



Standardized sales processes and enabled real-time reporting with HubSpot.

Katz Media is a national leader in advertising solutions across radio and TV, connecting media companies with top advertisers.

1,000+
Employees

NAM
Location



Why HubSpot + digital^{J2}

Katz Media chose HubSpot and digitalJ2 to modernize sales operations, automate outreach, and deliver real-time insights with scalable, data-driven workflows.

Challenge

Outdated sales processes and reporting through spreadsheets, limiting data accuracy and scalability.

Solution

Implemented HubSpot to enforce consistent sales processes, automate outreach, and enable real-time reporting dashboards for leadership.

Previous Platform

↳ Spreadsheets

Hubs

- 🎯 HubSpot CRM
- ⚡ HubSpot Marketing Hub Pro
- 📈 HubSpot Sales Hub Enterprise

100%

Consistent sales workflows

100%

Live sales reporting dashboards

100%

Better pipeline forecasting