

Training:
High-Level Agency Overview

May 2026

Learning Objectives

General:

01 EDGE is a full-service media agency under Learfield, focused on three core verticals

02 The agency runs n four core teams

03 The Partner Success team works within a POD structure

04 EDGE’s core values are Innovation, Service, and Performance

Specific to Trainee Role:

01

02

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Agenda Slide

01 Agency Overview

02 Org Charts

03 POD Management Structure

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01

Introducing EDGE



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EDGE

POWERED BY LEARFIELD

EDGE is a marketing and media solutions company powered by Learfield's innovative technology and fueled by a data set of more than 100 million US consumers.

Our Core Values

01

INNOVATION

We continuously push the boundaries of creativity and technology, ensuring that innovation remains at the heart of everything we do.

02

SERVICE

Our commitment to exceptional service is unwavering, as we strive to exceed client expectations and build lasting partnerships.

03

PERFORMANCE

By setting high standards and accepting full accountability, we consistently deliver outstanding performance that drives success for our clients.

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20+ Years of Media Expertise

MEDIA STRATEGY + PLANNING

Market Research & Analysis; Audience Segmentation; Planning and Buying; Management and Optimization

MEASUREMENT + ANALYTICS

Dashboard Development; Attribution Modeling; Multivariate Testing; Predictive Analytics

CREATIVE SERVICES

Content Strategy and Multimedia Production

$60MM Annual Billings

35 Managed Service Clients

5000+ Annual Campaigns

50 Employees



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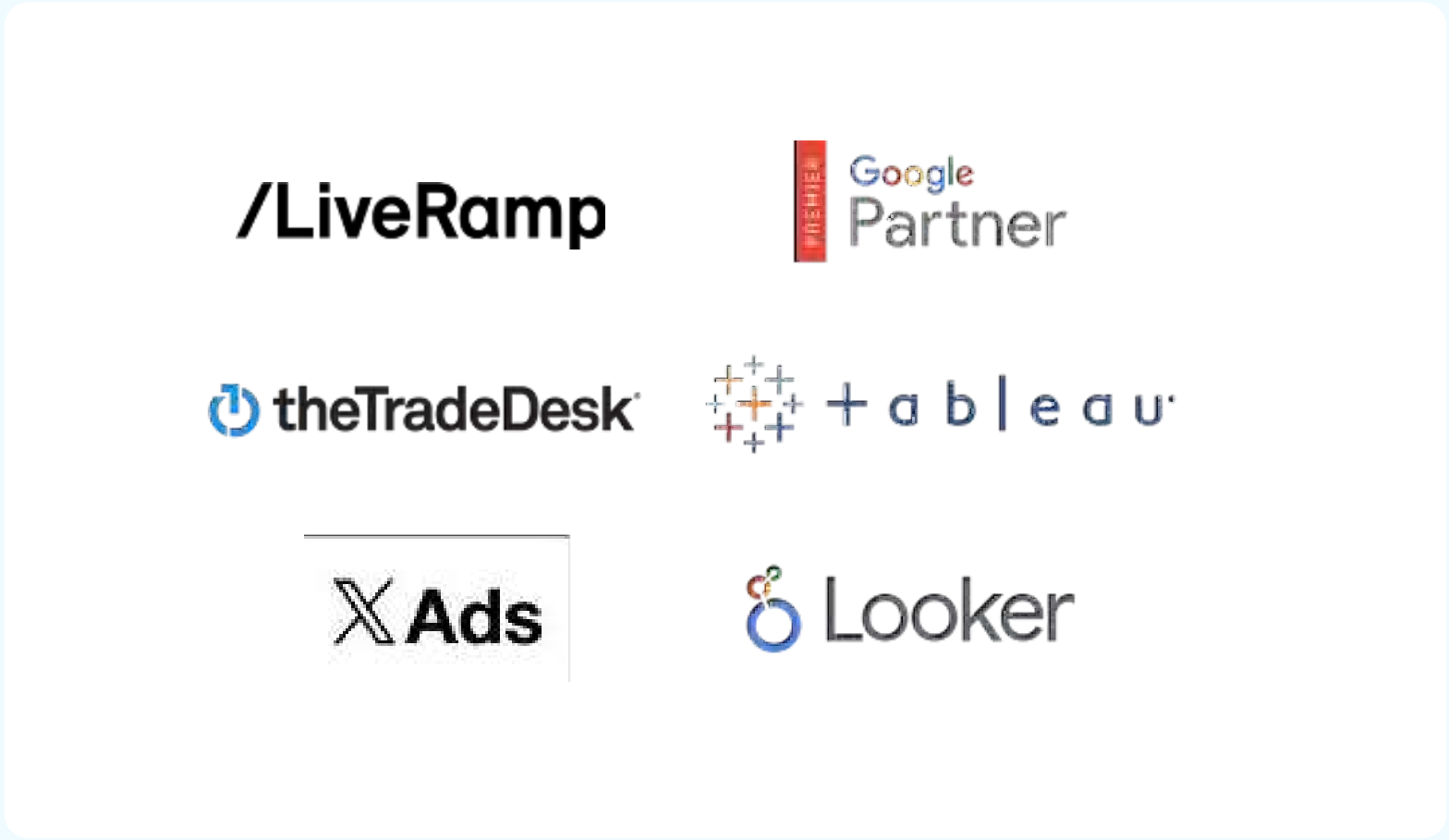
CONSUMER
BRANDS


