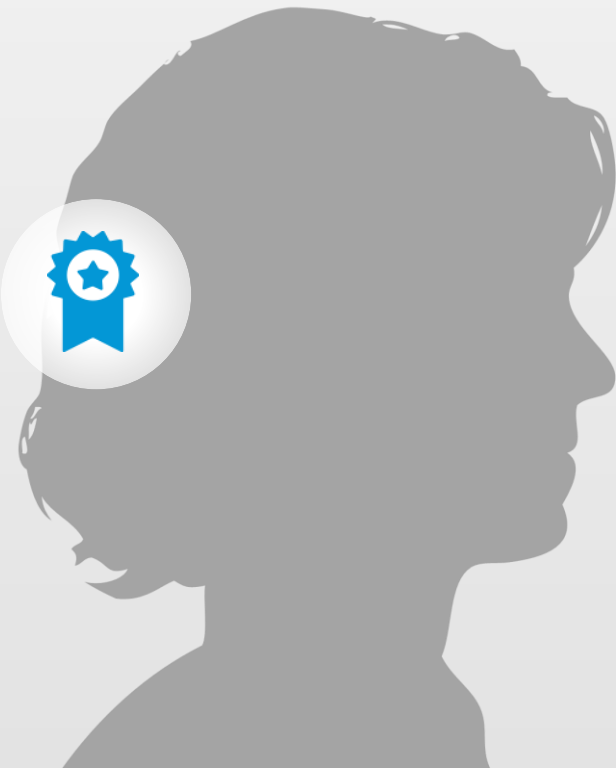
CONSUMER PROFILES



Name	✓
Email	✓
Gender	?
Age	?
Address	?
Postal Code	?
Income Level	?

Interests	?
Advertisers	?
Purchase History	?

CONSUMER PROFILES



Name	✓
Email	✓
Gender	✓
Age	✓
Address	?
Postal Code	✓
Income Level	✓

Interests	Home (Remodeling)
Advertisers	?
Purchase History	?

CUSTOMER PROFILES



Name	✓
Email	✓
Gender	✓
Age	✓
Address	?
Postal Code	✓
Income Level	✓

Interests	Beauty, Education, Healthcare, Home (Buying, Remodeling), Kids, Restaurants (Italian & Mexican), Wine
Advertisers	<ul style="list-style-type: none">• Aveda Salon & Spa• Bridge Tap House & Wine Bar• Cardinal Glennon Children's Medical Center• Concordia Elementary School• Keller Williams Realty• Mission Taco• Pastaria• The Magic House
Purchase History	?

CONSUMER PROFILES



Name	✓
Email	✓
Gender	✓
Age	✓
Address	?
Postal Code	✓
Income Level	✓

Interests	Beauty, Education, Healthcare, Home (Buying, Remodeling), Kids, Restaurants (Italian & Mexican), Wine
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Purchase History	?

CONSUMER PROFILES



Name	✓
Email	✓
Gender	✓
Age	✓
Address	✓
Postal Code	✓
Income Level	✓

Interests	Beauty, Education, Healthcare, Home (Buying, Remodeling), Kids, Restaurants (Italian & Mexican), Wine
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Purchase History	Beauty, Local Events, Italian Restaurants

KNOW YOUR DATABASE



KNOW YOUR DATABASE



READY TO
BUY A CAR

KNOW YOUR DATABASE



READY TO
BUY A CAR



LOOKING TO
PURCHASE
JEWELRY

KNOW YOUR DATABASE



**READY TO
BUY A CAR**



**LOOKING TO
PURCHASE
JEWELRY**



**READY TO
REMODEL A
HOME**

KNOW YOUR DATABASE



**READY TO
BUY A CAR**



**LOOKING TO
PURCHASE
JEWELRY**



**READY TO
REMODEL A
HOME**



**INTERESTED
IN MEXICAN
RESTAURANTS**

USER PROFILE DATA
DRIVES AD REVENUE

SALES SHEETS

Jim Belker

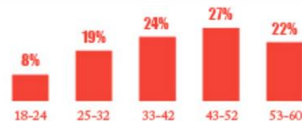


17,412 Prospects

Tags - Tag Filters Applied:

