

WHAT'S HOT & WHO'S WINNING?

2024

Charity Huff

CEO, January Spring

Sarah Solowiej

Director of Account Success, January Spring

ORBITAL24
Fall Forum



January Spring

JANUARY SPRING



Who We Are

January Spring is a digital marketing and advertising agency that works exclusively with publishers to help you take digital to market.

- Programmatic: Display, Video *and* Streaming
- Paid Social
- Targeted eBlasts
- SEO
- SEM
- Websites



Your Hosts:
Charity Huff & Sarah Solowiej

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TOP CATEGORIES

By Highest Contract Value

1. Food & Drink
2. Home Builders & Contractors
3. Arts, Entertainment, Museums
4. Medical
5. Political
6. Event & Entertainment Venues
7. Home Design & Remodeling
8. Professional Services: Insurance, Banking
9. Retail
10. Real Estate





FOOD & DRINK

What's working?

They are ordering **annualized** campaigns averaging **1.5M+ impressions.**

Success in the numbers:

- Digital contracts are worth an estimated annual value of \$22,000
- They are buying an average of 3 media types.



BANKING/ CREDIT UNIONS

What's working?

They are ordering **8-month campaigns** averaging **1.3M+ impressions**.

Success in the numbers:

- Digital contracts are worth an estimated annual value of \$16,100.
- They are buying an average of 3 media types, including big spend in paid Search (SEM); average of \$15,000 per year.



ARTS, ENTERTAINMENT, & MUSEUMS

What's working?

They are ordering **annualized** campaigns averaging **1M+ impressions**.

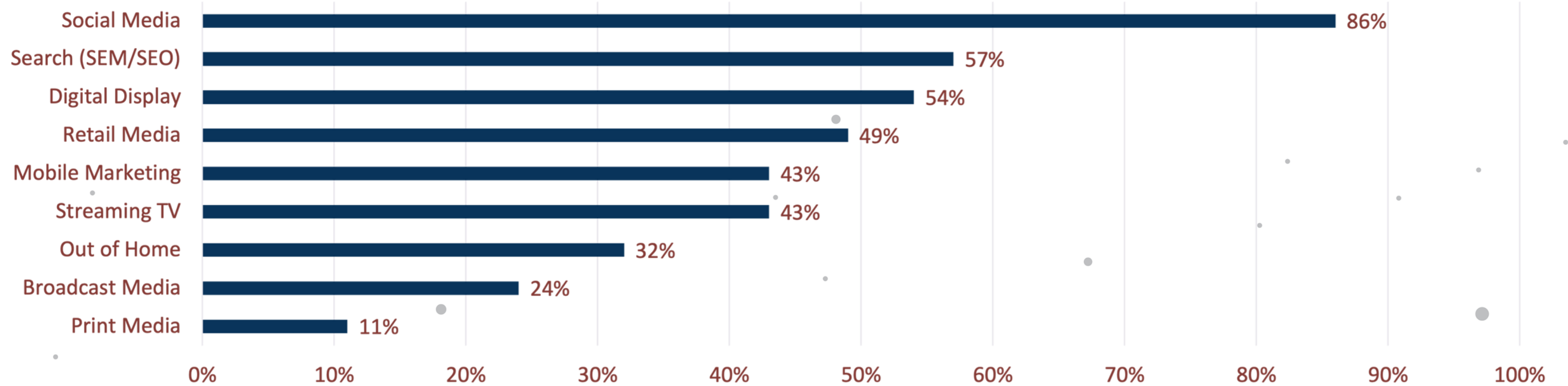
Success in the numbers:

- Digital contracts are worth an estimated annual value of \$19,990.
- They are buying an average of 5 media types.



WHERE IS THE LOCAL BUDGET GOING?

INCLUDED IN 2024 FORECASTED MEDIA SPEND



<https://digiday.com/media-buying/digiday-media-agency-report-2023-the-state-and-future-of-the-media-agency-from-client-spending-to-ais-impact/>

WHAT'S HOT & WHO'S WINNING?

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FIRST-PARTY GOLD

**60% Digital Revenue
Growth in 2024**

Publisher Specializing in an Agriculture Sector

The Good News: Due to their sector dominance, they consistently have a 100% sell-through rate on their publication websites at a CPM of **\$45+**.

