

REVCONTENT CASE STUDY

"We're always looking for different revenue streams and through RevContent's platform we saw an opportunity to increase our revenue. We said 'let's try it' and it has worked fantastic ever since we started."

*- Michelle Liddy, Director of Digital Sales,
Allen Media Group Broadcasting*



ABOUT

Allen Media Group Broadcasting (AMG Broadcasting) is the national broadcast television unit under the global media, content and technology parent company Allen Media Group. AMG Broadcasting's mission is to continue building a diverse and successful line-up of "big four" affiliated broadcast stations across the country. Their team believes in the value of local news and staying connected to local markets to build stronger communities and generate more opportunities.

RESULTS

Revenue Growth

Allen Media Group Broadcasting was searching for new avenues to diversify their revenue streams and ultimately, increase total revenue. Their partnership with RevContent is accomplishing exactly that. AMG Broadcasting reports a noticeable uptick in revenue since partnering with RevContent and a fantastic overall experience.

WHY REVCONTENT

User Experience

It is important to the Allen Media Broadcasting team to, above all else, deliver a quality user experience. They are passionate about finding the right balance between user experience and revenue generation, and their RevContent representatives are aligned. With RevContent's service, they feel confident that they are always running the best advertisements for their audience.

Customer Service

As a lean team, Allen Media Broadcasting also appreciates how attentive, transparent and proactive their RevContent representatives are. Their account manager not only reaches out with the latest product releases and strategy recommendations, but handles the implementation as well to lighten the lift for AMG Broadcasting and allow them to continue to focus on their day-to-day operations.

"We are a very small, but mighty team and we see our partners as an extension of our team, and there is no relationship that makes that more true than our relationship with RevContent."

Denise Yost, Director of Digital Content, Allen Media Group Broadcasting

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