- ♥ Auto **13,356 People**
- ♥ Parents **9,078 People**

Age - 21 to 60 Years Filter Applied:



Location



Gender



SALES PITCH HEADER TEXT

Bacon ipsum dolor amet chicken pork belly rump cupim tongue short loin corned beef. Pastrami leberkas bacon tail tenderloin sausage pancetta capicola drumstick picanha meatball venison fatback. Venison beef ribs t-bone, brisket drumstick doner picanha pork belly landjaeger swine cow shoulder. Flank shankle filet mignon andouille pancetta beef kevin short ribs porchetta shoulder shank leberkas kielbasa. Chuck frankfurter spare ribs salami. Beef ribs picanha pork belly, short loin drumstick jowl pancetta.

CONTACT IMAGE
PLACEHOLDER

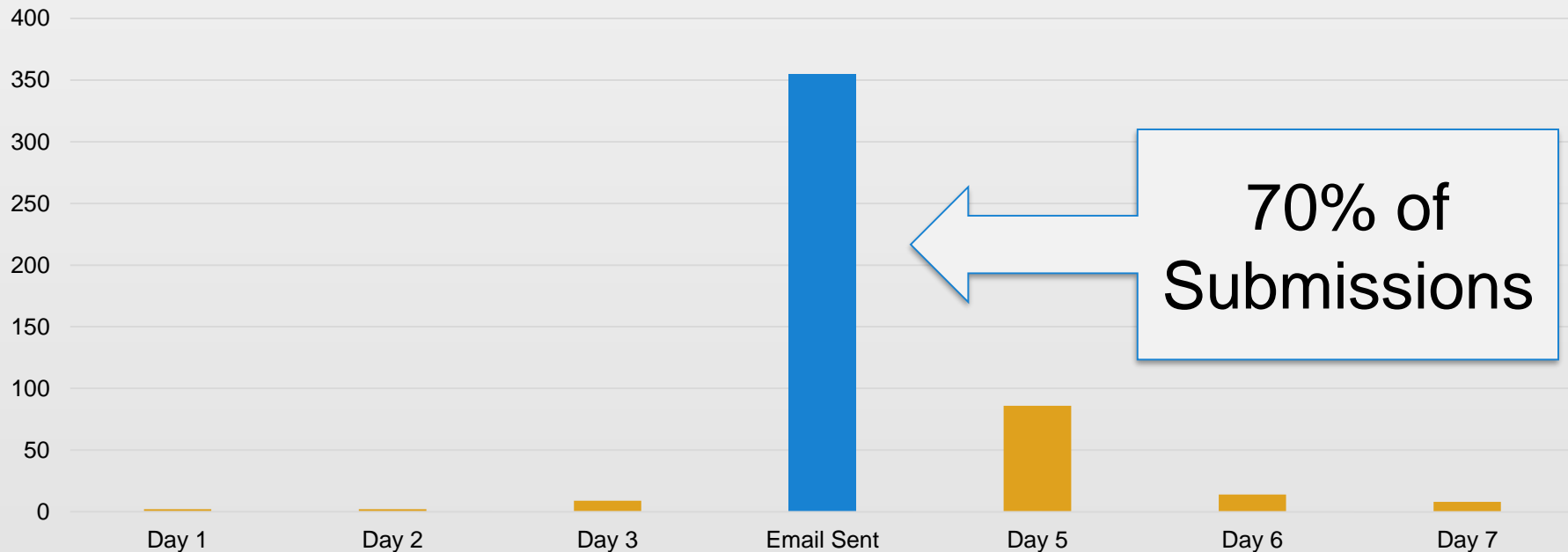
SALES NAME
Sales Representative
SalesRep@email.com
Cell: XXX.XXXX.XXXX

