



Waymark®

PERFORMANCE CASE STUDY

Driving SMB Sales

How Spectrum Reach used instant AI video to multiply local direct sales.

PERFORMANCE CASE STUDY

How Spectrum Reach won \$27+ million in local advertising sales

Together, Spectrum Reach and Waymark are bringing accessible video ads to businesses of all sizes, and scaling ad revenue along the way.

⁰¹ 6,737+ completed projects

Spectrum Reach and its clients used Waymark's AI to boost operations across the board, producing nearly 7,000 rendered commercial projects.

⁰² \$27,000,000+ in ad revenue

In 2023, Spectrum Reach's partners ran over \$27,000,000 in ad campaigns made possible by AI-generated video creative.

⁰³ \$4,000 supported per project

In 2023, Spectrum Reach's team leveraged Waymark's AI to generate fast and affordable content for clients. This helped them generate an average of \$4,000 ad dollars per Waymark video.

⁰⁴ 138% YOY Growth

With Waymark's ongoing enhancements, Spectrum Reach's sales team grew their AI-supported campaign volume by over 100%.