



How AffinityX Is Building Media Plans and Proposals 5X Faster with Advisr

Advisr's Data-Driven Product Recommendations and Automation Are Significantly Increasing Sales Planning Team Capacity

GOAL

Increase Sales Efficiency and Handle a Higher Volume of Proposals

A white-label marketing services company specializing in helping newspapers, radio conglomerates and other media companies sell digital products and services to local advertisers, AffinityX was looking for ways to improve its RFP response process. The company's media planning team was using manual data sets to build recommendations, which involved putting historical data into Excel pivot tables and performing calculations with campaign-specific criteria layered on top, which was inefficient and time-consuming.

STRATEGY

Deploy Advisr to Automate Data-Driven Media Plan and Proposal Creation

AffinityX integrated Advisr's pre-sales platform into its technology stack, enabling its planning team to work more efficiently and dramatically increase its output.

"It's their technology and our data together, which is a great approach to serving our customers," said Adam Burnham, AffinityX's SVP-Interactive.

Since launching Advisr, the proposal creation process has become significantly more efficient. Channel partner salespeople fill out a simple lead analysis form, which is auto-populated within Advisr. From there, planners can generate data-driven product recommendations in just minutes.

AffinityX has also uploaded its slideware onto the Advisr platform, enabling planners to generate client-ready presentation materials. What was once a two-hour process to build proposals can now take just 20 minutes.

RESULTS

2X Jump in Order Value and 10%-15% Higher Close Rates

Advisr is driving results in four key areas:

"It's easier to renew something that works."

ADAM BURNHAM
SVP-INTERACTIVE, AFFINITYX

GREATER EFFICIENCY

Advisr's automation is making data-driven proposal generation 5X faster, helping AffinityX pitch and capture more business.

HIGHER AVERAGE ORDER VALUE

Since deploying Advisr, AffinityX has seen a 2X jump in order value, partly because Advisr surfaces highly relevant products and services that planners wouldn't always think to include.

HIGHER CLOSE RATES

Pairing its technology with Advisr's has helped AffinityX increase close rates by 10% to 15% overall.

HIGHER RETENTION RATES

With data-driven product recommendations, AffinityX's retention rates have increased dramatically. "It's easier to renew something that works," Burnham said.

5X

GREATER EFFICIENCY
IN BUILDING PROPOSALS

10-15%

INCREASE IN
CLOSE RATES

2X

INCREASE IN
ORDER VALUE

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How It Works



Campaign objectives, audiences, geos and budget are entered into Advisr's Recommendation Engine in <3 minutes.



Data-driven product recommendations and budget allocations are delivered almost instantly.



Client-ready presentation materials are automatically generated for each media plan.

For more information on how Advisr can help accelerate your sales velocity, please visit advisr.com or contact us at hello@advisr.com