

# Unlock the value of your audience

Omeda's Integrated Audience Data Platform—built for professional media, publishers, and content creators—harnesses the power of your audience to grow revenue from a single command-and-control center.



# The forces shaping the professional media world

Disruptive forces continue to create challenges and opportunities for media businesses and their leaders. From the proliferation of content creators vying for attention, the phasing out of third-party cookies, shrinking digital revenues, and consumer privacy legislation, these market forces have led leaders to renew their focus on their most critical asset—their audience—to grow revenue and margins.

However, friction and frustration from siloed data, disconnected workflows, and bolted-on legacy technologies and platforms prevent media businesses from harnessing and monetizing their audience's full value. And the time wasted doing what we call “data janitorial work,” like cleaning and scrubbing lists, pulling segments, compiling spreadsheets, etc., to execute campaigns leaves media, audience, and marketing teams struggling to focus on understanding and engaging their audience to meet business goals.



## State of today's media and audience businesses

In fact, according to Omeda's 2024 State of Audience Report, while 80% of respondents said they're increasing or maintaining their audience budgets in 2024, several challenges stand in the way.

# 42%

of respondents spend 5+ hours per week – more than half a workday – on data janitorial work, such as cobbling together and cleaning lists from disparate systems

# 85%

of respondents said they don't have the right technology to reach their audience goals

# 53%

of media leaders say disconnected systems, processes, and data hinder their goal achievement



Omeda's 2024 State  
of Audience Report

Get the Report

# Why professional media and publishing businesses need an Integrated Audience Data Platform

As the growing number of professional media, publishers and content creators are putting their audience at the core of their business to drive revenue, scale, growth, and differentiation, they realize their outdated platforms and disjointed tools don't work to meet today's media and audience requirements.

Instead, you need the right tech—a single integrated solution maximizes your audience's value and takes the guesswork and gruntwork out of growing your business.

## The value of investing in an Integrated Audience Data Platform includes:

- Owning, managing, and activating their first-party audience data to drive revenue
- Simplifying their media tech stack to drive better performance for diverse revenue streams
- Connecting their disjointed workflows, saving time, money, and resources
- Getting a clear view of their audience to drive precise targeting and content creation
- Converting unknown to known audiences to grow their subscription business



Endeavor Business Media grew quickly through acquisitions from three brands in 2018 to 90+ today. To maximize the value and intelligently manage their media brand and audience acquisitions, the Endeavor Business Media team unified its audience data with Omeda, which streamlined data management, email and marketing workflow automation, and subscription management.

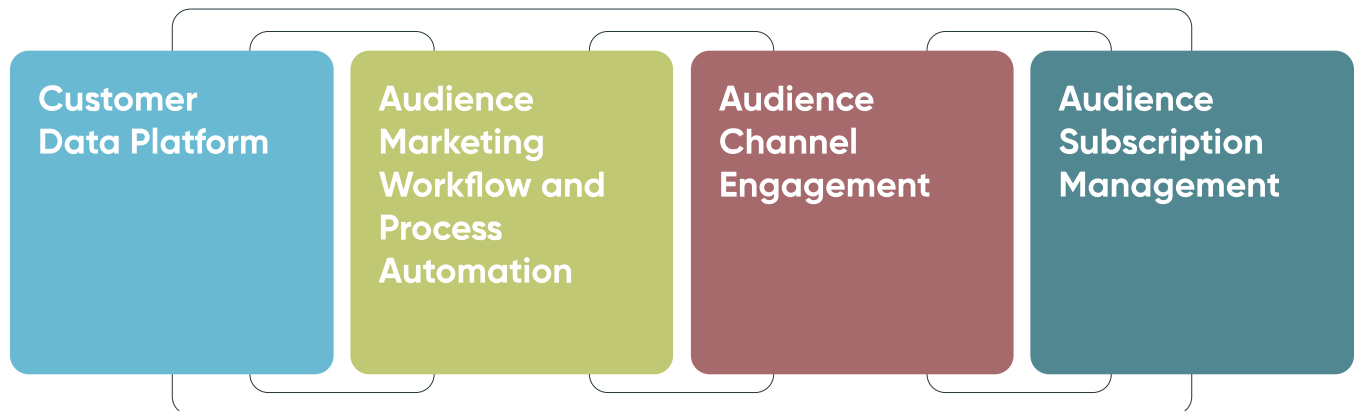
### The result:

**150k** reactivated audience members

**13M** audience record increase from 350K records

**20+** a scaled digital team

## Integrated Audience Data Platform





# Maximize the value of your audience from a single command-and-control center

Omeda's Integrated Audience Data Platform streamlines disjointed technology and processes into a single command-and-control center with the tools and expertise to unlock your audience's value and accelerate revenue.