ARTS &
ENTERTAINMENT


UNIVERSITY ADMISSIONS
& COLLEGE SPORTS

Seamlessly Integrated Tech-Stack



The EDGE technology stack integrates its proprietary targeting technology with world-class partners including Google, the Trade Desk, X Ads, Azure, and Tableau, and includes advanced AI functionality to optimize segmentation and performance.

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02

Core Teams & Org Structure



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Agency Structure: Key Teams & Functions



MEDIA ACTIVATION

- End-to-end in-house activation and reporting for Display, Video, Social, Search & Traditional media spend (including Fan365).



PARTNER SUCCESS

- Laser-focused on driving our clients' business and the agency's business in a mutually beneficial direction.



OPERATIONS, CREATIVE & FINANCE

- Management of internal systems, platforms and processes related to activation, creative services, account management & invoicing, contracts, etc.



BIZ DEV & MARKETING

- Develop new Agency business and support strategic opportunities to grow overall Learfield digital revenue via digital sponsorship & agency services ideation.

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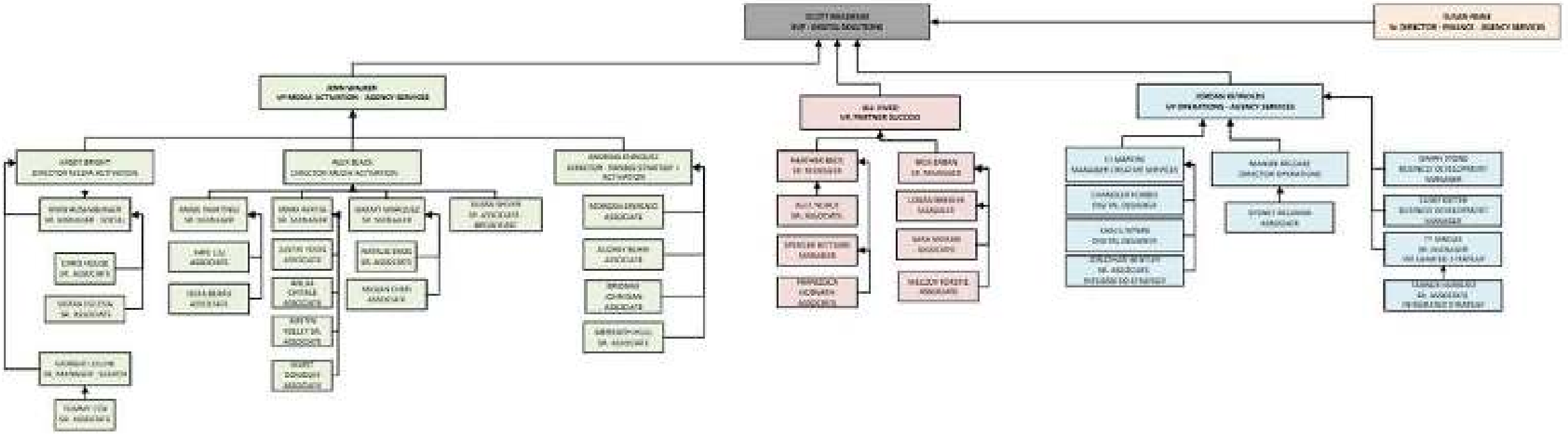
Agency Structure



