



Banks and Google's Generative AI Algorithm

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**ABA
Bank Marketing
Conference**

October 6-8, 2024

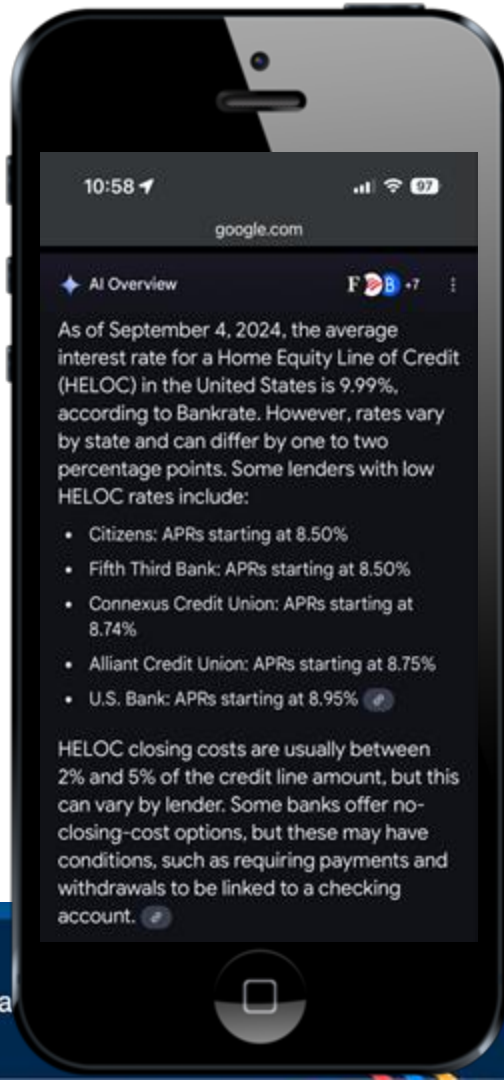
aba.com/BMC

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strategy. performance. results.



American
Bankers
Association.

Google's Generative AI Search Results



Generative AI


AI
Overviews



AI Overviews

Not Being Captured in Google Console unless user clicks on your link within AI Overview.

JUST IN: Will include paid ads.

80%



30%

What Is AI Overviews?



AI Overviews is a Google Search feature that summarizes search results into short paragraphs and provides links to additional resources. The feature uses Google's large language model (LLM), Gemini, to generate answers and is intended to help users find information quickly.

◆ AI Overview

[Learn more](#)

A premium checking account offers additional benefits and features compared to a standard checking account, but typically requires meeting certain conditions to qualify. These conditions may include:

Minimum balance requirements

To avoid fees or earn interest, account holders may need to maintain a minimum balance of \$10,000 to \$15,000.

Combining balances

Some banks allow account holders to combine balances from eligible deposit and investment accounts to reach the minimum balance requirement.

[Show more](#)**Pros and Cons of a Premium Checking Account - Experian**

Sep 28, 2023 — September 28, 2023 • 4 min read. By LaToya Irby. Quick Answer. Premium checking accounts offer a variety...

Experian

What Is a Premium Checking Account? - SoFi

Premium checking accounts offer benefits such as higher interest rates, waived fees, and dedicated customer service...

A premium checking account offers additional benefits and features beyond that of other checking account types, typically with higher minimum balance requirements and other conditions. Premium checking account holders may be granted special access and discounts on other banking products and services.



Chase Bank

<https://www.chase.com> Banking basics**What is a Premium Checking Account? - Chase Bank**

Sponsored



CIT
<https://www.cit.com>

CIT Bank Platinum Savings

Get More From Your Savings — CIT Bank Platinum Savings is up to 4.85% APY* on Balances of \$5,000 or More. Member FDIC. Platinum Savings is CIT Bank's Newest Way to Save. Two Tiers to Support Your...

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Chase Bank
<https://account.chase.com>

\$300 Chase Checking Offer

Chase Total Checking® Account — New Checking Customers Get \$300. Open Chase Total Checking® w/Qual. Activities Member FDIC. More than 4,700 branches. Online & mobile banking. Access to 15,000 ATMs.

Sponsored



firstbanktexas.com
<https://www.firstbanktexas.com> > checking > promotion

FirstBank & Trust | Tailored Premium Banking

Earn a cash bonus of \$650* when you open a Platinum Checking Account. Enjoy a cash bonus when you open a Platinum Checking Account.

Sponsored



NerdWallet
<https://www.nerdwallet.com>

Compare Checking Accounts

Standout 2024 Checking Account — Banking Checking Accounts With A Variety Of Promotional Offers. Review & Compare Options.

