

AdOrbit Analytics: A Publisher's Journey from Data to Dollars

Hubspot, MetaBase, and Ad Orbit walk into a Bar ... And Out Comes Profit

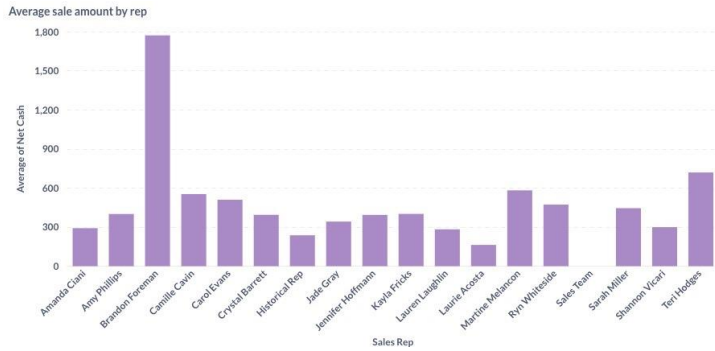
Brandon Foreman

Family Resource Group Inc.

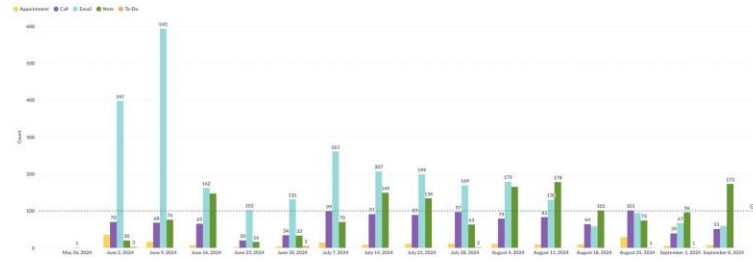
ORBITAL24
Fall Forum



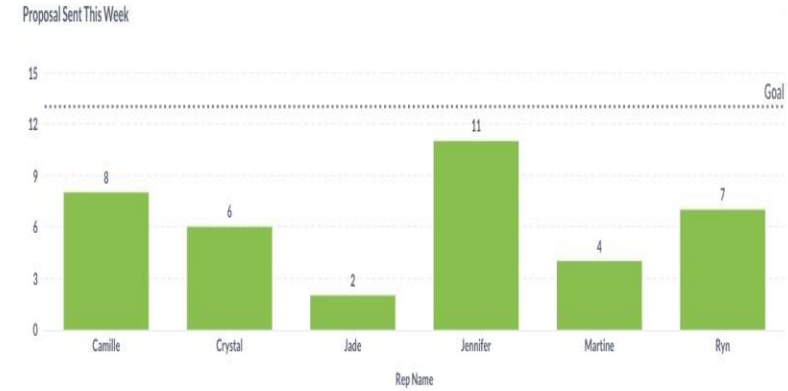
Average Sale Amount by Rep



Is the activity Poppin



Proposals Sent this week



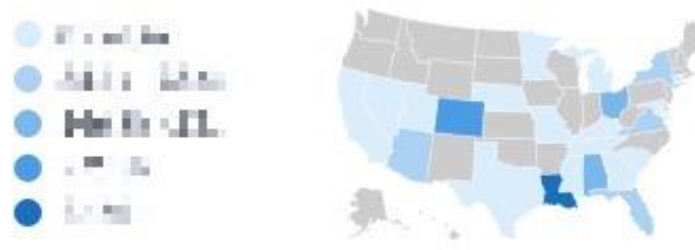
MetBase Magic:

Turning AdOrbit Data into Real-Time Dashboards

At our office, we're obsessed with data visibility—and MetaBase makes it easy. By accessing AdOrbit data in MetaBase, we create dynamic widgets that track everything from sales performance to campaign KPIs. And here's where it gets fun: we display these widgets on TVs throughout the office using a simple tool called OptiSign. For just 10 bucks a month, you can turn your raw data into real-time, visually engaging dashboards that keep the whole team informed and motivated. It's like having a personal scoreboard for your business, minus the high cost!

