



amsive

The performance marketing agency
obsessed with your growth.

AMSIVE CONFIDENTIAL INFORMATION

A crowd of people is silhouetted against a background of vibrant, out-of-focus bokeh lights in shades of purple, blue, and pink. One person in the foreground is holding up a smartphone to capture a photo or video of the scene.

Unlock audiences.
Amplify results.

amsive



Big-picture thinkers.

Multichannel, integrated marketing strategies optimized for long-term customer value – all executed under one roof

Specialized experts.

Passionate, talented channel and vertical experts with hands-on execution expertise

Data pioneers.

More data, with unrivaled customer insight solutions and advanced measurement capabilities

amsive

With resources to power
high-velocity growth

backed by



750M+

direct mail pieces per year

\$300M+

digital media dollars under management



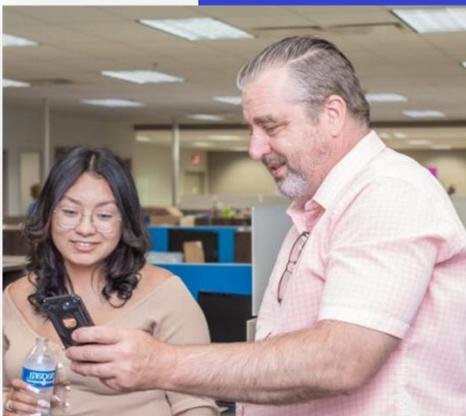
A culture of curiosity & collaboration.



700+
EMPLOYEES

8
LOCATIONS

4+
DECADES OF EXPERTISE



amsive

Powerful publisher and platform partners
that deliver results.



Best-in-class data protection
and the highest privacy standards.



Pioneering thought leaders.

Insightful news contributors, transformative educators,
visionary keynote speakers.

