Revenue Growth Strategies

1. Optimizing Passive Revenue & Programmatic -> launching WaPo Zeus Performance platform
2. Realigning AE Comp to “the right kind of sale” and Goal Attainment
3. Category Focus: Education, Home Improvement, Health
4. Prospecting – Refocus on training on tools
Revenue Growth Strategies

5. Omne (Digital Agency) Launch - AE training on Results, Reporting, and ROI

6. New Revenue Opportunities – Town Hall Meetings, Virtual Event Series, Email

7. Membership Effort – DTC, e-commerce, deals, sponsorship