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EMAIL DRIVES
ENGAGEMENT

THE POWER OF EMAIL

Submissions by Day



OWN



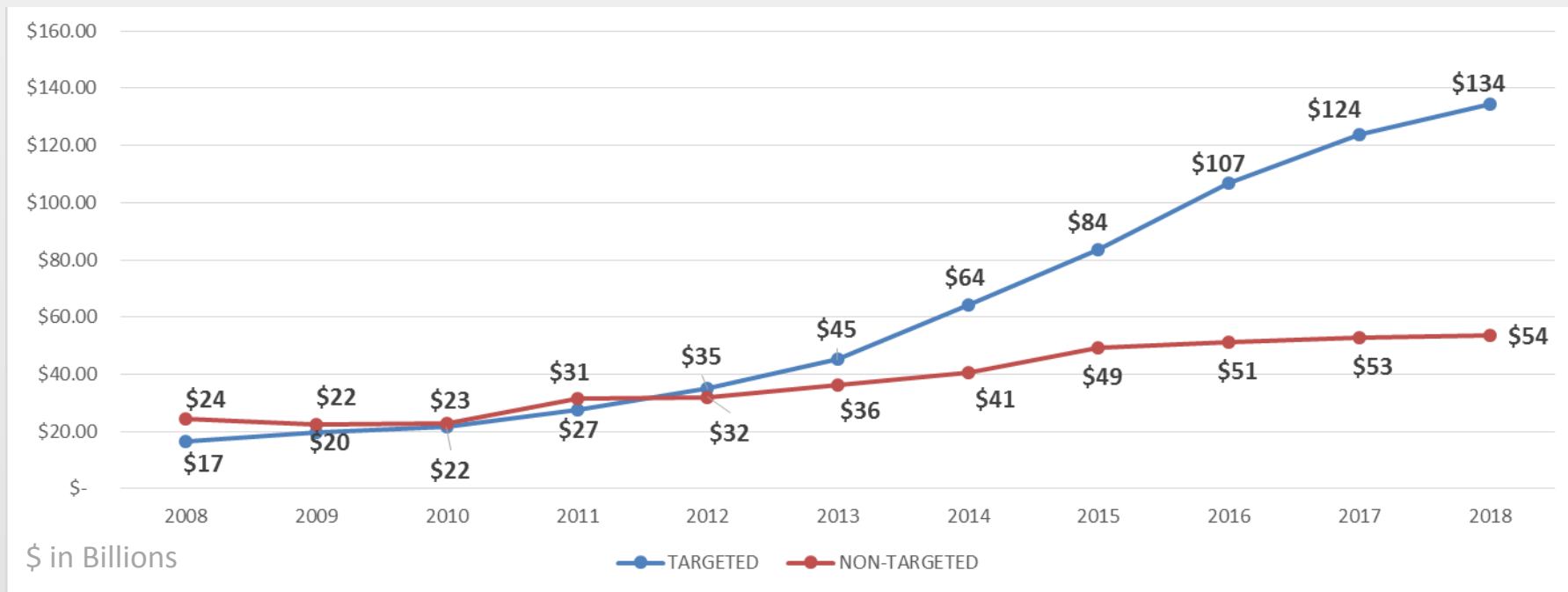
RENT



A solid blue vertical bar is positioned on the left side of the image, extending from the top to the bottom.

