

Lost Coast Communications Acquires New and Upsells Existing Local Advertisers with Marketron NXT Third-Party Digital

Background



LOST COAST
COMMUNICATIONS,
INC.

[Lost Coast Communications](#), a locally owned and operated media company serving Humboldt

County, California, owns four radio stations and unique news websites. They offer local businesses the opportunity to advertise OTA (over the air) and via their O&O (owned and operated) website properties and third-party digital through Marketron NXT. A long-time customer of Marketron RadioTraffic, Lost Coast implemented NXT as a beta client. Nicky Goble, director of operations, shared the company's experience using NXT.

The Challenge:

Driving More Digital Revenue Without Impacting O&O Sales

Lost Coast had a thriving O&O digital business that delivered steady revenue streams by running advertisements on their websites. Internal sales teams were comfortable pitching this inventory, but station management wasn't sure of the best way to add more options. Goble also noted, "We wanted a solution to help our advertisers obtain a larger reach than our local readership and to target specific demographics. Plus, we needed a better way to bill the digital we already sold."

When they heard about NXT and its features, they considered that it could be a good fit. Because of the long-standing relationship with Marketron, Goble expressed, "We went with the partner we knew and trusted."

By deciding to try NXT, the company could complement its O&O with third-party digital, which would expand the types of advertising available and the reach of those ads.



Number of campaigns deployed:

101

2021 net revenue:

\$21,168

2022 YTD net revenue:

\$45,130

Year-over-year increase:

11%

The drive to capture more revenue outside of OTA was also a primary factor. Wightman added, “We needed ways to expand revenue without selling out inventory.”

The Solution:

NXT Expands Ad Tactics to Acquire New and Upsell Existing Customers

As a beta client, Lost Coast was able to see the evolution of the NXT platform and how it could provide more tactics for its advertisers. Goble and team appreciate many of the features, and they rated reporting as the best and proposal creation as easy.

As a NXT customer, Goble and the team at Lost Coast have access to a lot more than an advertising software platform. They have a variety of resources to ensure their success. “Our current client development manager is great, and I love having a dedicated one. The webinars and learning academy are helpful for understanding the platform and the advertising products. Aspire is my favorite resource for sales education and keeping up on the trends.”

With the support and training, their sellers feel comfortable explaining tactics to customers and how they work. With NXT, they can sell a variety of standard and custom ad tactics, using digital display and OTT most often.

The Results:

New Advertisers Come on Board, and Existing Ones Spend More

The addition of third-party digital advertising has been a boost to their revenue. As a result of this new inventory, Lost Coast has been able to acquire new customers and expand their relationship with others.

“We were able to upsell one of our local casinos that wanted to target communities within traveling distance that we couldn’t reach with our O&O properties. We also brought a group of RV parks on board before tourist season, hitting targeted ZIP codes mostly likely to have traveler traffic,” Goble explained.

The company plans to continue growing its digital advertising revenue and helping local advertisers compete with big-box stores coming to the area.

“I like the easy-to-build proposals and very detailed reporting. I love having a CDM dedicated to us.”

Nicky Goble
Director of operations
Lost Coast Communications

Goble had this advice for other broadcasters looking to start or improve third-party digital sales: "Management needs to commit 100% to provide the time, energy and support needed to get the sales team on board to sell a product they might not understand."

NXT and its training and support were the perfect complement to Lost Coast's linear and O&O inventory. They can help their clients reach targeted audiences throughout the sales funnel with integrated campaigns. Their advertisers get better results, and their top-line revenue gets a boost.

Marketron NXT Training Academy

Order Budget

Budget

Date Range: 04/05/2023 - 05/11/2023

Target Type

☒ Target Budget ☐ Targeted Impressions

Total Digital Budget: \$1,800

Selected AdTypes

☒ Display

CTR Rate: 12 Target Allocation: \$1,800

Start Date: 04/01/2023 End Date: 05/11/2023

Est. Impressions: 90,000

Summary

Header: Advertiser Details & Tactics Information

Tactics

Select Tactics

Targeting

Geographic, Demographic, Interest

Budget

Budget Details

Reach / Frequency

Estimated Digital Reach: 78.19%

Estimated Digital Impressions: 11.82

Standardize your selections of between 5 and 10 unique ad spots to convert the audio customers

Audience Targeted & Audience Size

Audience Targeting: Audience Size: 21,536 Avg. Income: \$176,837.00

Display

By default, postal codes within 10 miles of the advertiser's address have been selected. If you wish to select a different geographic place, toggle the option below, and choose a region, postal codes, or radius around an address.

10 miles around advertiser address

Demographic Targeting

Audience:

Gender: ☒ Male ☐ Female

Age: ☐ 18-24 ☒ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65-Above

Household Annual Income: ☒ Under \$50K ☒ \$50K-100K ☐ \$100K-150K ☐ \$150K-Above

Education: ☐ High School ☐ College ☐ Grad School

Purchasing: ☐ Non-Kills

Apps & Websites

WEBSITE	IMPRESSIONS	CLICKS	CTR
www.fox.com	8,372	8	0.10%
www.fox.com	5,322	14	0.30%
www.fox.com	2,291	2	0.09%
www.fox.com	1,461	4	0.27%
www.fox.com	1,077	2	0.19%
www.fox.com	552	1	0.18%

Target Demographics

Transparent Reporting