



*"Using Wideo, we achieved a **12X increase in ROI** after just a few days."*



Bridget Sibthorp-Moecker, **Regional Digital Director at Lee Enterprises**

12X
Higher ROI

Challenge

Producing client video was a time-consuming process with the online tools that Lee Enterprises was using before they found Wideo. Another major problem they faced was the quality of video designs.

Solution

Lee Enterprises uses Wideo to produce classified video ads for their client websites that inform readers and make the websites more visual. Wideo's ease of use allows Lee Enterprises to create more quality videos in less time. "With time we save, we can focus on creating more videos to increase our revenue," says Bridget Sibthorp-Moecker, Regional Digital Director at Lee Enterprises.

Results

Thanks to Wideo, Lee Enterprises has streamlined the video production process and is able to add to the value of their client projects. As a result, they've generated a 12X increase in ROI!

Company

Lee Enterprises is a leading provider of local news, information, and advertising.

<http://lee.net/>

Category

Media company

Headquarters

Davenport, Iowa

Wideos

[Classified ad for Richland Community College](#)

[Classified ad for Heritage Health](#)