

ZUDY[®]
No-Code Apps



iHeartMEDIA =

**ENDORSEMENT BUSINESS
SUCCESS**

Global media company maximizes revenue stream in less than 1 week.



iHeartMedia needed a scalable application to meet the needs of their complex and demanding Endorsement business.

ZUDY DELIVERED IN 1 WEEK.

THE BUSINESS PROBLEM:

iHeartmedia needed an application to enable users to efficiently search, book and manage qualified DJ talent for paid on-air Endorsement opportunities. Historically, each individual market segment had their own process for documenting Endorsements for radio DJ Talent in each market, using Excel spreadsheets or Word documents. For large multi-market Campaigns there was no way to determine which Talent was available for their business needs, often leading to missed revenue opportunities. Projects under tight deadlines were not set up for success as it often took weeks to lock in an Endorsement, resulting in missed revenue. In addition, there was no process to track or report on Endorsement revenue or forecast its value to executive management.

HOW ZUDY HELPED:

In 38 hours, Zudy built an application, connecting to 4 of iHeart's cloud-based data sources and 1 on-premise server without a single line of code. Every market now enters all Talent data and availability into the new Endorsement application. The Vinyl Endorsement app enables teams to provide Advertisers and Campaign Managers options for Talent Endorsements within seconds, eliminating their prior issue that led to missed revenue. Workflow emails are sent automatically to notify users of requests, schedule details, bookings, category conflict of interests and contract confirmations. Notes and a detailed history of every campaign are now archived in the app, providing the business with a record of all past Endorsements and overall trends. The new application also tracks and reports Endorsement revenue stream to aid management in future revenue projections and forecasting.

**ZUDY
POWERED
BUSINESS
WINS**

- Increased Endorsements revenue by 30%
- Allowed sellers to capitalize on undersold endorsement categories
- Provided ability to monitor and track Endorsement revenue stream
- Implemented real-time data analytics to measure impact & reach
- Developed centralized business workflow for all campaigns
- Standardized business process across all markets
- Enabled quantification of Endorsements per Talent