

FRESH AIR FOR DIGITAL MARKETING

# Programmatic Revenue Models of Success

Charity Huff, CEO January Spring



january spring

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# *2021 Breakout Year for Digital*

PUBLISHERS HAVE ALREADY HIT THEIR  
*2021 DIGITAL GOALS...*  
WITH THE WHOLE 4<sup>TH</sup> QUARTER TO GO!

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# Programmatic Works:

B2B  
B2C  
Associations





# ***B2B***

# ***Trade & Associations***

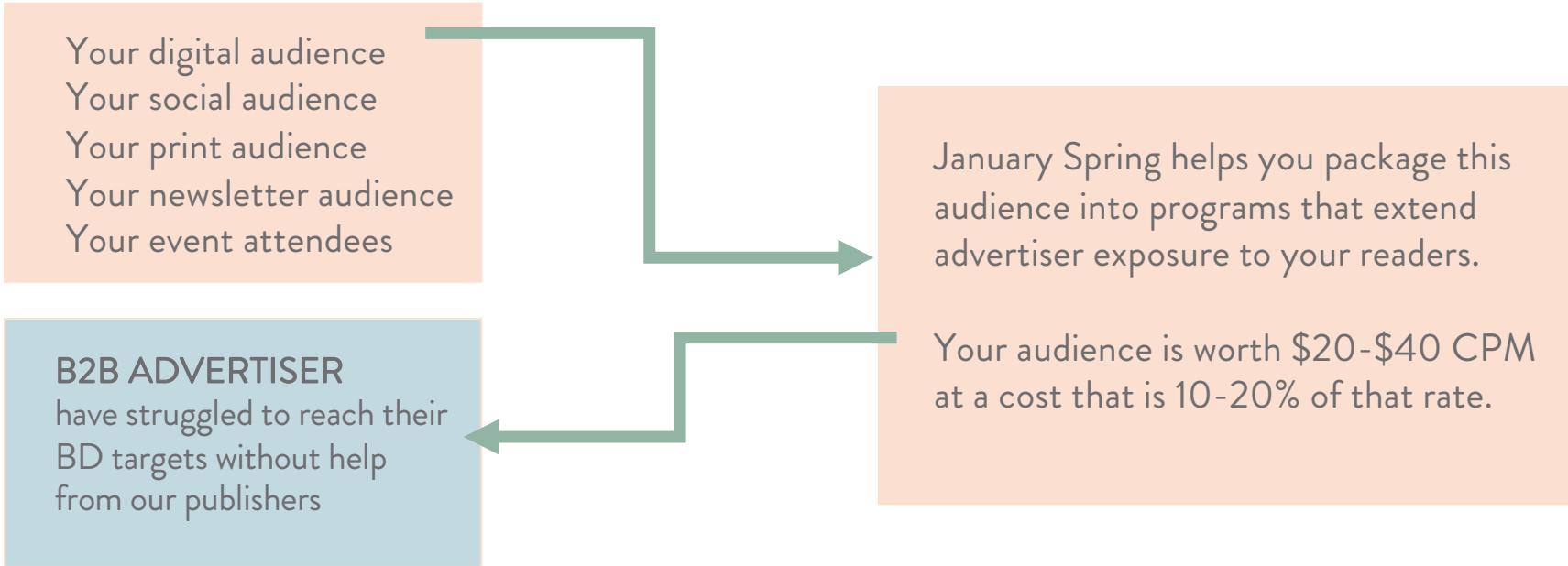


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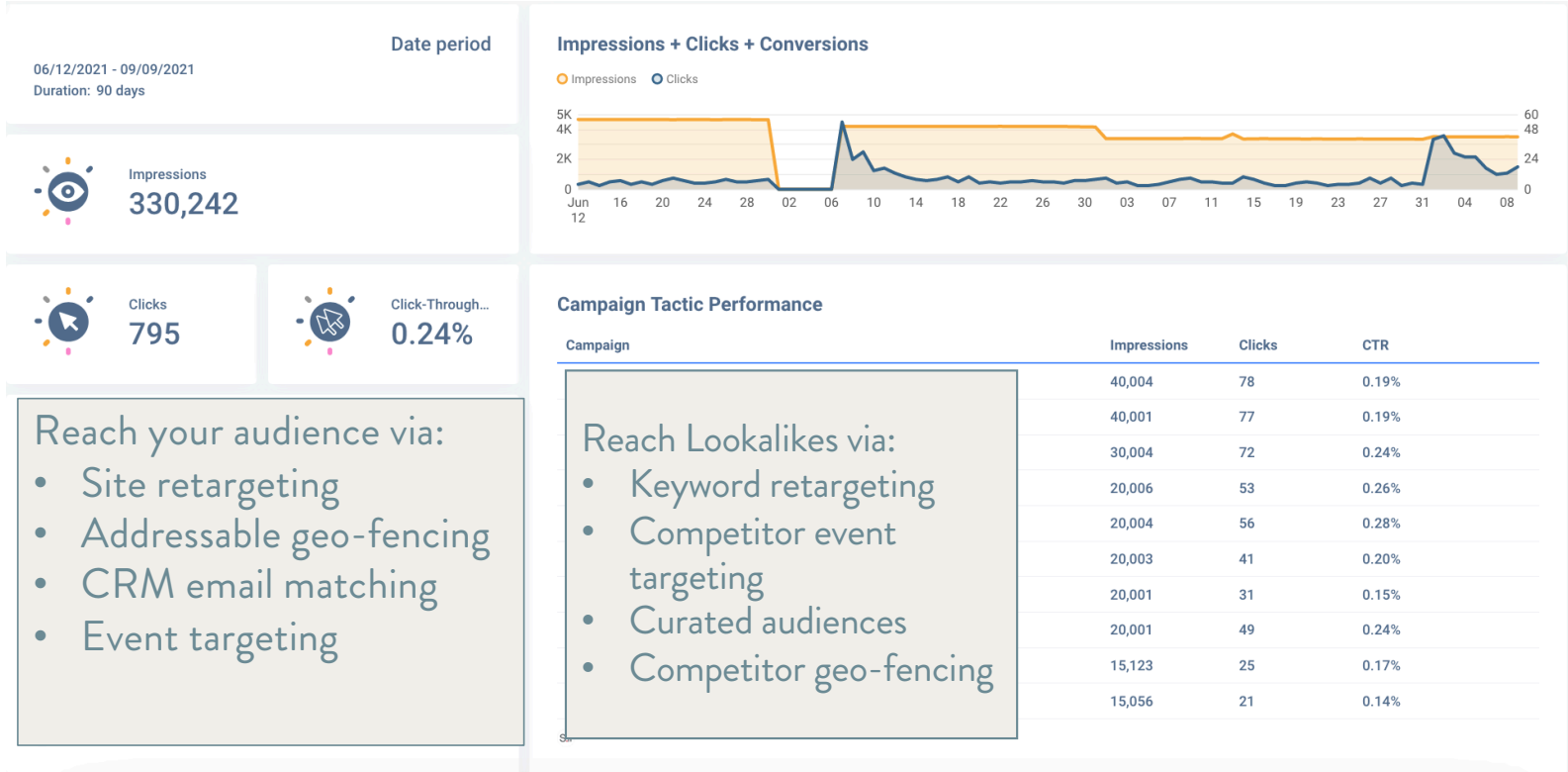


# Programmatic: B2B

Your proprietary audience is at the core of the offering:



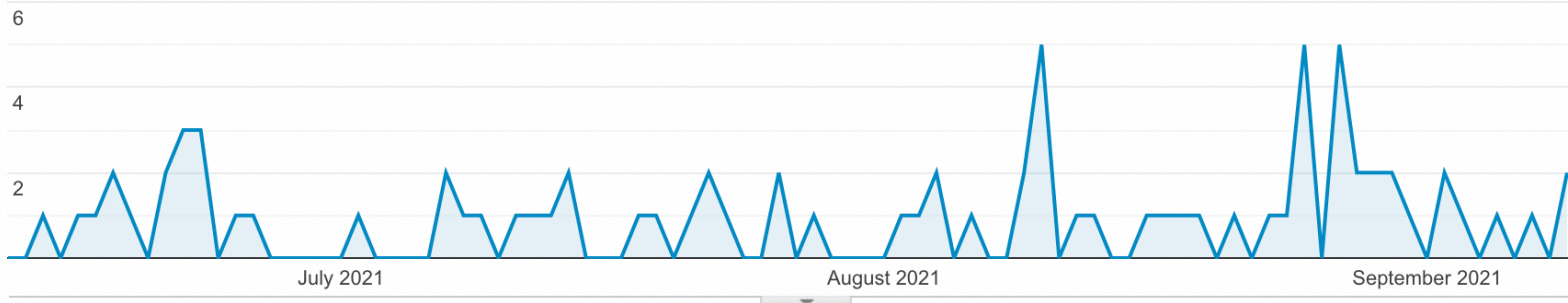
# 12-Month Contracts 3x Industry Performance