AdAge

Search Engine Land

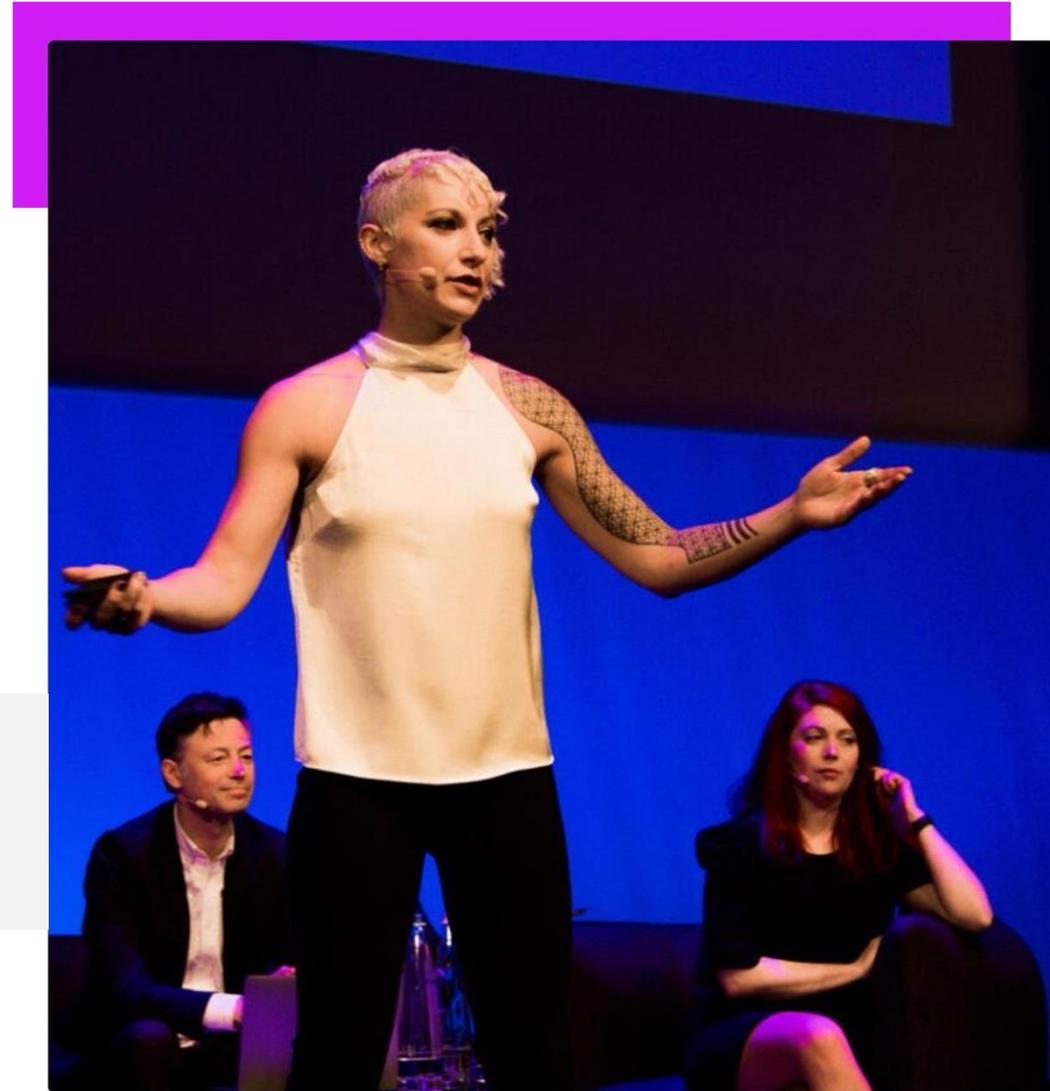
WIRED

The New York Times



Baruch
COLLEGE

Ucla



Raising the bar for your results.

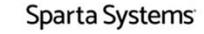
We combine human ingenuity and data insights to deliver exceptional results for every client.



FORRESTER®

"The next tier of database marketing companies"

Diverse experience, consistent success.

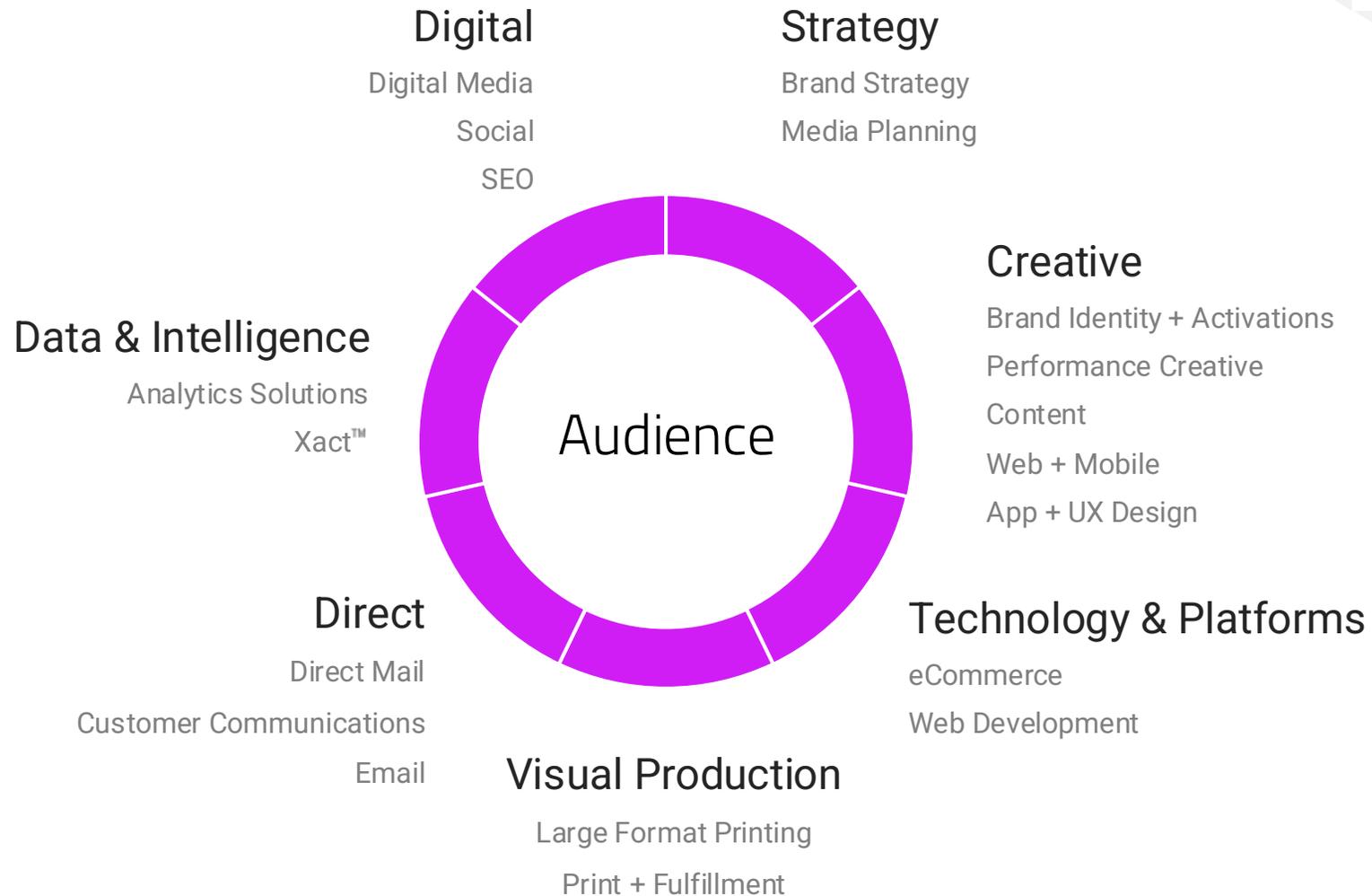


With deep expertise in healthcare marketing.

