

Harvard Media's digital revenue skyrockets by 76%: outshining the competition

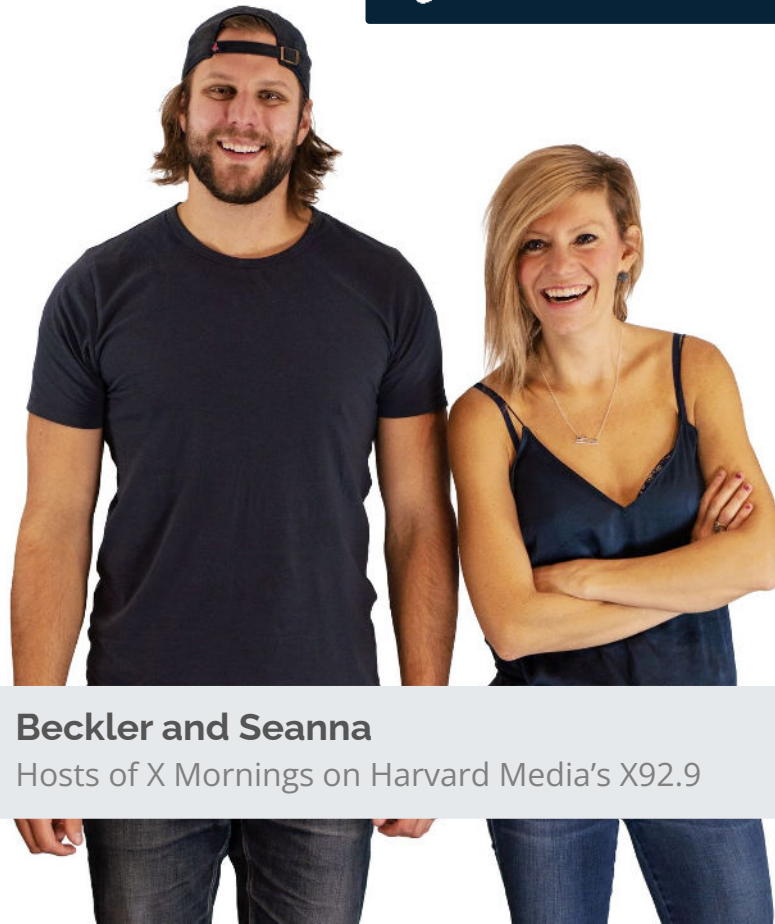
- 📍 Founded in 1981, Harvard Media is based in Canada
- 📺 It operates 13 radio stations, 20 websites, and 13 apps
- 🔄 Harvard has been a Vendasta partner since August 2022

Business goals

- ✅ Acquire sales intelligence tools for digital client acquisition.
- ✅ Offer more digital products at scale with pre-built solutions.
- ✅ Implement a unified solution for efficient sales management and data-driven insights.



HARVARD MEDIA



Beckler and Seanna

Hosts of X Mornings on Harvard Media's X92.9

Diversify your digital revenue streams with digital solutions designed for local advertisers



HARVARD MEDIA



76%

Quarterly digital revenue growth

By bundling digital offerings from a Marketplace of 250+ solutions Harvard greatly surpassed the 24% average digital growth rate among the broader radio industry.*



15,000+

Sales opportunities created

By leveraging the built-in prospecting tool *Snapshot Report*, more than 15,000 opportunities were created within six months of implementation.



\$40K+

Annual subscription savings

By replacing redundant competitive tech solutions with the Vendasta platform, Harvard has been able to save \$40,000+ in annual subscription costs while simplifying its tech stack.

Best-selling products:



Reputation Management



Social Marketing



SEO



Local Listings

*Reflects Q123 growth over Q122; data from Borrell analysis of broadcasters' earnings statements.

Adding digital solutions to your traditional advertising sales with ease

“

Vendasta is a key partner in our ongoing customer-focused sales transformation. It's powerful platform and Marketplace gives our sales team deep insights into customer needs while fostering trust and accelerating the sales process.”



George Leith

Executive VP & Managing Partner



HARVARD MEDIA

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