# Track To Conversion

**10%**  
Click to Conversion Rate

● Goal Completions



Goal Completions

**80**



Goal Value



Goal Conversion Rate

**0.15%**



Total Abandonment Rate

**0.00%**



# The Dets: B2B Publishers

Present	Market	Competitive	Dominate
<b>30,000 monthly impressions</b>	<b>50,000 monthly impressions</b>	<b>100,000 monthly impressions</b>	<b>200,000 monthly impressions</b>
<u>Investment</u>	<u>Investment</u>	<u>Investment</u>	<u>Investment</u>
\$1200	\$2000	\$4000	\$8000

88% Gross Margin



# *B2C*



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# The Dets: B2C

## Audience Extension Display Advertising

Includes: .com Audience, Site retargeting, geo-fencing, conversion zone tracking, keyword retargeting

Retail CPM **\$13.00**

Impressions	Monthly Retail	Wholesale cost	Minimum of 3 month buys
50,000	\$650	\$225	\$1,950
80,000	\$1,040	\$360	\$3,120
100,000	\$1,300	\$450	\$3,900
150,000	\$1,950	\$675	\$5,850
200,000	\$2,600	\$900	\$7,800

## 65% Gross Margin

High penetration of advertisers when you package in your own audience

## Advertisers love:

- Competitive conquering
- Conversion zone tracking
- Curated audiences



# Programmatic: Recurring Revenue

## Audience Curation

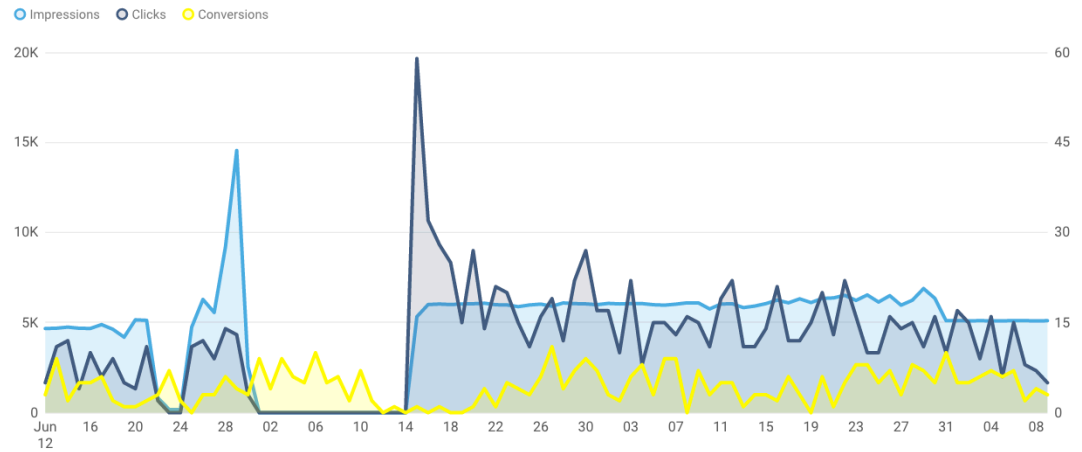
- |                  |   |
|------------------|---|
| 1. Single Female | Female, Age: 55+                          |
| 2. Single Male   | Male, Age: 55+                            |
| 3. Couple        | Married, Age: 55+                         |
| 4. Parent + Kid  | Age 33 - 55 w/ presence of elderly parent |

We work with your teams to build custom proposals and campaigns based on their target audience and goals.

While the packages may be set, the targeting and tactics are custom for every campaign.

No pre-canned anything for our publishers.