Unlocking audiences and powering growth for healthcare brands looking to scale with privacy-first audience strategies.



Full-service marketing centered on **your best audience.**





Audience Science

Understanding people, intent and behavior

Bringing to life an ever-evolving approach

Unlock your audience's potential.

The Audience Science™ marketing approach

Customer Intelligence

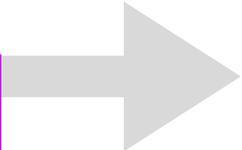
Our Xact™ data platform and first-party data support better audience planning to find your next best customers

Audience Development

Tailored custom audiences, actionable segmentation, powerful channel and creative planning, and better forecasting

Measurement Solutions

Ceaselessly optimize with scenarios, modeling, analysis, and reporting to maximize spend efficiency and results



Our Xact™ Agency Data Platform

Unrivaled consumer intelligence

250M

US ADULTS

Core demographic and firmographic data

4,000

OFFLINE DATA POINTS

Real world information including income, education, and more

70,000

ONLINE DATA VARIABLES

Real-time variables of behavioral and online activity

400+

ONLINE DATA AGGREGATORS

Supplying detailed customer engagement datapoints

amsive

Expansive analytics + measurement capabilities.

Enabling clear-eyed
optimization with a true
measure of performance

Segmentation	Predictive Modeling	AI + Machine Learning	Marketing Mix Modeling	Scenario Planning
Data Infrastructure	Analytics	Lift Analysis	Incrementality	Quadrant Analysis
Digital Matchback	Multitouch Attribution	Lifetime Value Modeling	Geographic Mapping	Custom Analytics
Dashboard Reporting	Data Security	Performance Enhancement	Conversion Attribution	Lead Scoring

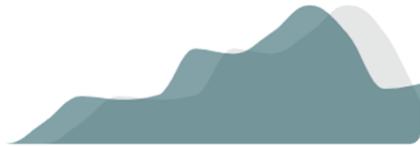
On-demand access to real-time data

- Uniquely tailored to each client based on key KPI's (conversions, engagements, CTRs, etc.)
- Campaign, Channel & Creative Segmentation
- Incrementality & Mix



PERFORMANCE OVERVIEW

MEDIA SPEND
\$177,633.17



IMPRESSIONS
6,068,031



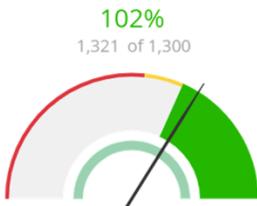
CLICKS
30,518



CTR
0.50\$



LEADS



ENROLLMENTS

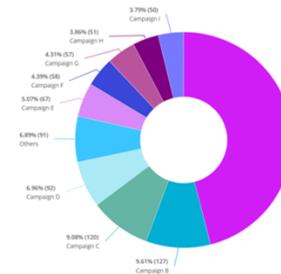


TRENDING

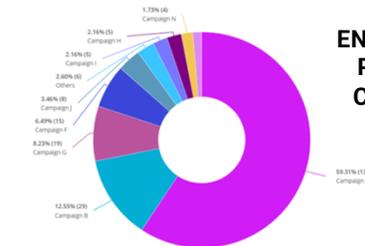


CAMPAIGN BREAKDOWN

TOP 10 LEAD PRODUCING CAMPAIGNS

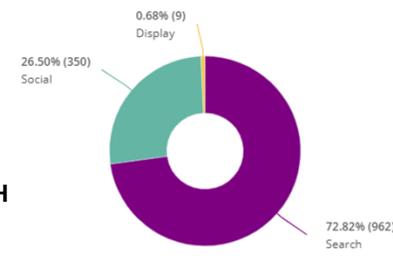


TOP 10 ENROLLMENT PRODUCING CAMPAIGNS

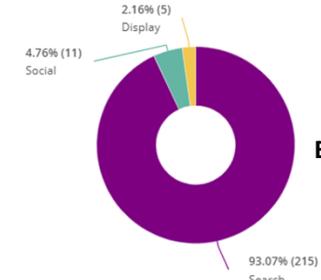


CHANNEL BREAKDOWN

LEADS BY LAST TOUCH CHANNEL



ENROLLMENTS BY LAST TOUCH CHANNEL



data-driven strategies
groundbreaking audience insights

relentless ideation

integrated channel planning

We're your partner for amplified growth.

cross-channel optimization

fee transparency

long-term partnerships

responsive collaboration

unrivaled data security

Thank you.

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