DATA DRIVES DIRECT MARKETING

The Shift To Targeted Advertising



SELECT TAGS TO FILTER BY

Scooters & Mopeds



▼ Trucks & SUVs



SUVs



Trucks



Vans & Minivans



▶ Vehicle Brands



Vehicle Licensing & Registration



▶ Vehicle Maintenance



DONE

Audience Filters



Tags



Location



Age



Purchase Behavior



Gender



Opt-ins



Custom Form Questions

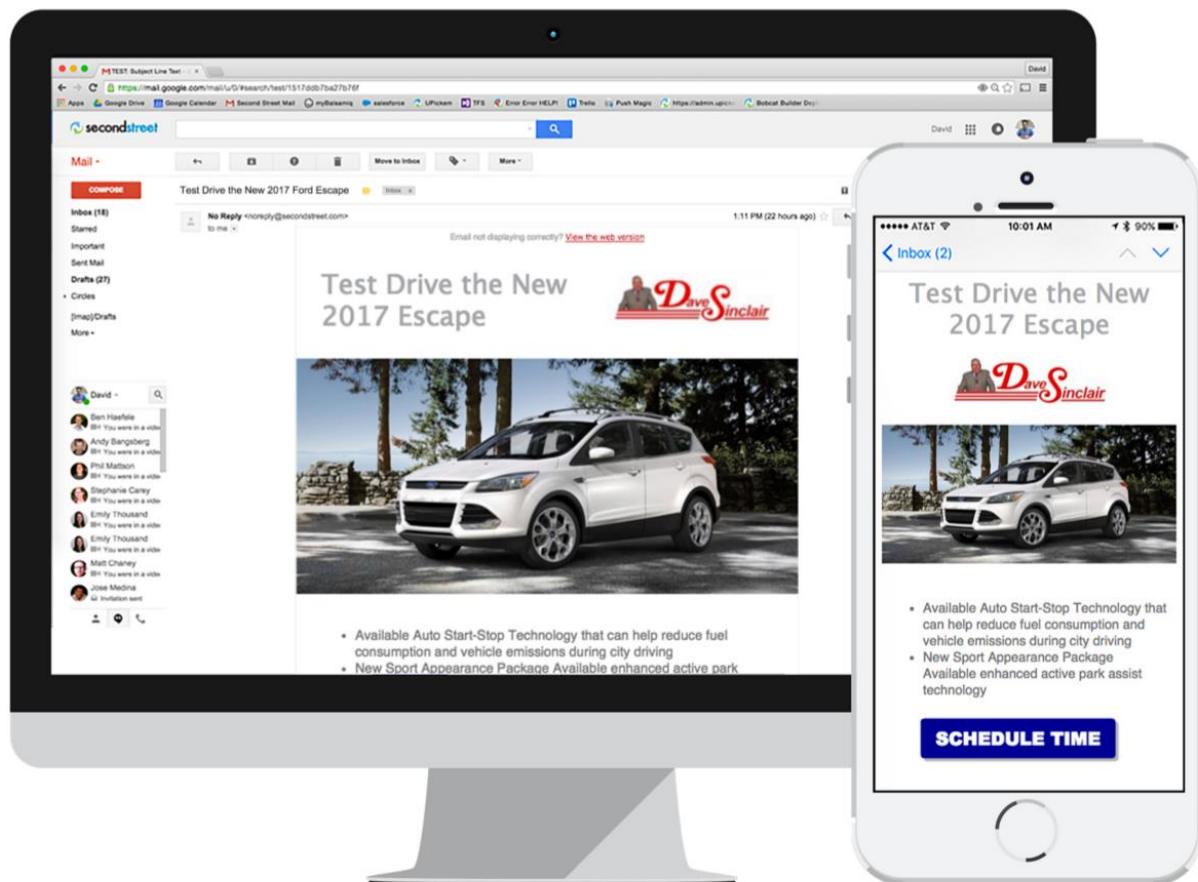


Promotion Participation



Message Interaction

Last Calc
2/22/2016



[SETUP](#)[DASHBOARD](#)

Setup Status: 50%

- Recipients ☒
- Message ☒
- Schedule ☐
- Confirmation ☐

Have a quick suggestion for us?

[GIVE FEEDBACK](#)

1st Message

Test Drive Our New 2017 Ford
Escape
Jim Belker Automotive

Email not displaying correctly? [View the web version.](#)

Test Drive the New
2017 Escape



- Available Auto Start-Stop Technology that can help reduce fuel consumption and vehicle emissions during city driving
- New Sport Appearance Package Available enhanced active park assist technology

SCHEDULE TIME

A Vehicle for Every Lifestyle.

2017 Ford Focus



[SCHEDULE TEST DRIVE >](#)

2017 Ford F150



[SCHEDULE TEST DRIVE >](#)

2017 Ford Mustang



2017 Ford Explorer



2nd Message

Try Out the Ford Escape 24
Hour Test Drive Experience
Jim Belker Automotive

Email not displaying correctly? [View the web version.](#)

Test Drive the New
2017 Escape



- Available Auto Start-Stop Technology that can help reduce fuel consumption and vehicle emissions during city driving
- New Sport Appearance Package Available enhanced active park assist technology

SCHEDULE TIME

A Vehicle for Every Lifestyle.

