

Townsquare Uses WideOrbit BI To Drive More Revenue



ABOUT THE COMPANY

Townsquare is a media, entertainment and digital marketing solutions company serving small and mid-sized markets throughout the United States. It owns and operates 317 radio stations in 67 markets, including iconic local media brands like WYRK, KLAQ, K2 and NJ101.5.



GOALS

Improve inventory and revenue management

Consolidate data and reports from disparate systems

Roll out to hundreds of stations virtually overnight



APPROACH

Implement *WO Analytics* business intelligence to aggregate data from multiple systems and generate insightful dashboards and reports.



RESULTS

50%+ time saved on spotting opportunities and problems

Single source of truth for business performance

Live in 67 markets in under a year

Using BI to Uncover New Opportunities and Maximize Inventory Value

Townsquare Media's portfolio of radio stations was formed over more than two decades, principally from a series of acquisitions made since 2010. As a result, the business ran on a wide variety of software packages and databases. In 2016, Townsquare announced that it would standardize its traffic, audio streaming and business intelligence software with WideOrbit.

The transition to WideOrbit's *WO Analytics* was both an opportunity and challenge for VP of Revenue Management Cristina Cipolla. Townsquare was already reliant on reporting from business intelligence software to make decisions. Bringing in WideOrbit was a chance to make these reports more informative and user-friendly, but Cipolla didn't want to lose momentum while the new software was brought online.

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“WO Analytics helps me get to the ‘Why’ a lot faster than I could before... It's cut the time in half at minimum.”

CRISTINA CIPOLLA
VP of Revenue Management

Consolidate and Improve Revenue and Inventory Reporting

Townsquare stations counted on BI reports from the company's previous traffic system. Townsquare market managers are required to review multiple reports daily, including sellout and average rate reports.

"Sellout lets you look a month ahead to see hot spots, potential pain points, and where you might run out of inventory," Cipolla explains. "If you don't know how sold out you are, you can't properly price your remaining inventory. You won't know what revenue will clear even though you may have already accounted for it."

Prior to using *WO Analytics*, generating a new sellout report required Cipolla's team to pull data from six different sources and manually cobble them together every day.

One of *WO Analytics*' most compelling features is its total integration with *WO Traffic*. Every field in *WO Traffic* can automatically populate *WO Analytics* dashboards and reports. As a result, any user can effortlessly generate comprehensive sellout reports by market, region and the entire company.

WideOrbit helped Cipolla create a new, easy-to-use sellout report with color-coding and multiple stations on one page. Cipolla is particularly pleased that *WO Analytics* pulls from any field or line item in the traffic system, making it incredibly simple to drill down into the details of any sellout situation.

"We use it every single solitary day with our markets, with each other and with corporate," said Cipolla. "It keeps everybody aware of inventory, revenue and so many other things that we can extract from the system."

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Implement BI Across Hundreds of Stations...Fast!

Since BI was already essential to Townsquare's management culture, Cipolla was concerned that any lapse in reporting would be a setback. She feared that some Townsquare markets would have to go too long without BI tools they had grown to depend on.

Cipolla challenged WideOrbit's implementation team to bring *WO Analytics* online simultaneously with the rollout of its new traffic software at hundreds of stations.

"WideOrbit was extremely flexible and understanding of our unique business requirements," said Cipolla. "They were willing to get us up and running as soon as I was ready to start."

Within a year from the start of the implementation, WideOrbit successfully rolled out *WO Traffic* and *WO Analytics* in nearly all of Townsquare's markets. There are now 350 Townsquare employees at all levels of the organization using 17 customized dashboards and 47 reports from *WO Analytics* every day to find new growth opportunities and pinpoint problems before they spread.

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"We're all trying to move quickly and do more things than we did yesterday. BI helps us make things faster."

CRISTINA CIPOLLA
VP of Revenue Management

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Get started with *WO Analytics* today

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