The Problem: They don't have any more impressions to sell.

The Solution: Leveraging their first-party data, they now have access to an additional **22 million+** impressions. Those incremental impressions target their readers everywhere else they go on the internet.

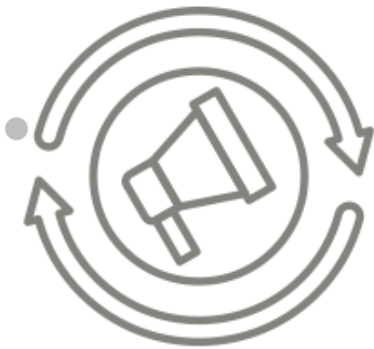
**22 million increased impressions * \$45 CPM =
\$990,000 potential revenue upside per month**

INCLUDE YOUR AUDIENCE IN EVERY OFF-SITE CAMPAIGN

YOUR FIRST-PARTY DATA



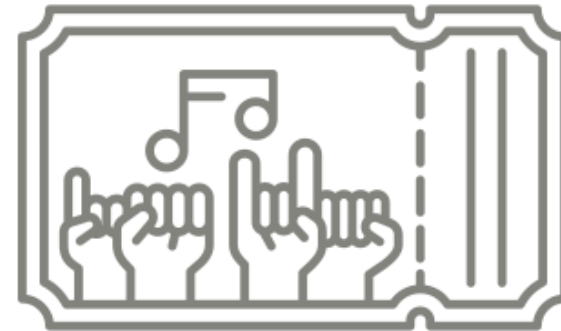
PRINT



RETARGETING



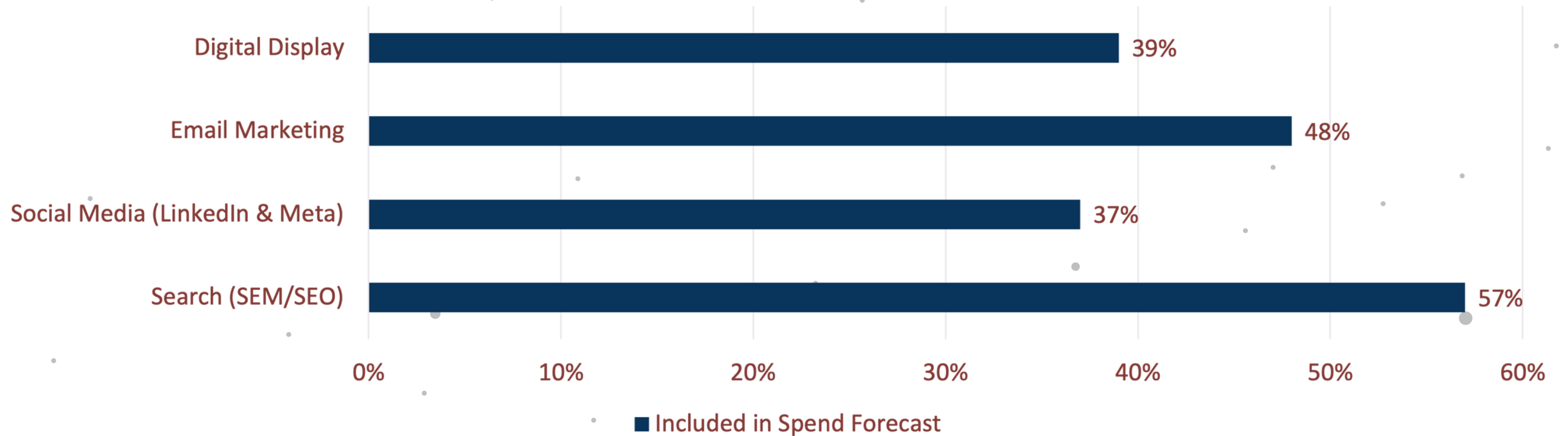
EMAIL



EVENTS

B2B DIGITAL BUDGETS

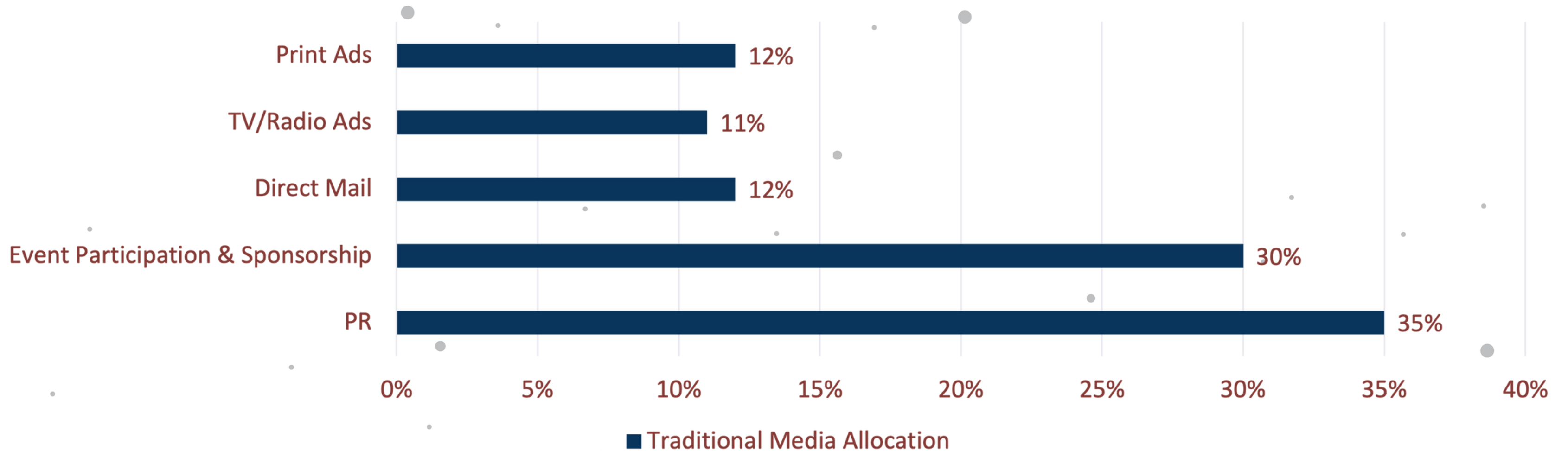
Included in Spend Forecast



<https://www.insiderintelligence.com/content/b2b-digital-ad-spend-growth-will-slow-while-social-display-mobile-gain-ground>

B2B TRADITIONAL MEDIA BUDGETS

Traditional Media Allocation



<https://percepture.com/insights/build-a-strategic-b2b-marketing-budget-for-2024/>

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TOP SALES REPS

1M, 5M and 10M Impression Club Members

Every one of them are pitching **multi-media** programs. They no longer follow a special section calendar month-to-month and never pitch ONLY digital or ONLY print.

COREY

56.5M Impressions sold

KELLEN

30.6M Impressions sold

BARB

20.3M Impressions sold

#1 REP: COREY

His Approach

He is pitching **multi-media** campaigns **all over the U.S** and represents a **consumer publication**.

Success in the numbers

- 56.5M Digital Impressions sold
- Average campaign length: 12 months
- Top categories servicing: Banking, Restaurants, Retail

His Touch:

He has a sales process that he follows very methodically. Works with government contracts to earn the big dollars.

Although these types of organizations require less communication, he is proactive about providing feedback anyways--especially when it comes to initiating consistent artwork updates.

#2 REP: KELLEN

His Approach

He is pitching **multi-media** campaigns in **North Dakota** and represents a **city magazine**.

Success in the numbers

- 30.6M Digital Impressions sold
- Average campaign length: 12 months
- Top categories servicing: Retail, Banking, B2B

His Touch:

He is very consistent. He is watching dashboards and proactively services his accounts. His focus is the digital with the help of a full team that cares about the advertiser's holistic approach through multi-media programs.

