

Radio Mankato Wins Renewals with the Support of Marketron Third-Party Digital Platforms

Background



[Radio Mankato](#) serves the cities of Mankato, North Mankato, Saint Peter and New

Ulm, reaching audiences in the south suburbs of the Twin Cities to the Iowa border. With seven stations, they make an impact in their community. They offer radio and digital advertising, on-air sponsorships and event hosting.

The organization has been a Marketron customer for **over 10 years**. David Legault, managing partner of Subarctic Media, shared the company's successes in winning digital ad campaigns and renewals using Marketron technology.

The Challenge:

Renewals Were Lackluster Before Digital

Renewals are a big part of the advertising revenue pie. Each year, local media sellers strive to capture more dollars from existing customers. Radio Mankato had many loyal advertisers but struggled to win bigger deals because businesses wanted to spend more on digital advertising. To ensure they could meet the changing needs of their clients, they began selling digital six years ago. This move was the first step in expanding ad revenue and increasing renewals.

The Solution:

Marketron Third-Party Digital Delivers Easy Technology, Expert Help and Transparent Reporting That Wows Advertisers

For technology to enable sellers, it needs to be easy, and Legault and his team appreciate how simple it is to build proposals. His sellers have much to remember for their day-to-day regarding the many radio products, sponsorships and events. They don't need more work, and Marketron's solution lets them navigate digital and linear together.



"We base our digital business on the transparency and availability of reporting at your fingertips. When we do our job and keep the client interested in our digital products with monthly analytic visits, our renewal rate is much higher."

David Legault
Managing partner
Subarctic Media

The success of local media sellers with Marketron involves much more than just technology. Legault shared, “They keep us up to date on different digital products, so we’re informed and can sound like experts in front of clients.”

Having a digital guru to support them in sales and execution helps, too. “We don’t need to know all the answers because we have our CDM. We gain trust from clients when we’re knowledgeable and able to answer questions,” Legault added.

In obtaining renewals, customers want to see and understand the results and performance of campaigns. Not all third-party digital platforms supply this, but Marketron’s technology makes it a core component. Legault said, “We base our digital business on the transparency and availability of reporting at your fingertips.”

The Results:

Higher Renewals and More Revenue

With reporting and analytics at hand to review with clients, there’s no confusion. It keeps advertisers in tune with their campaigns with the analytics telling the story. Having this has resulted in higher renewal rates, according to Legault.

Legault described some specific renewal wins. “We have two clients I sold five years ago, and they are renewing for the sixth year at the same or higher dollar level. One added new digital products for the next year. Those two clients are large community banks with multiple locations. The complement of our processes and partnership with Marketron led to this success.”