2017 Ford Focus



[SCHEDULE TEST DRIVE >](#)

2017 Ford F150



[SCHEDULE TEST DRIVE >](#)

2017 Ford Mustang



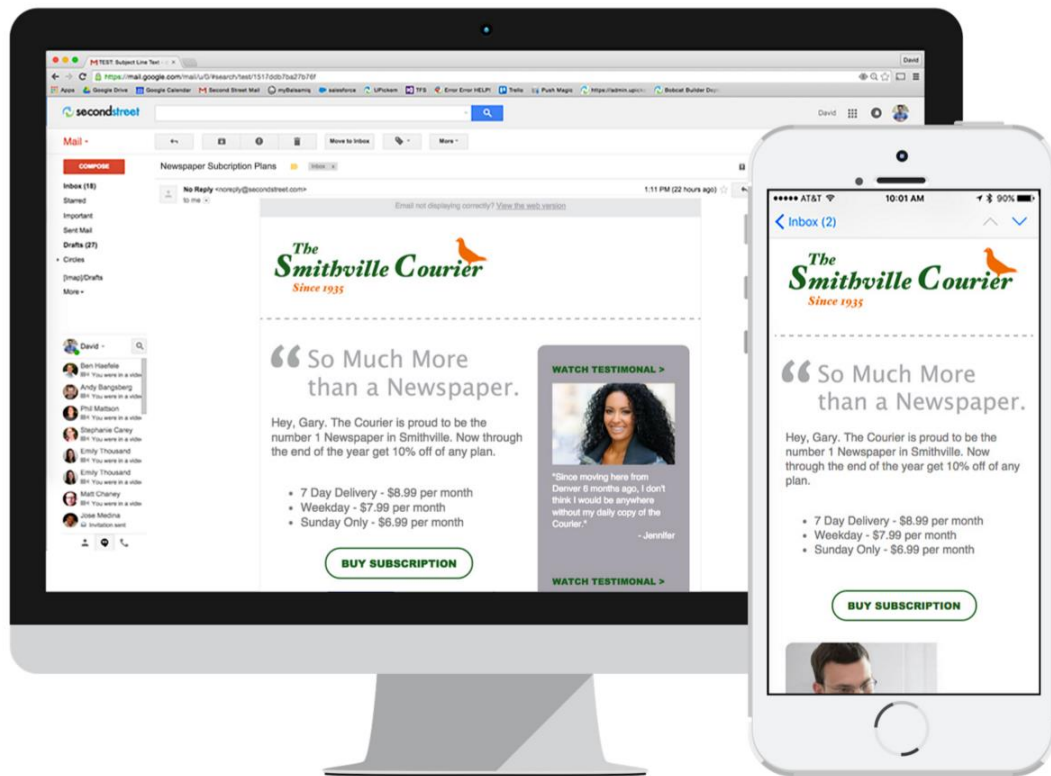
2017 Ford Explorer



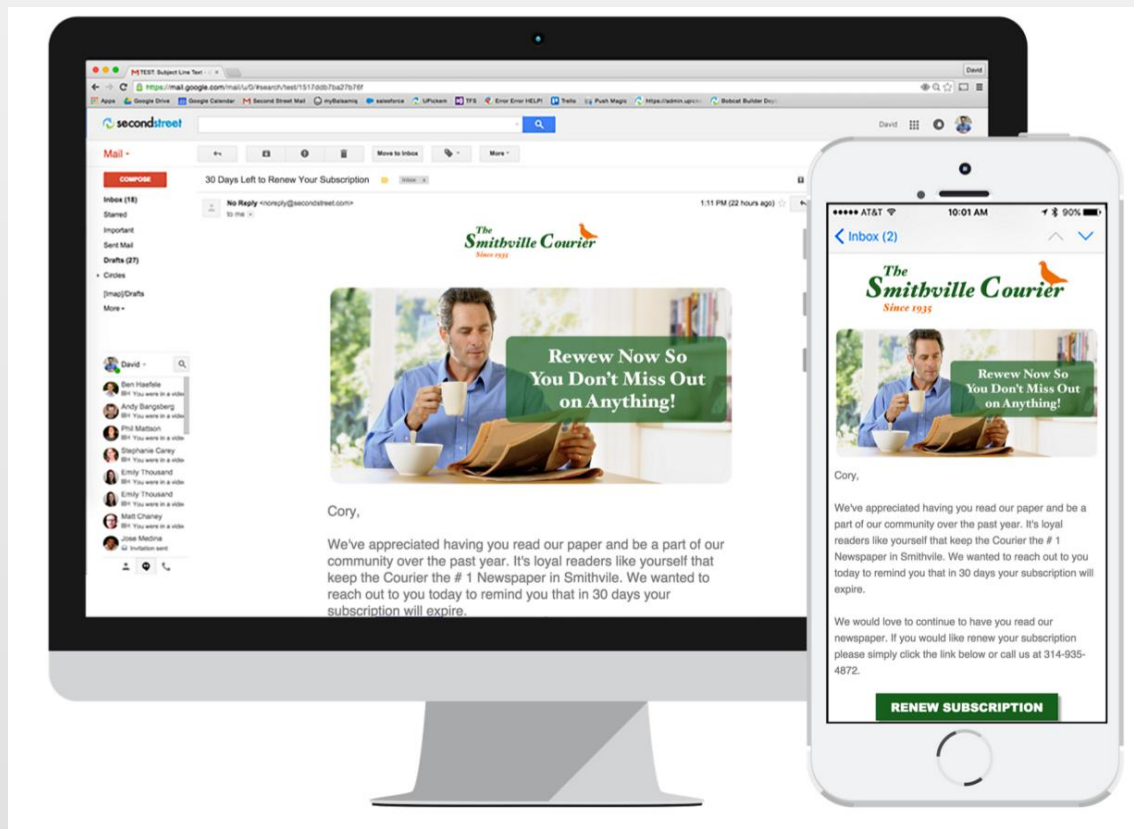
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DATA DRIVES CIRCULATION

MEMBER ACQUISITION



MEMBER RETENTION




A solid blue vertical bar is positioned on the left side of the image, extending from the top to the bottom.

DATA DRIVES
TARGETED DISPLAY

TARGETED DISPLAY



USE PROMOTIONS TO
BUILD DATA FOR
YOUR ADVERTISERS

A solid blue vertical bar is located on the left side of the image, extending from the top to the bottom.

CASE STUDY: AUDIOLOGY AND HEARING CENTER



**Audiology &
Hearing Center**

"Hear Clearly" Giveaway!

Win made for
iPhone® hearing aids



ADVERTISER GOALS

- ❑ Identify Locals Interested in Hearing Aids
- ❑ Grow Opt-In List
- ❑ Get people to come to lunch-and-learn

SURVEY QUESTIONS