Until all the data was connected and accessible through the Omeda system, we were guessing, running reports, and when the day was done, you only had a handful of audience people focusing on an issue close – and not having time to focus on engaging and capturing their audience."

**Ronda Hughes**

VP of Marketing and Audience Development,  
IRONMARKETS

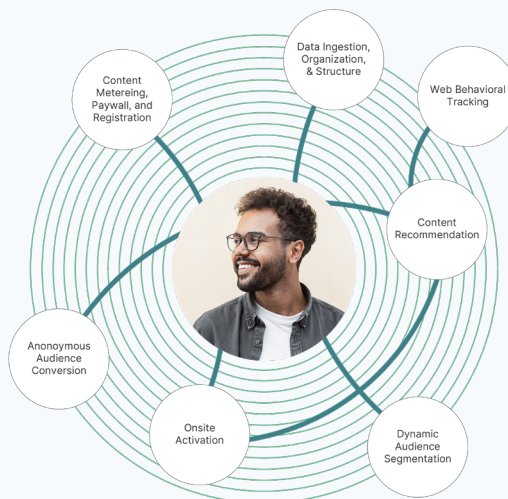


## Aggregate Siloed Data

Aggregate and manage your most critical asset—your audience—from a single command-and-control center to get a clear view of your audience and active subscribers, deepen relationships, and launch relevant activations.

## Customer Data Platform

The only CDP built for professional media businesses to aggregate their first-party data and unlock the value of their audience.



## Activate Revenue Streams

Streamline and automate workflows and processes to power diverse revenue streams and 24/7 audience development across email, SMS, onsite, social media advertising, and direct marketing channels. Deliver personalized, audience-first experiences that earn attention and drive lifetime value.

## Audience Marketing Workflow and Process Automation

Orchestrate and automate diverse revenue streams and personalized multi-channel audience experiences from a single platform.



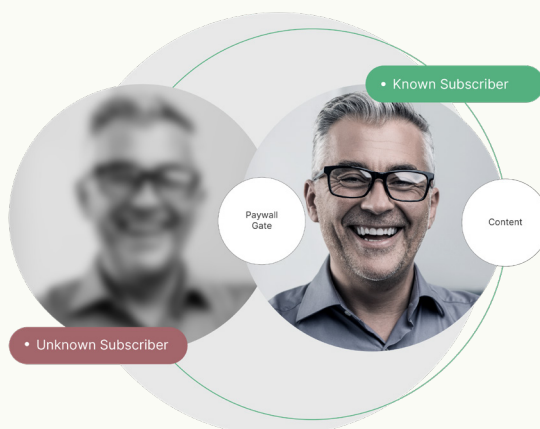
## Audience Channel Engagement

Send personalized automated communications through email, SMS, social, and direct marketing to increase audience engagement while respecting privacy.



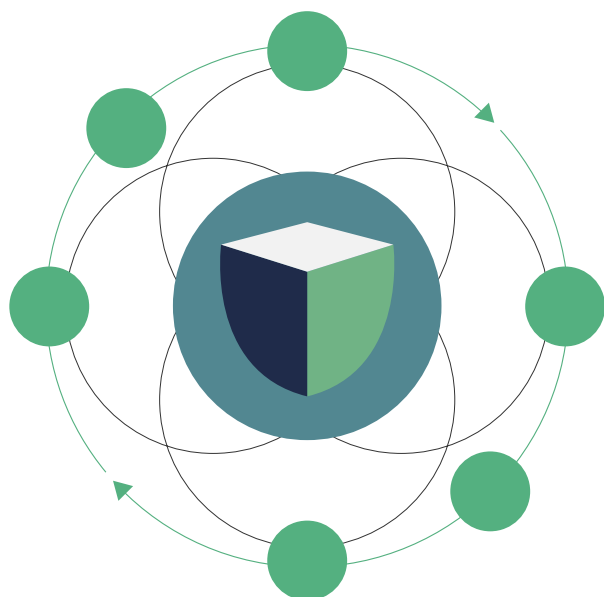
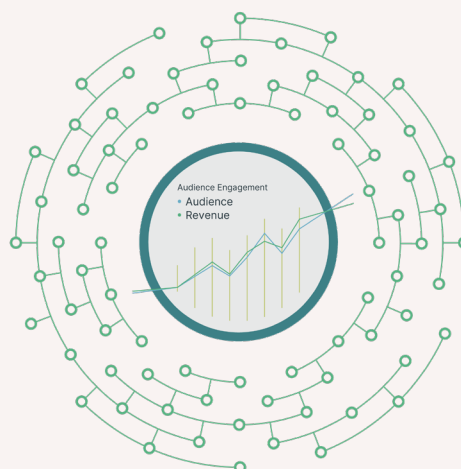
## Audience Subscription Management

Aggregate and manage your subscribers and grow your audience with the tools to convert unknowns to knowns, deepen relationships, and increase lifetime value.



