

CASE STUDY



Toronto, Canada

“We’ve made over a million dollars with OwnLocal in the first 6 months of implementation.”

“I wish we had found OwnLocal 3 years ago. Working with them is a true partnership.”
- Sandy Sidhom, Yield Manager

Metroland Media is a large media publishing group that operates throughout Canada. They have 116 local daily and weekly publications and reach more than four million homes weekly.

For years, they sold digital through a combination of impression-based display advertising and content marketing. However, digital always felt like an extension of their company, rather than a key component of their sales strategy. They had been trying to find a smooth way to transition their print advertisers into the digital world for the past six years, but that proved tricky to accomplish. They knew they needed a scalable and affordable way to offer digital to their print advertisers.

So when they finally connected with OwnLocal at a conference, the folks at Metroland thought the solution was too good to be true.

“We didn’t realize a company like OwnLocal existed. We wish we had found them three years ago,” said Sandy Sidhom, Yield Manager for Metroland Media.

OwnLocal converts all legacy clients into digital users by automatically turning print ad content into various digital marketing campaigns. The best part is, they do all of this while adding value to print. This process made Metroland more than \$1,000,000 in just six months of using the platform and millions more annually since partnering.

GET STARTED WITH OWNLOCAL

- **Step 1:** Collect all print advertisements
- **Step 2:** Link OwnLocal to your website
- **Step 3:** Collect new digital revenue!

Integrating OwnLocal throughout their organization and into their current systems and processes was simple and straightforward, even for a large media group like Metroland. With a little help from their IT department, OwnLocal was ready to go live across all of their markets.

Over the course of three months, OwnLocal helped Metroland roll out the new service to their 112 publications and 600+ sales reps. This entailed informing their advertisers of the new services and hosting webinars to train their sales reps on those services.

Prior to using OwnLocal, Metroland’s sales reps were not comfortable selling digital and had a hard time engaging with their customers about it. After a few short conversations with OwnLocal, they were armed with the knowledge to confidently offer digital solutions.

“One of my favorite things about working with OwnLocal is the people; they are incredibly responsive and great to work with. The OwnLocal team really speaks my language, which is ‘how can we make you more money?’” said Sidhom.

“We hear crickets at the local level; nobody talks about the need to offer digital anymore and just accepts it as part of their print packages,” said Sidhom. “OwnLocal has been the best thing we’ve ever rolled out across our company.”

Metroland is currently taking advantage of multiple OwnLocal news services, including Origami.

Sidhom said, “OwnLocal is our favorite vendor to work with. They offer a true partnership. Seriously, where have they been all of our lives?”



Throughout Ontario, Canada

Reaches 4 Million Homes Weekly

100+ Weeklies & 2 Dailies

Gross Revenue from OL >\$ 5million



Schedule a demo today!
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