#3 REP: BARB

Her Approach

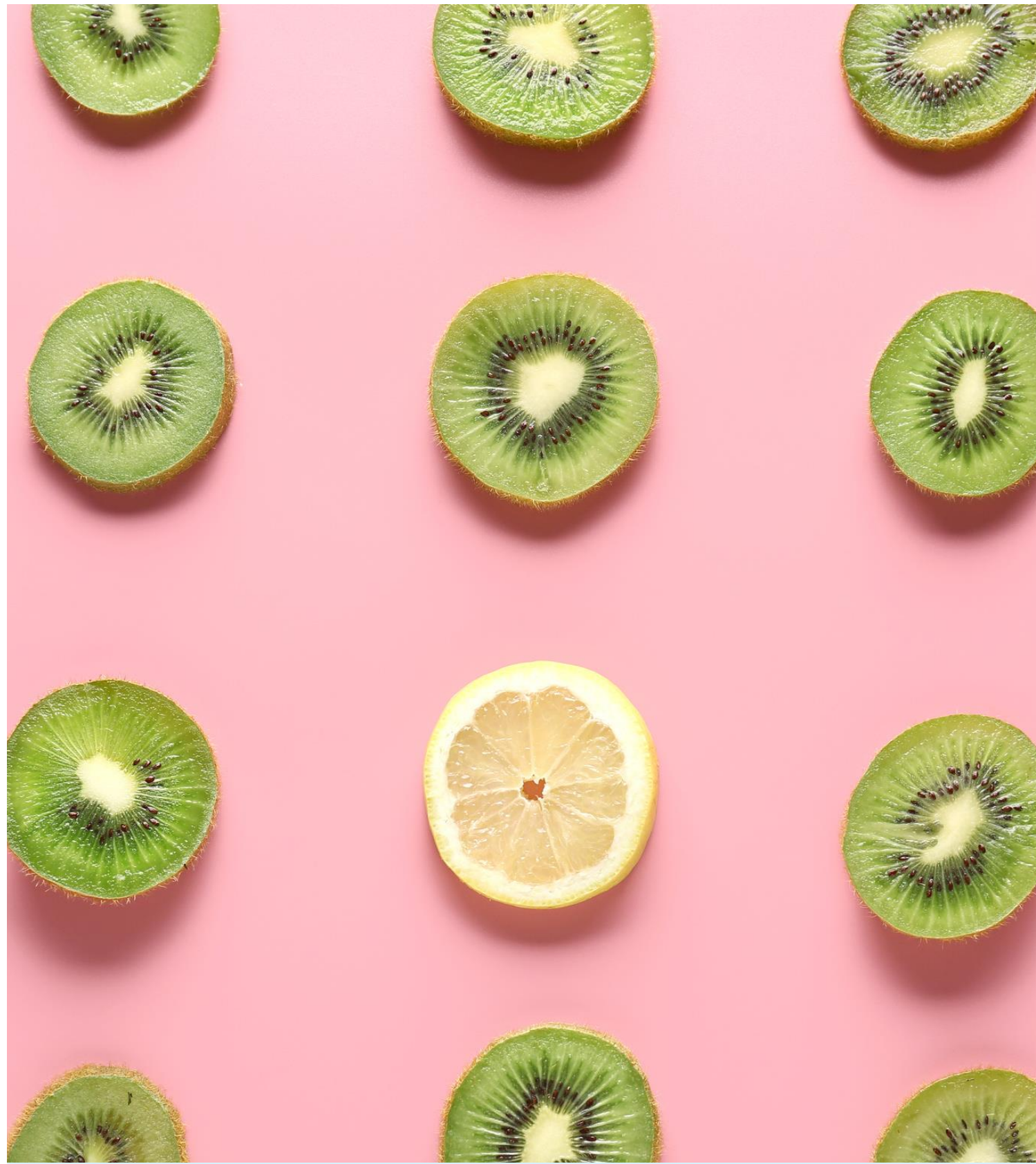
She is pitching **multi-media** campaigns in **Chicago, IL** and represents a **niche wedding magazine**.

Success in the numbers

- 20.3M Digital Impressions sold
- Average campaign length: 12 months
- Top categories servicing: Jewelry, Events/Venues

Her Touch:

He is very consistent. He is watching dashboards and proactively services his accounts. His focus is the digital with the help of a full team that cares about the advertiser's holistic approach through multi-media programs.



UNIQUE PROPOSITION

FULL Reach

Why should your advertisers buy from YOU?

- First-Party data
- Niche expertise
- Complete transparency
- Hands-on service & campaign management
- Extremely accurate geofence technology
- 99% First-Party data match



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**Start your digital transformation today.
Turning niches to riches!**