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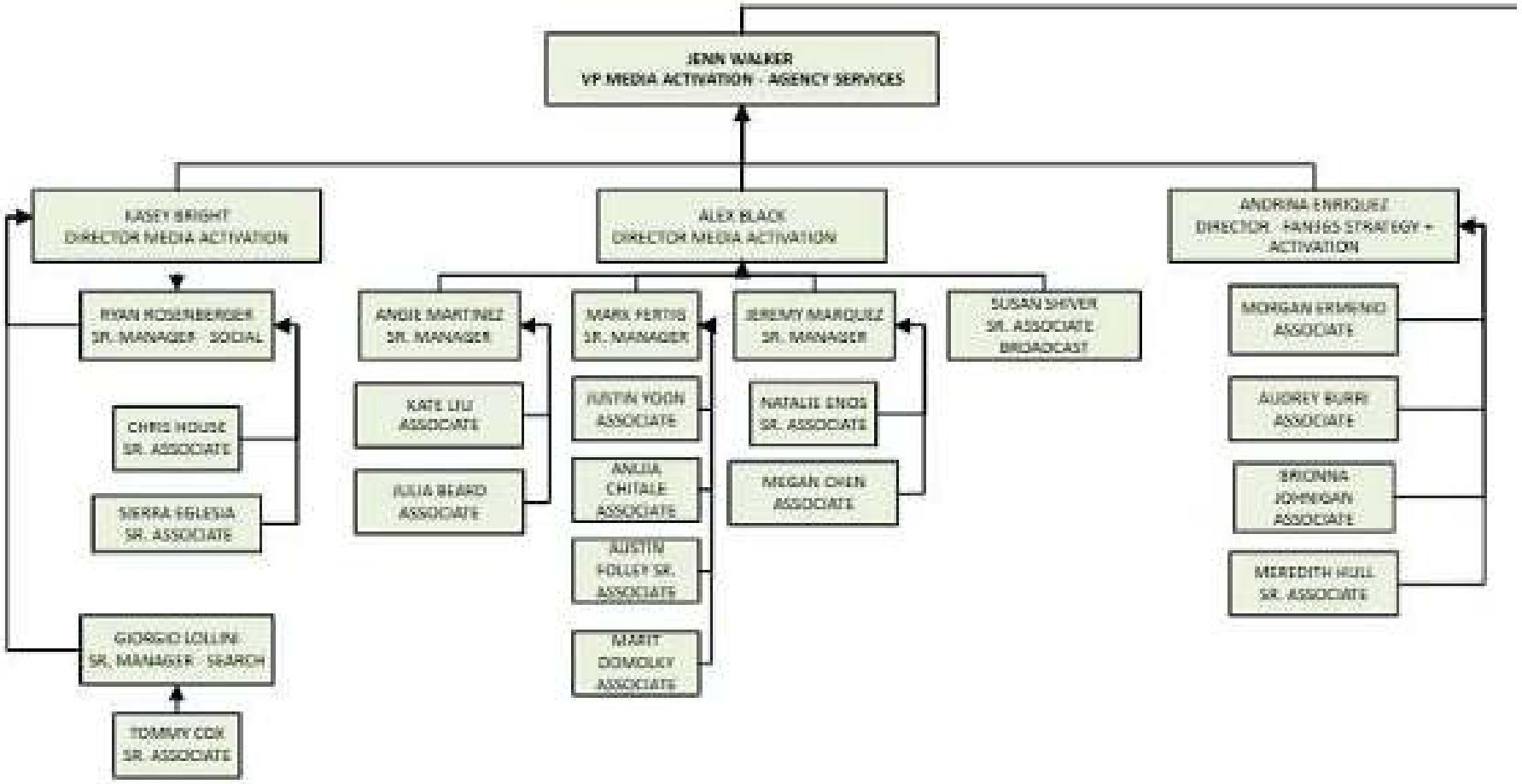
Agency Structure: Media Activation



