

KEY STATS

- ✘ 10+ years experience building successful online acquisition strategies
- ✘ Diverse category experience across online retail, subscription, lead gen, financial services, and much more
- ✘ Multi-disciplined expertise in affiliate, search, display, creative, mobile, and social
- ✘ Innovative approaches help our clients stay ahead of the curve and stand out from the crowd

DIFFERENTIATORS

We don't look at ourselves as just an agency running your marketing campaigns. We are an extension of your team.

- ✘ We are extremely results oriented. Your goals are our goals.
- ✘ We offer insights to help your overall business, not just the marketing channels we're managing.
- ✘ We use your products.
- ✘ We take pride in understanding the true goal of the channel, and your business.
- ✘ We take a team based approach in day to day management and strategic development. Hey, two minds, three minds, four minds (you get the point) are better than one.
- ✘ We balance innovation with the basics to get the best results.
- ✘ We drive only the highest quality of traffic by using proven strategies to generate conversions.
- ✘ We are an extension to your team and take accountability as such.

CAPABILITIES

Our approach starts with a deep dive learning phase.

- ✘ **Q&A** – we take time to better understand your goals and objectives.
- ✘ **Strategy** - key strategic areas are identified and prioritized with client input.
- ✘ **Data** – we can't go forward without looking back. We analyze past performance of relevant marketing channels to determine the best approach.
- ✘ **Anomalies** – we locate them and dig into why they occurred.
- ✘ **Best Practices** - current strategies are reviewed against our proprietary best practices and industry standards.
- ✘ **Competitors** – we research competitor strategies, find strengths and weaknesses, and help our clients become leaders.
- ✘ **Market** – we identify how client's play into their respective markets. Strengths, weaknesses, opportunities, and threats are identified and considered when developing strategy.
- ✘ **Performance Review** - benchmarks against the industry and historic performance are established and reviews scheduled.