Sell Every State Game

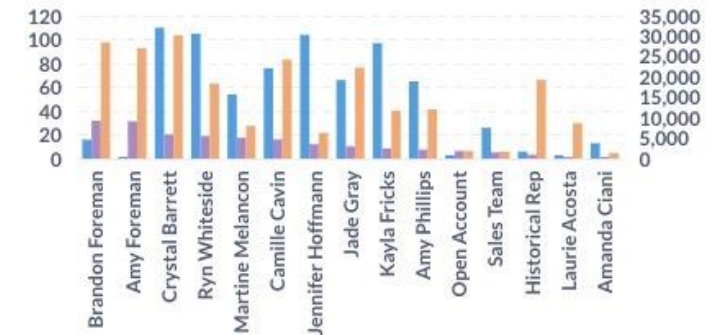
Sales by State Last 12 Months



Reps Average Client Value

Average Client Value

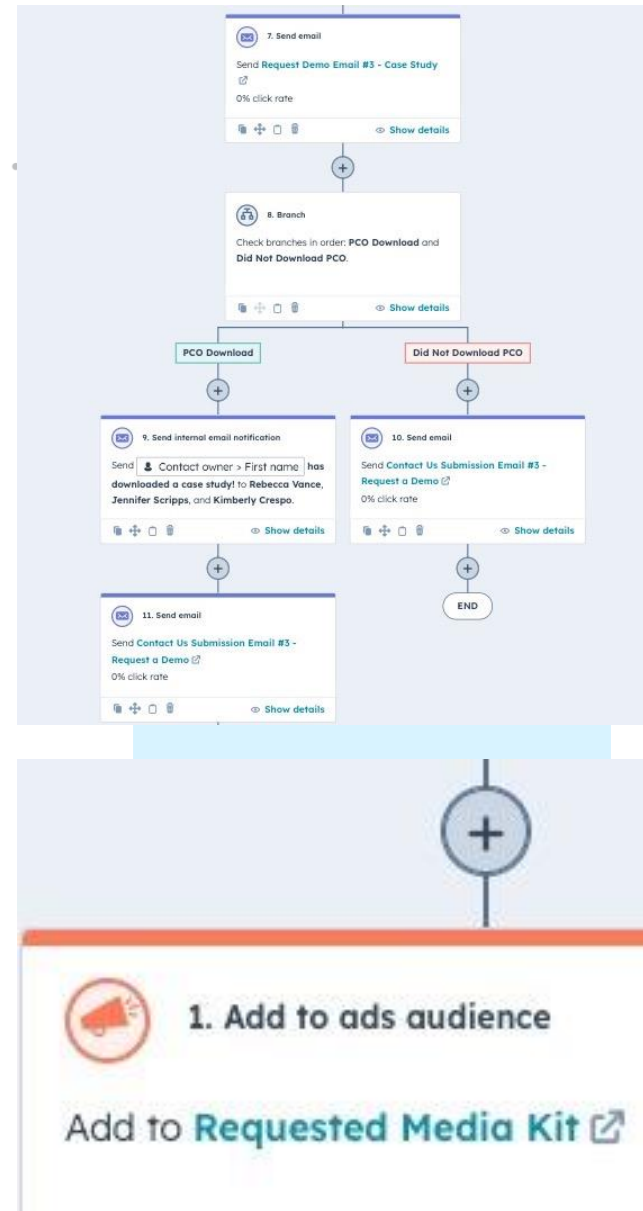
● Count ● Average of Annual ● Average of Lifetime



HubSpot Hustle:

Automating Client Engagement with AdOrbit

HubSpot is our secret weapon when it comes to nurturing clients and prospects. Through workflows, we automate personalized email/Ad sequences that keep our contacts engaged—whether they're new leads or long-time clients. But it doesn't stop there. We take it a step further by syncing this data with AdOrbit, allowing us to serve targeted ads directly to our audience. With automation handling the heavy lifting, our team can focus on strategy, while HubSpot and AdOrbit work together to ensure the right message—and Ad—gets to the right person, every time.