Do you or someone you love currently wear hearing aids? *

-- Select One --

Do you plan on purchasing hearing aids in the next year? *

-- Select One --

Do you plan on financing your hearing aid purchase? *

-- Select One --

Would you be interested in attending a lunch and learn discussing hearing loss and the new technology available? *

-- Select One --

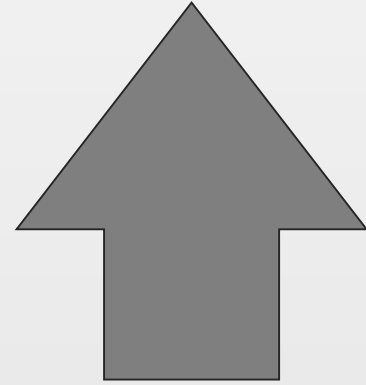
Would you like someone from our office to contact you? *

-- Select One --

359

entries

164



people planning to purchase a
hearing aid in the next 12 months

217



new email opt-ins

95



interested in events

55



wanted a phone call

A solid blue vertical bar is positioned on the left side of the image, extending from the top to the bottom.

CASE STUDY:

HIGDON FURNITURE

What's your decor personality?

Play for your chance to win
a \$500 gift card from Higdon Furniture!

DECORATING STYLE QUIZ

What's Your Home Decor Personality?

