



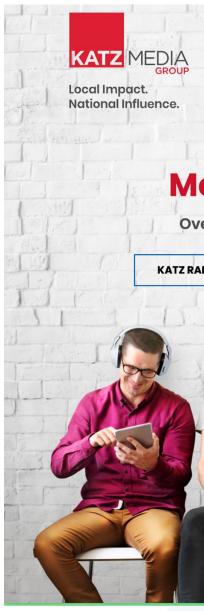
Standardized sales processes and enabled real-time reporting with HubSpot.

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

1,000+ Employees







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The Nation's Largest Media Representation Company.

Over 3,500 Radio Stations. 400 TV Stations. 275,000,000 Consumers.



Why HubSpit + digital¹²

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Outdated sales processes and reporting through spreadsheets, limiting data accuracy and scalability.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

100% Consistent sales workflows

100%

Live sales reporting dashboards

100% Better pipeline forecasting



Previous Platform > Spreadsheets

Hubs

- HubSpot CRM
- 🕑 HubSpot Marketing Hub Pro
- HubSpot Sales Hub Enterprise