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03

Coordinated Account Strategy

POD-STYLE STRUCTURE ENABLES CLOSE COLLABORATION BETWEEN PARTNER SUCCESS & MEDIA ACTIVATION TEAMS.



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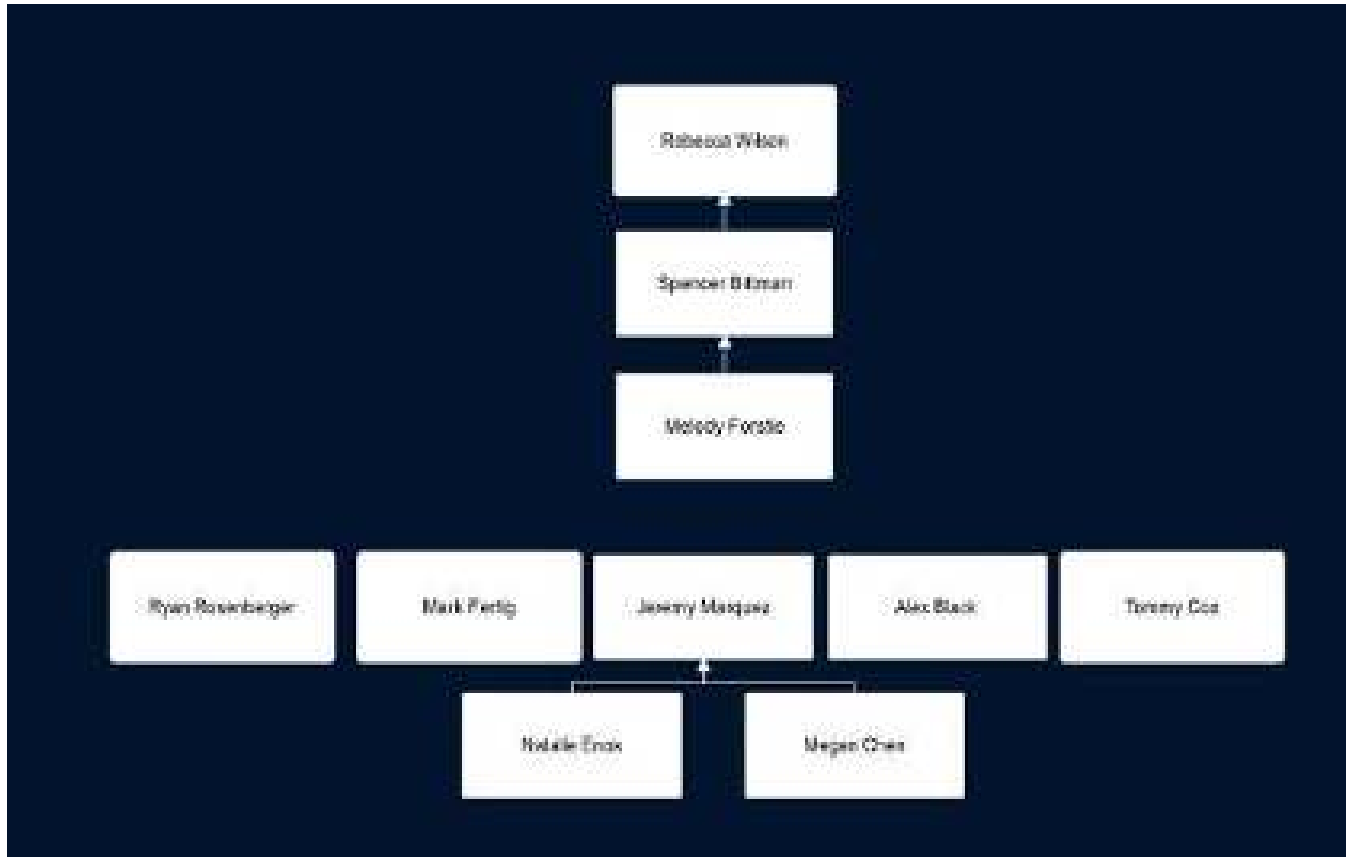
POD 1