## Impressions + Clicks + Conversions



 Impressions  
**429,282**

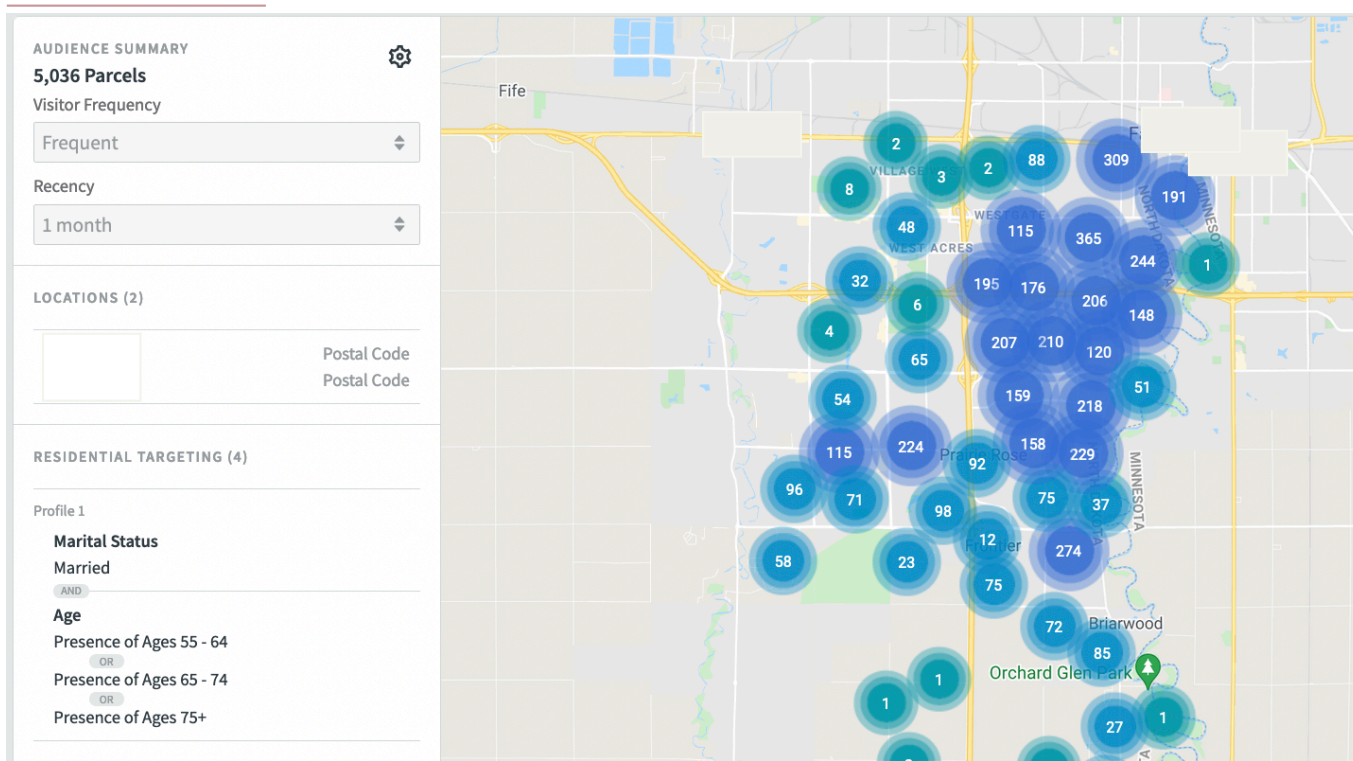
 Clicks  
**1,071**

 Click-Through Rate (CTR)  
**0.25%**

 Conversions  
**393**



# B2B: Target to *THE* Household



Our targeting is accurate down to the household-level, with over 700+ demographic, interest and buying behavior options to build a custom audience for each campaign.





# Beyond Tech and Media Buying



## BEST OF BREED

- Programmatic
- Mobile
- Geo-Fencing
- Conversion Fencing
- Addressable
- Household/Demographics
- Social Media
- eBlasts



## PRIVATE LABEL

- Back-Office
- Everything Vendor
- Management
- Proposal
- Development
- Campaign Creation
- Media Buying
- Optimization
- Reporting



## GO-TO-MARKET

- Pricing
- Packaging
- Market Segmentation
- Collateral
- Marketing Support
- Training



## SALES SUPPORT

- In-bound Marketing
- Sales Training
- Competitive
- Monitoring
- 4 Legged Sales
- Prospecting Tools
- Webinars
- Advertiser Seminars



## CLIENT SUCCESS

- Proposal
- Prep
- Custom
- Quotes
- Strategy
- Campaign
- Optimization
- Client-Touchpoint
- Sales Support
- Renewal Guidance

# We Do the Heavy Lifting, You Reap the Rewards

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## PRE-SALE

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Custom Proposals  
Packaging &  
Pricing  
Sale Coaching  
Case Study Library

## SALE

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Zoom 4-Legged  
Calls  
Objection Handling  
Closing  
Expectation Setting  
Advertiser Webinars

## POST-SALE

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Campaign Creation  
Media Buying  
Optimization  
Pro-active comm.  
on campaign  
changes  
Reporting

## RENEWAL

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Outreach to prep for  
renewal  
Sales coaching  
Upsell recommendations



# January Spring

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## PROGRAMMATIC:

1. Geo-Fencing
2. Addressable, Household Targeting
3. Geo Targeting
4. Keyword Retargeting
5. Site Retargeting
6. Conversion Zone
7. On-Site Conversions
8. Video Targeting
9. OTT/CTV Targeting
10. Streaming Audio



## ADDITIONAL CHANNELS:

1. Paid Social, with Geo-Fencing & Conversion Zones
2. Targeted eBlast
3. Paid Search
4. Search Engine Optimization (SEO)
5. Listings Management
6. Reputation Management
7. Websites



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We are proud to serve: Niche  
Media Alliance, CRMA, PMA,  
AAN, BIMS, ICOMDA, Multiple  
Press Associations, and Assoc of  
Community Publishers



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