



Mavern Marketing



## WHAT MAKES US DIFFERENT

We pride ourselves in understanding how your entire digital marketing program drives results, optimizing across platforms to ensure optimal ROI.

### PARTNERSHIP

Choosing your agency partnership is a very important decision that can make or break your business. We pride ourselves in offering the best marriage of cutting-edge ad technology and expert-level team members who understand your goals to deliver the right results.

Our team has extensive experience making campaign recommendations, optimizations and managing campaign performance.

- We do not serve ads between midnight and 5am, unless specifically requested to. This ensures we are not wasting budget and impressions.
- Our campaigns are focused on Quantcast 5000 sites to ensure reputable traffic.
- We guarantee a 0.1% CTR on regular display campaigns.
- Our campaign managers are financially incentivized by our quality assurance and CTR guarantee.
- The campaign management team keeps a manageable volume to ensure a high focus on all campaigns.

### HOW WE SUCCEED

#### Team

Our team of certified professionals specializes in managing local, regional and national digital marketing campaigns designed to drive maximum ROI.

#### Technology

By leveraging best-in-class technology and proprietary software our team is able to deliver unparalleled reach, frequency, brand safety, transparency and optimization for all of our campaigns.

#### Omnichannel

We combine all major digital platforms to maximize reach and results, allowing our partners to spend more time on other parts of their business.

#### Performance Guarantee

Because we know our process, planning, inventory quality, and execution are second to none we guarantee at least a .1% CTR\* on ordered display ad impressions. That's almost 2x the national average, according to Think With Google.

\*Performance guarantee applies to the Basic, Competitive, and Dominant blend products ordered with a campaign duration of 30 days or more.