The screenshot shows the HubSpot interface with the following elements:

- HubSpot** header.
- Communications:** Send emails and notifications to your customers and te...
- CRM:** Create and update CRM records and property values
- Marketing:** Add to ads audience, Add to static list, Remove from ads audience.
- Family Resource Group Inc. Promoted:** Ready to take your company to new heights? Our expert team can help you expand your reach and attract new customers. Get started today!
- FAMILY RESOURCE GROUP INC. Logo:** A logo with colorful human figures.
- Your local Marketing Team:** A headline with a circular image of a meeting.
- We can help how grow and tell your story:** A sub-headline.
- Book Now:** A button.
- www.familyresourcegroupinc.com:** A link.
- Ready for Growth? Our Team Can Help You Reach New Customers and Achieve Success:** A sub-headline.
- info.familyresourcegroupinc.com:** A link.

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Sales Goals

Start Date: 09/02/2024 End Date: 09/06/2024 Sales Rep: Amy Phillips, Camille Cavin, Crystal Barrett, Jade Gray, Jennifer Hoffmann, Kayla Fricks, Martine Melancon, Ryn Whiteside

AdOrbit and Twilio

Show 10 entries Search:

Sales Representative	Total Calls (608)	Total Emails (1222)	Total Proposals (84)	Total Appointments (79)	Total Sales (\$152,777.33)
Amy Phillips (Talk Time: 01:21:34)	62 / 100	20 / 250	3 / 10	2 / 10	\$0.00 / \$1,025.00
Camille Cavin (Talk Time: 01:40:19)	93 / 100	121 / 250	12 / 10	14 / 10	\$32,017.83 / \$16,530.00
Crystal Barrett (Talk Time: 01:37:01)	87 / 100	145 / 250	9 / 10	12 / 10	\$12,840.00 / \$12,410.00
Jade Gray (Talk Time: 01:53:59)	84 / 100	242 / 250	10 / 10	16 / 10	\$1,995.00 / \$16,465.00
Jennifer Hoffmann (Talk Time: 02:21:03)	90 / 100	453 / 250	21 / 10	11 / 10	\$37,895.00 / \$14,595.00
(Talk Time: 01:32:21)	66 / 100	70 / 250	3 / 10	4 / 10	\$21,659.50 / \$380.00
		59 / 250	16 / 10	15 / 10	\$38,350.00 / \$17,765.00
			5 / 10		\$8,020.00 / \$8,515.00

If you Can't Find it, Build it:

Our Sales Coaching App with Ad Orbit API

Since finding a sales manager has been harder than closing a deal in a Pandemic, I had no choice but to step into the role—and trust me, **I Suck at it!** So, we built a custom sales coaching app using the AdOrbit API. We created a simple KPI system that even I can manage: it's red or green—you either hit your numbers, or you didn't. It's like being pregnant—you can't be 'sort of'!

The app's asynchronous communication lets me give feedback without sitting through endless meetings, which is a game-changer for someone juggling multiple roles. Now, I can coach the team without losing my sanity, one red or green at a time.

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Coach

Sales Representative Name: Crystal Barrett
Email: crystal@familyresourcegroupinc.com

Latest Recording

Date: 09/04/2024 05:19 PM Recording

Rolling Two Week Average
17 Calls 4 Meetings 2 Proposals

Coach How to give Feedback Sales Coach

Current Week

Sales Representative	Total Calls	Total Emails	Total Proposals	Total Appointments	Total Sales
Crystal Barrett	64 / 100	78 / 250	10 / 10	9 / 10	\$10,665.00 / \$12,410.00

Last Week

Sales Representative	Total Calls	Total Emails	Total Proposals	Total Appointments	Total Sales
Crystal Barrett	87 / 100	145 / 250	9 / 10	12 / 10	\$12,840.00 / \$12,410.00



What to Chat? Scan the Code

But Catch me here or Talk to Alexis

I'm happy to talk anytime during the conference—just grab me! But after today, while I may be the boss, Alexis is the one who controls my calendar. If you want to schedule something later, scan this QR code with both our info. Just a heads-up: I make the decisions, but Alexis decides when I actually get to talk to you!

