

UNCOVERING OPPORTUNITY



CRACKLE® leverages Operative Solutions to find new revenue opportunities.

CRACKLE is a rapidly-growing, ad-supported video entertainment network that's free to consumers. It offers a variety of licensed and original programming available through a host of different platforms. Crackle Connex is an offering of AVOD and FAST (Free Ad-Supported TV) channels, providing advertisers with a wide range of ways to reach consumers.

CHALLENGE : DISPARATE DATA & LACK OF VISIBILITY

Managing all of the advertising workflows at a video entertainment network is an enormously complex task. Tracking ad sales revenue across various properties and platforms is difficult and requires pulling data from a host of different systems. In Crackle's case, the team manages revenue across Direct, Programmatic, and Reseller revenue. Their challenge is getting all of those different levels of inventory and demand into various systems, and understanding what inventory they have left to sell, how to price it, and how to segment and target their audiences.

The company was struggling using its existing advertising systems - having difficulty assessing levels of inventory and advertising demand, understanding what its CPMs were, and generally having challenges making informed, data-based decisions.



Operative solutions have been key to us understanding our business better. Revenue Operations is all about efficiency and speed in decision making, and in-part due to the visibility and insights gained from using Operative, we've seen a dramatic revenue increase in our Crackle Connex business.

~ Seth Wernick, SVP of Revenue Operations at Crackle

SOLUTION : OPERATIVE.ONE & STAQ

The team at Crackle implemented Operative's OMS platform Operative.One as well as STAQ, the industry-leading media analytics platform. Operative.One enabled them to centralize their operations, allowing their entire team to view IOs throughout the entire advertising sales and execution process, as well as delegate responsibility to appropriate team members.

STAQ provided visibility into all of their data through clear, customizable dashboards, greatly improving their demand pipeline visibility. They were also able to clearly assess performance of their reseller partners, which in turn helped uncover new revenue opportunities.

Powered by Operative solutions, Crackle was able to :

- Maximize yield across multi-platform offerings
- Flexibly deliver multiple selling methods
- Provide cross-channel product packaging
- Aggregate data across multiple properties
- Gain real-time revenue insights & pipeline visibility



RESULTS :

Operative has helped Crackle significantly increase top-line revenue for Crackle Connex, providing:

- CPM stability and consistency
- Streamlined advertising ops through centralized data
- Enhanced partner performance analytics and insights
- Full-team visibility into advertising workflows and sales pipeline