UC DAVIS GRADUATE SCHOOL OF MANAGEMENT

LYNN UNIVERSITY

ZACH THEATRE

BROADWAY SAC

SFJAZZ

SHUBERT THEATRE

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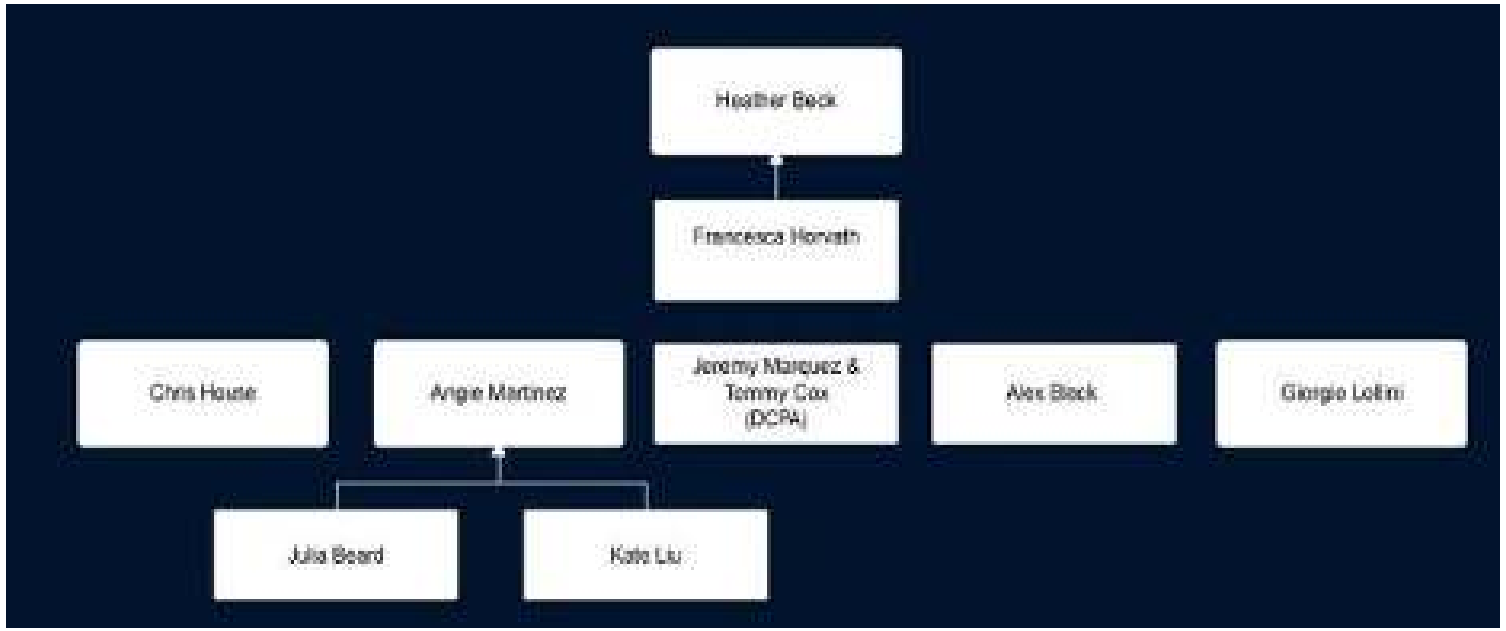
POD 2



