



Grow Ad Spend with...

# DIGITAL AD SALES

Landing new advertisers and expanding their lifetime value is dependent upon positive experiences from prospecting to closing and their long-term management.

MarketStar can deploy a team, who work in tandem with your existing sales force, to manage any gaps in your buyer's journey. We can own new or long-tail segments or scale an already solid sales organization.



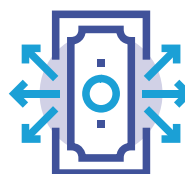
## WHAT WE DO

We design and implement a high-performing advertising sales team for our clients by deploying both full-cycle and specialized roles across global regions.

- We focus teams across your small and medium-sized business (SMB), direct sales, and agency segments at scale.
- Provide a dedicated team of sellers and advertising operation specialists (AdOps) to accelerate pipeline.
- Specialized roles like sales development representatives (SDR), account managers (AM), and AdOps to find new customers, close business, and protect ad revenue for years after initial acquisition.

## WHAT WE ACCOMPLISH

- **UNCOVER** critical performance insights, campaign metrics, and market data through business intelligence to further guide decisions for you and your customers.
- **SCALE** your operation with a flexible, turnkey organization that decreases customer acquisition cost (CAC) and grows your existing base.
- **ACCELERATE** pipeline with SDR and AM teams, powered by proven prospecting and upsell/cross-sell methodologies.



Scale operations, build revenue, and increase customer lifetime value



MarketStar specializes in providing flexible sales orgs that align and integrate with the needs of your existing ads business model. We build new or implement the existing go-to-market (GTM) strategies you have in place.

- Seasoned and skilled management that gives you leadership, expertise, coaching, and guidance from day one.
- Operational governance that uses proven, yet flexible processes, data science, and ongoing performance data to refine and evolve your business.
- Specialized sales and ad operations talent that is certified in GTM strategy, sales acumen, and aligns seamlessly with your brand.

Our contracted model allows you to quickly scale up or scale down across global markets in any segment and industry.

- **Client Acquisition** – Sales reps identify and close new customers through prospecting
- **Account Management** – Regularly engage your B2B & agency accounts to increase ad revenue
- **Ad Operations** – Accelerate opportunity creation while providing customers with campaign recommendations and high return on ad spend (ROAS).



## Dedicated Resources in the Markets You Need Most

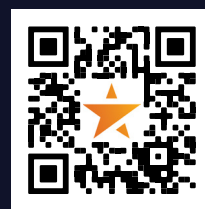
Creating Growth for 35 years

### THE MARKETSTAR WAY

We have been building sales teams for many of the world's leading brands for 35 years. With decades of process design experience, global scalability, industry-leading sales leadership, and favorable cost structures, outsourcing through MarketStar will help you find new customers, close new business, and grow existing accounts.

We are dedicated to achieving revenue goals for our growth-minded clients. Our ability to recruit, scale, and retain talent is unmatched in our industry, and every team is custom-built to match your individual business needs. We are completely integrated with your internal resources and supported by our own in-house expertise.

Simply put, we do a lot of heavy lifting to scale your business. We find and win new revenue and create growth through outsourced sales and sales operations teams that are cost-efficient, focused on creating growth, and hitting targets.



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