

AdGorilla Sales

Turn-Key Advertising Sales Services

AdGorilla provides infrastructure support and equipment to the television industry; related to their advertising sales efforts, designed to maximize revenue potential and minimize costs, and to keep our clients at the cutting edge of television technology. Our AdGorilla Sales division provides comprehensive advertising sales support that allows television providers to choose their level of involvement (and cost) for their advertising sales execution, including an in-house solution where local systems retain 100% of their local advertising revenue!

AdGorilla provides comprehensive traffic and billing services for more than 100 television providers including cable systems and broadcast networks across the U.S. We also offer advertising sales services in local markets as well as on behalf of national clients, however more clients are choosing to take their local advertising sales 'in-house' with a fee-based solution. For this AdGorilla offers:

- Ad Sales Training
- CRM Tool for Local Reps
- Spot Management/Encoding
- National Advertising Sales
- Cross-channel Marketing
- Traffic & Billing

In these cases, the video provider maintains their own local sales team or uses existing B2B reps for ad sales, and can use either AdGorilla SSP Quantum™ or existing insertion equipment. Advertising sales aside, even very small systems are also recognizing that with the economical AdGorilla equipment and sales support solution, they can utilize cross-channel marketing using their local insertion time to grow monthly RPU.

AdGorilla's In-House Ad Sales Solution

