

# Frontline Media and Naviga Ad

## Need

Frontline Media serves over 1.3 million physicians, NPs, PAs, HCPs and key healthcare decision makers. Its 35+ media brands for 25 markets result in over 850,000 print issues and 582,000 unique website visitors monthly. They also produce 50-100 e-newsletters a day.

As a result, the company manages thousands of digital tactics for advertising sales. They wanted a system that could handle that level of complexity, so they could stop tracking sales via spreadsheets. They also needed a system that got everyone working from the same information, from Sales to Production to Billing. Finally, they needed a way to see revenue apart from billing.

**"Publishing has issues and other concepts that can be difficult to translate. Naviga's understanding of the publishing industry is a tremendous benefit. The team just 'got it' immediately."**

- Tara Culleny, Senior Director of Sales Operations, Frontline Medical Communications

## Advantage

Frontline was able to throw away their complicated spreadsheets and manually-generated reports. They no longer depend on messy email chains. All departments have access to their central database on Naviga, where they can see customer's sales history, ad slot availability, and status of current ads. Generating reports is a breeze.

With a smoother workflow for the e-newsletters, Frontline can develop ads and content more easily, and also highlight key features for customers.



## Solution

Naviga Ad provides a complete advertising sales CMS solution. It begins with Opportunities and manages sales through the lead funnel. It allows you to store, manage and change ad production components from requirements to art, and makes it accessible to all parties. It integrates seamlessly with Google Ad Manager, and tracks billing from invoice to reorder. Finally, it offers a self-service portal for customers to view, accept or change ads as needed. The entire history of a sale is available to any user as needed.

The Naviga team also worked with Frontline to manage their digital production workflow with the editorial teams working the e-newsletters.

Naviga is the leading provider of digital solutions supporting media, finance and corporate markets. Our solutions help companies amplify their messages and generate profits. For more information, please write to [info@navigaglobal.com](mailto:info@navigaglobal.com) or visit [www.navigaglobal.com](http://www.navigaglobal.com).