Play For Your Chance To Win A \$500 Higdon Furniture Gift Card!

Question 1 of 8

Decor Style Quiz Question

1 of 8

#1

Choose the bedroom suite you like best



1



2



3




4

Share with your Friends!



HIGDON Furniture

[Terms of Service](#) [Privacy Policy](#)

Powered by  secondstreet

Almost done...

In order to see your result, please fill out this form.

Email

Required

By clicking the submit button below, I agree to the [Terms of Service](#) and [Privacy Policy](#)

☒ Opt In to receive special offers and promotions from Higdon Furniture!



Higdon Furniture

 Like Page

3.8k likes

Will you be looking to purchase new furniture in the next

-- Select One --



Are you looking for new furniture for your

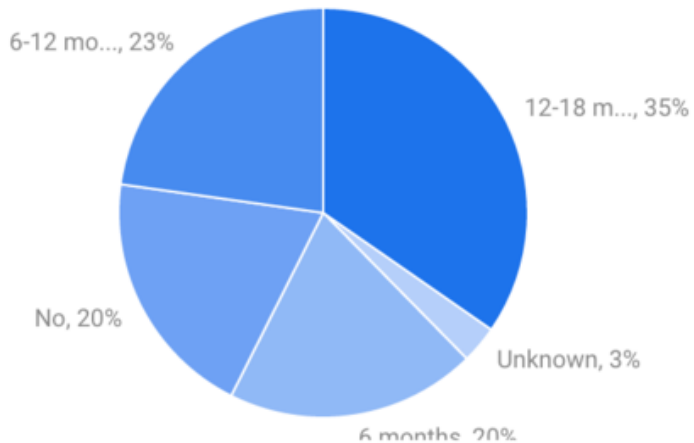
-- Select One --



SUBMIT

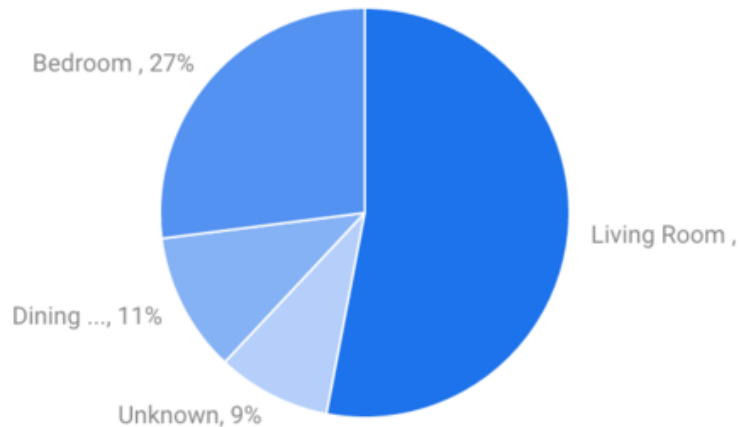
Will you be looking to pu

100% Answered



Are you looking for new f

100% Answered



Result

Rustic

Rustic style proves the old adage that everything comes full circle. You prefer rustic style's unpretentious roots, organic textures and shapes, and natural warmth. To see more rustic styles from Higdon Furniture click here www.higdononline.com

SHARE YOUR
RESULT AND SEE
WHAT YOUR
FRIENDS GET!



Thank you for playing for your chance to win a \$500 gift card to Higdon Furniture!

You are now entered!

Check out these styles and more at <http://www.higdononline.com/>!

1,800+

users took the quiz

74%

email opt-in rate for
sponsor

COMBINING THE CONCEPTS

A solid blue vertical bar is positioned on the left side of the image, extending from the top to the bottom.

CASE STUDY: MEXICAN VILLA



Question 1 of 9

#1

What year did the first Mexican Villa open?

1951

1959

1963

1964

Share with your Friends!



1,700
entries

70%



email opt-ins



1,739 People Took the Quiz

Quiz Outcome Breakdown

The quiz was played 2,235 times.