## Accelerate Business Objectives

Whether you're driving toward audience growth, subscription revenue, cross-product sales, events, precision targeting, or demand generation, Omeda provides the platform, tools, and expertise to accelerate your audience, media, and marketing objectives.



## Built on a Foundation of Data Privacy, Governance, and Security

Because your audience's data, privacy, and security matters. Consent and opt-out management, retention tools, anonymization, PII removal, and data subject requests are built into the platform to ensure you stay compliant with applicable laws and regulations. The platform is SOC 1 and SOC 2 certified, and regular independent audits assure you and your audience that your data is safe and secure.



# Measurable growth, scale, and results powered by Omeda



Ever look at your operations team and ask yourself why it takes so long to get things done? Ever ask why things are so hard and then look at your tech stack with the volume of systems and shake your head and say, 'Oh, that's why.'

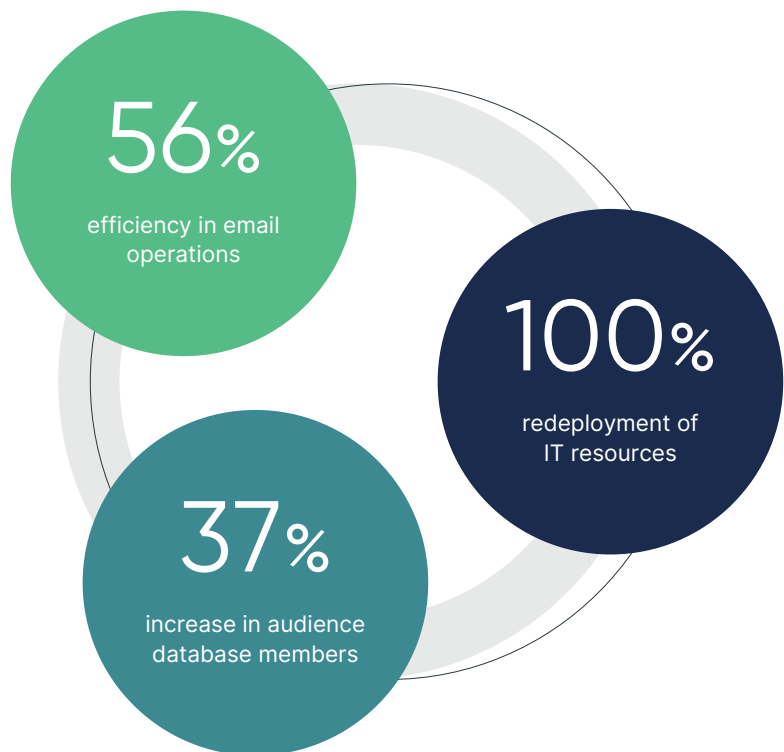
Well, that was the boat we were in. We removed 3 systems... consolidated everything into a single technology stack on the Omeda platform... We also had 100% redeployment of our database and development IT resources allocated to true development projects to grow our business. Guess what folks, that's what I call true growth, scale and efficiency in operations."

**Roberta Mueller**  
SVP of Product Development,  
NorthStar Media Group

NorthStar Media Group Results:

Grow your audience.  
Grow your revenue.  
Schedule a consultation  
to learn how.

Get a Demo





## About Omeda

Omeda is a SaaS provider delivering the platform and expertise required to maximize the value of media and publishing businesses' most critical asset — their audience. The platform of choice for B2B and B2C professionals, Omeda's integrated solution, which includes a customer data platform, workflow automation, email automation, and subscription management, provides the professional tools and controls required to maximize a media business' diverse revenue streams, power 24/7 audience development, and orchestrate precise targeting for measurable results. Our platform is built by passionate audience pros, workflow masters, and data nerds who partner with our customers to grow and thrive in a disruptive media world.

**For more information visit**  
[omeda.com](https://omeda.com)

**Request a demo at**  
[omeda.com/demo](https://omeda.com/demo)