

# 'The Next Round' Podcast Leverages Marketron Traffic to Monetize with Ease

## Background



"[The Next Round](#)" is a live streaming broadcast that airs on weekdays. The show features four hosts, Jim Dunaway, Ryan Brown, Lance Taylor and Rockstar, discussing the latest stories in sports and entertainment. A key focus for conversations is college football. The show debuted in August 2021 and recently celebrated 1.5 million downloads.

## The Challenge:

### New Podcasting Company Needs a Simple Way to Manage Ad Traffic

The team behind "The Next Round" consists of radio veterans. Their vision in starting this new venture was to take what they learned from traditional radio and run the podcast like a "typical" radio station.

Jon Lunceford, operations director, and his team previously used a traffic product and engaged that vendor for a workable solution, but that vendor didn't work out for the team. They were eager to find a solution to line up with the start of the college football season in August. It was critical for them to find a system that could streamline and automate workflows. The alternative would be using spreadsheets and manual tactics. Integrating ad scheduling and billing were key considerations for their launch and long-term goals to grow listenership quickly.

"David Walls, our sales director, had a good experience with Marketron before for his radio stations, so we contacted you and set up a demo and a big-picture meeting," Lunceford explained.

The setup that Lunceford and his team wanted to configure was a live weekday show airing from 9:00 a.m. to 1:00 p.m. After the live airing, the show would run on a loop until the next day. Since Lunceford had a radio



## Key Advantages of Marketron Traffic for Podcast Monetization

- Cloud-based and accessible from any browser
- Intuitive and easy-to-learn user interface for sales orders
- Streamlined and automated workflows
- Real-time access to consolidated sales, inventory and billing data
- Proof of performance reports for advertisers
- Responsive customer support for fast, flexible implementations
- Excellent value for the product's capabilities

background, he found it appealing to use a radio traffic platform to run the show like a station. They also wanted to use the system from anywhere, preferring a cloud-based product. Electronic ordering and invoicing were sought-after features as well.

## The Solution:

### Marketron Traffic Meets All of the Customer's Needs

"After seeing the demo, we knew the product had the features we needed," Lunceford said. At that point, they needed to implement and deploy quickly to reach their August deadline. While Lunceford has years of experience, he noted that less tech-savvy users could pick up on it fast. "It's super easy to learn. The interface is great. Another plus is access. Other solutions were on-premises and only accessible through VPNs, and we needed more flexibility so that we could make changes on the fly."



They next had to integrate their automation system with Marketron Traffic. There were some growing pains, which Lunceford attributed more to the automation system. He was appreciative of Marketron's implementation team and all their support. "The billing through Marketron is an excellent feature that the implementation folks showed us how to do, and we've had no problems with end-of-month reconciliation."

"The Next Round" was ready to go live by their deadline, doing so in just 15 days. With Marketron Traffic, they were able to insert spots and live reads. Within each hour of the broadcast, there are scheduled breaks. An advertiser in such a slot receives six plays throughout a 24-hour cycle.

## The Results:

### "The Next Round" Deploys Marketron Traffic, Achieves Profitability Within Three Months

Lunceford shared that after only three months, the show is profitable, which is a stellar accomplishment. When asked how they sell advertising, Lunceford said, "It's based on overall impressions but not CPMs because the exposure is on more than just one channel."

Fans can watch or listen to the podcast in multiple ways — the podcast's app, YouTube, Twitch, Facebook, Twitter, Apple Podcasts and Google Play. Because of this omnichannel approach, Lunceford noted that they break this down on invoices to demonstrate all the additional reach involved. "We provide them with performance data and analytics based on reporting each month," he shared.

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Jon Lunceford  
Operations Director  
"The Next Round"

When asked about the types of advertisers they attract, Lunceford noted that they could go beyond their location of Birmingham, Ala. “We have first-party data on our listeners, so if we see a portion of an audience is in a certain metro area, we can approach more regional advertisers. There are more opportunities than just local businesses.”

Since the implementation of Marketron Traffic, Lunceford has been happy with the results. “It’s fast, simple and easy. The team at Marketron has been great. We don’t need to go to an IT guy; it’s just us. It’s been a breeze, and we’re already making money 90 days in.”