You're a Raving Fan!	734
You're a Fan... Sort Of	603
You're a Fair Weather Fan	507
You Need to Visit Mexican Vila ASAP	197

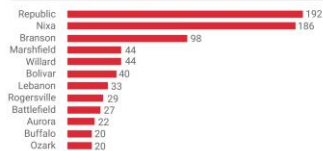
Opt-In Rate



How many years have you been eating Mexican Villa?

On Average
26.7 YEARS

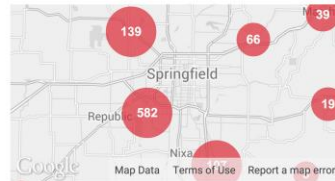
Where would you like us to put our next Mexican Villa location?



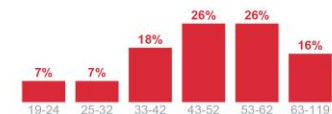
Tags

Mexican Restaurants	1,739 People
Hobbies & Leisure	959 People
Arts & Entertainment	921 People
Travel	853 People
Events & Listings	731 People
Special Occasions	664 People

Location



Age



Gender



PROMOTIONS =
CONSUMER PROFILES

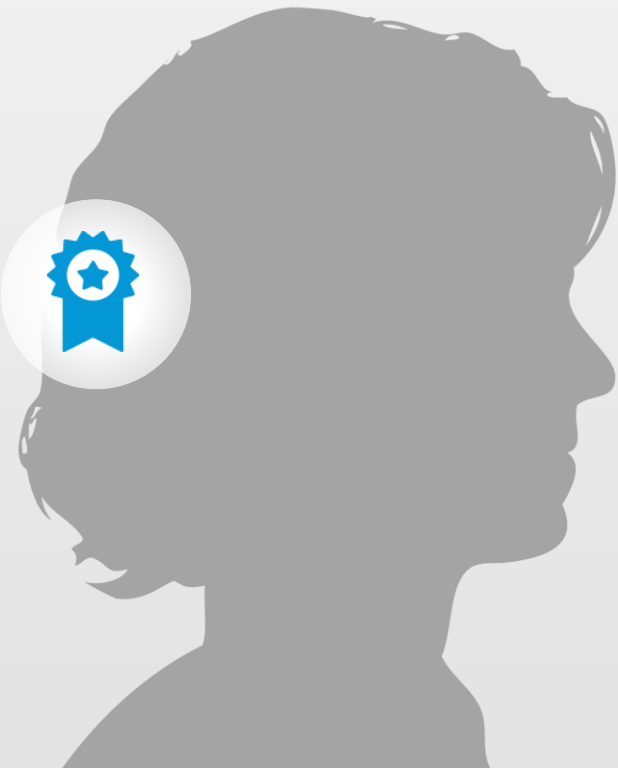
CONSUMER PROFILES



Name	✓
Email	✓
Gender	?
Age	?
Address	?
Postal Code	?
Income Level	?

Interests	?
Advertisers	?
Purchase History	?

CONSUMER PROFILES



Name	✓
Email	✓
Gender	✓
Age	✓
Address	?
Postal Code	✓
Income Level	✓

Interests	Home (Remodeling)
Advertisers	?
Purchase History	?

CUSTOMER PROFILES



Name	✓
Email	✓
Gender	✓
Age	✓
Address	?
Postal Code	✓
Income Level	✓

Interests	Beauty, Education, Healthcare, Home (Buying, Remodeling), Kids, Restaurants (Italian & Mexican), Wine
Advertisers	<ul style="list-style-type: none">• Aveda Salon & Spa• Bridge Tap House & Wine Bar• Cardinal Glennon Children's Medical Center• Concordia Elementary School• Keller Williams Realty• Mission Taco• Pastaria• The Magic House
Purchase History	?

CONSUMER PROFILES



Name	✓
Email	✓
Gender	✓
Age	✓
Address	?
Postal Code	✓
Income Level	✓

Interests	Beauty, Education, Healthcare, Home (Buying, Remodeling), Kids, Restaurants (Italian & Mexican), Wine
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Purchase History	?

CONSUMER PROFILES



Name	✓
Email	✓
Gender	✓
Age	✓
Address	✓
Postal Code	✓
Income Level	✓

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Purchase History	Beauty, Local Events, Italian Restaurants

