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## CLEANMEDIA

### ADVERTISING

#### CLIENT DESCRIPTION

CleanMedia is an ads management company offering brand-safe targeted advertising solutions to help businesses increase website traffic, develop brand awareness, and reach a relevant audience.

#### CUSTOMER REQUIREMENTS

CleanMedia needed assistance in launching a new product. To achieve this, the company needed Sales Focus to create a commission plan, identify KPIs, create an email marketing campaign, and hire, train, and manage an inside sales agent to target small businesses.

#### SALES FOCUS INC. SOLUTIONS

Sales Focus developed a sales and marketing plan to meet CleanMedia's goals. SFI hired and managed a dedicated sales professional to perform outreach via phone and email to set up appointments to ultimately, close deals.

#### RESULTS

Sales Focus exceeded CleanMedia's goal of 8 appointments set per month by setting an average of 17.5 appointments per month which was 219% to quota.