FELD - RINGLING

5th AVE

DENVER CENTER

PEACE CENTER

SFMOMA

SEATTLE OPERA

STELLA ADLER

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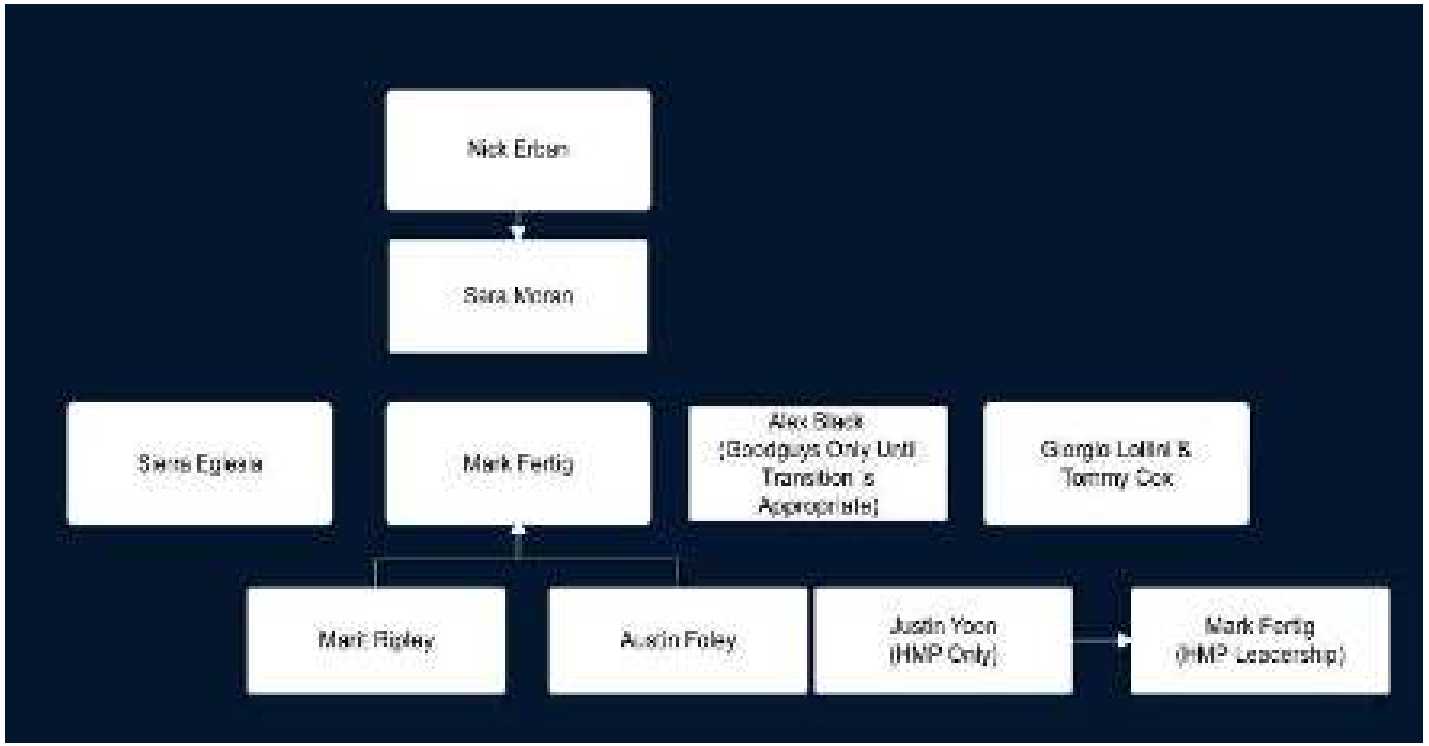
POD 3



