



AGENCY

KEY FEATURES

Agencies serve their clients: the BRAND

With specialized industry knowledge and expertise, agencies excel in creating and managing tailored advertising campaigns for each client using a highly customized and data-driven approach. Agencies advocate for their brand's needs, aligning the brand's goals and targets with their own.

What new advertisers can expect

- Expertise and resources for high-quality results
- Identifies best content, manages reporting, and handles payment
- Favorable advertising contracts and brand protection
- Updated with industry changes and trends

What experienced advertisers can expect

- Scaling and optimized ad campaigns
- Management of multiple ad campaigns simultaneously
- Risk management with hands on brand standard management and safe guarding against brand misrepresentation

Brand Benefits

- Customized Campaigns
- Cross Network Opportunities
- Specialized Industry Knowledge
- Performance Tracking & Optimization
- Cost Effectiveness

Typical Services & Support

- Media Planning
- Negotiations
- Copywriting
- Payment Processing
- Scheduling
- Reporting
- Invoicing
- Make Goods