

Case Study:

# How TopLine Delivered a Show-Stopping Win in the Entertainment Category

## The Challenge: Closing High-Value Deals in a Competitive Entertainment Market

For TV stations in Top 100 Markets, securing major advertising deals is a constant challenge. A marketing consultant with a leading station faced stiff competition while pursuing a \$339,000 new business opportunity in the entertainment category. The client demanded clear, compelling evidence that advertising on the station would drive ROI. The consultant needed to go beyond traditional pitches to stand out and close the deal.

## The Action: Powering the Pitch with TopLine's Data-Driven Insights

To elevate her strategy, the consultant relied on Futuri Media's TopLine for an edge. Using the platform, she accessed critical insights, including:

- **Local consumer spending habits** in the entertainment category.
- How the station's **audience demographics** perfectly aligned with the client's target audience.
- A **multichannel sales perspective** showcasing how combining TV with digital platforms could amplify campaign reach and results.

TopLine transformed these insights into a professionally designed, client-ready sales presentation deck. Armed with this polished, data-driven approach, the consultant delivered a pitch that resonated deeply with the client's goals and challenges.

## The Results: \$339,000 Win in the Entertainment Category

The impact was immediate and impressive. The consultant secured the \$339,000 deal, crediting TopLine's data insights and presentation tools as the game-changer. The client was impressed by the station's ability to deliver not just airtime but a well-rounded, strategic advertising solution backed by real-world data.

This success underscores the power of sales intelligence tools like TopLine in the TV industry. By combining actionable insights with a professional presentation, stations can secure high-value deals and build long-lasting client relationships.

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