DFN

HUB MARKETING PLANS

GOODGUYS

JAZZ CRUISES

OREGON STATE UNIVERSITY

PALACE THEATER

STATE THEATER NJ

TACOMA ARTS LIVE

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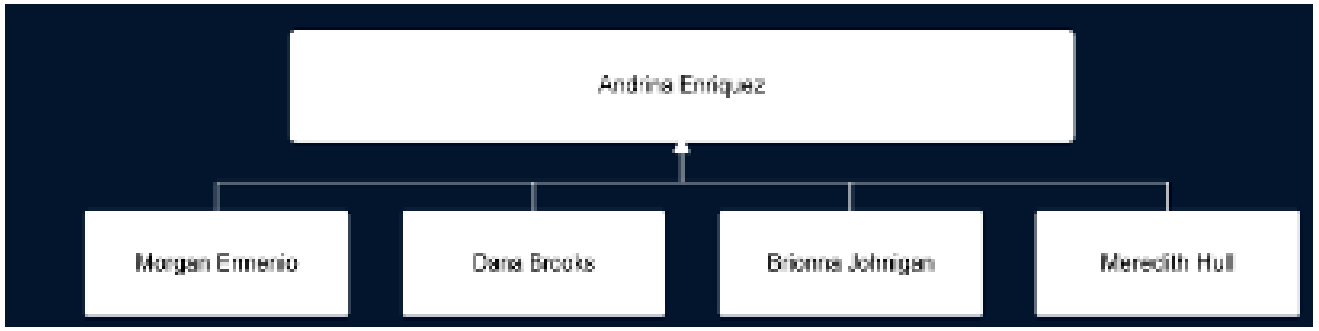
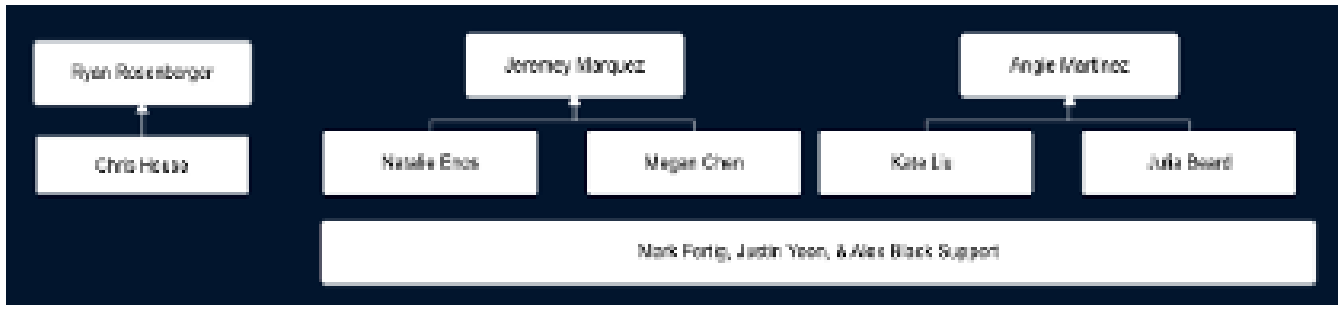
FAN365 Activation Support

SPORTS PROPERTIES-FACING ACTIVATION STRATEGY TEAM



LOCAL MEDIA ACTIVATION



NATIONAL MEDIA ACTIVATION



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Thank **You**