Our mission is to drive digital investment that produces **profitable customer growth** for our clients.

CREATIVE DESIGN TO BRAND EQUITY

We look at historical performance and create a **customized investment strategy that will drive customer growth, short and long term**.

We grab quick wins with amazingly targeted search campaigns while building your brand's reach in display and paid social for **longer term momentum** and **expanded qualified audience reach**.

Display Advertising

Social

Digital Strategy

Creative Strategy

FOUND SEARCH MARKETING

SEM

CRO

Analytics & Reporting

Design

PAID MEDIA MANAGEMENT

PAID MEDIA CHANNELS

✔ Paid Search
• Google
• Microsoft

✔ Programmatic Display
• Microsoft
• Verizon

✔ Paid Social
• Facebook
• LinkedIn
• Instagram
• Snapchat
• Pinterest
• Quora

✔ Affiliates
• Quinstreet
• Higher Education
• Education Dynamics
• Optimal

CAMPAIGN MANAGEMENT APPROACH

✔ Conversion Rate Optimization
✔ A/B and Multi-variate Testing
✔ Design + Development
✔ Message Strategy + Creation + Testing
✔ Custom Lead Posting Implementation
✔ Constant Campaign Optimization

DIGITAL STRATEGY

PERFORMANCE MEDIA + DIGITAL ROADMAPPING

✔ Media mix allocation based on expected lead volume + downstream conversion rate
✔ Attribution modeling via extensive analytics tagging + tracking
✔ Messaging and call-to-action review + optimization at each level of the research/buying process

CUSTOMER JOURNEY MAPPING

✔ Big Picture Recommendations
✔ CRM Integration
✔ CRM Implementation
✔ ROI Measurement
✔ Marketing Tech Stack Analysis
✔ Analysis + Recommendations

DATA MANAGEMENT

ANALYTICS + RESEARCH + AUDITS

✔ Google Analytics 360 + Tag Manager
✔ Adobe Analytics
✔ Tealium Tag Manager
✔ KPI Development
✔ Downstream Data Integration

✔ Forecasting
✔ Channel Mix + Budget Optimization
✔ Analytics Audits + Implementation
✔ Advanced E-commerce Integration

FoundSM was **founded by former Google Ads originals**. We have **over 18 years of digital marketing experience** and a **95% client retention rate**.

HOW WE WORK:

1 **ABSORB:**
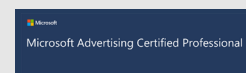Set goals and build your unique strategy.

2 **IMPLEMENT:**
Go-live to produce quick wins and optimize as data and feedback start to flow.

3 **INFORM:**
Test and iterate as your campaign matures using performance data to make adjustments.

OUR CERTIFICATIONS

Google Partner

Google Marketing Platform Certified

UNBOUNCE AGENCY PARTNER

Facebook Marketing Partner

Microsoft Advertising Certified Professional

amazonadvertising Sponsored Ads Accreditation

OUR TECH STACK

Google Ads

Microsoft | Advertising

Google Data Studio

Google Sheets

facebook.

twitter

Linked in

Google Analytics

Google BigQuery

Instagram

verizon media

YouTube

Kenshoo

seoClarity

AdLabs

Pinterest

snapchat

Quora

Adobe Analytics

THE SEARCH MONITOR

BRIGHTEDGE

semrush