AI Overview

[Learn more](#)

Premium checking accounts offer additional benefits and features compared to standard checking accounts, but they often have higher minimum balance requirements or monthly maintenance fees. Some benefits of premium checking accounts include:

- **No fees:** No monthly fees, no wire transfer fees, or no ATM fees
- **Higher rates:** Higher interest rates on checking balances, higher rates on savings accounts, and higher rates on CDs and other investments
- **Discounts:** Discounted foreign exchange rates, lower rates on loans, and discounted rates on lending products
- **Rewards:** Boosted credit card rewards, rewards boosts or bonuses on debit card or credit card spending
- **Priority service:** Priority phone service or dedicated customer service
- **Free checks:** Free checks and other products
- **Relationship benefits:** Added perks for customers with multiple financial accounts through the same bank
- **Travel insurance:** Travel insurance and breakdown cover

The benefits of a premium checking account vary by bank and may fluctuate based on the average account balance each month.

Best premium checking accounts in September 2024 - CNN

Apr 5, 2024 — Highlighting premium banking services
Banks entice premium checking account holders with...

 CNN

Gone are the days of only Blue Links

- ↑ Zero-Click Searches
- ↓ Website Traffic
- ↑ Website Traffic Quality
- ↑ Question based Searches

Activated AI Overview Searches

Certain searches are more likely to trigger AI Overviews such as:

- Complex queries
- Question based queries
- Broad, multi-intent queries often result in AI Overviews



Raise your hand if..

- You have noticed AI Overviews in Search
- You have noticed more of “People also Ask”
- You have noticed Reddit
- Your site has been negatively impacted by these changes

Sponsored



besthomeequityloan.com
<https://www.besthomeequityloan.com>

4.6% 4.9 APR Home Equity Loan - as of Sep 11, 2024

Home Equity Rates and Payments as of 9/11/2024. The Best Home Equity Loan Lenders. View Rates. Calculate the best home equity...

Sponsored



Best Money
<https://www.bestmoney.com/bestlenders/top10>

10 Best Home Equity Loans 2024 - Fixed Rates As Low As 5%

Find The Best Home Equity Loan Rates. Best Home Equity Loans Reviewed By Industry Experts!

\$200,000 Mortgage Balance - \$40K - Your HELOC Loan Amount - More ▾

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Rocket Mortgage
<https://launchpad.rocketmortgage.com/fixed-rate-loan/calculator>

Online Loan Rates Calculator

Calculate Your Loan Payment — Easily Calculate Your Loan Payments In Your State. Try Rocket Mortgage Calculator! Find...

Sponsored



Quicken Loans®
<https://www.quickenloans.com>

Skip the HELOC and Do This - Get Cash without Refinancing

See If You Can Get a HELOC and Keep Your Current Rate. Calculate an Amount with a Lender.

SERP

Search Engine Results Page


Sponsored

 **besthomeequityloan.com**
<https://www.besthomeequityloan.com>

4.6% 4.9 APR Home Equity Loan - as of Sep 11, 2024

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Sponsored


 **Best Money**
<https://www.bestmoney.com/bestlenders/top10>

10 Best Home Equity Loans 2024 - Fixed Rates As Low As 5%

Find The Best Home Equity Loan Rates. Best Home Equity Loans Reviewed By Industry Experts!

\$200,000 Mortgage Balance - \$40K - Your HELOC Loan Amount - More ▾

Sponsored

 **Rocket Mortgage**
<https://launchpad.rocketmortgage.com/loan-calculator>

Online Loan Rates Calculator

Calculate Your Loan Payment — Easily Calculate Your Loan Payments In Your State. Try Rocket Mortgage Calculator! Find...

Sponsored

 **Quicken Loans®**
<https://www.quickenloans.com>

Skip the HELOC and Do This - Get Cash without Refinancing

See If You Can Get a HELOC and Keep Your Current Rate. Calculate an Amount with a Lender.

Paid Search Ads

Also known as PPC (Pay-Per-Click) and SEM (Search Engine Marketing)

AI Overview

As of September 11, 2024, the average interest rates for home equity loans and lines of credit (HELOCs) are:

- Home equity loan: 8.52% average rate, with a range of 8.37%–9.49%
- 10-year fixed home equity loan: 8.61% average rate, with a range of 7.51%–9.52%
- 15-year fixed home equity loan: 8.57% average rate, with a range of 7.78%–10.11%
- HELOC: 9.99% average rate, with a range of 9.28%–12.66%

The exact rate you qualify for depends on your credit score, income, home equity, and other factors. Some lenders may have additional requirements.

Show more

Current Home Equity Interest Rates | Bankrate

Best Home Equity Loan Rates In June 2024 | Bankrate

Home Equity Loan Rates and Best Lenders - September 2024

Bankrate
<https://www.bankrate.com/home-equity/current-inter...>

Current Home Equity Interest Rates

As of September 11, 2024, the current average home equity loan interest rate is 8.49 percent. The current average HELOC interest rate is 9.25 percent.

- What are current home equity...
- Average home equity loan...

People also ask

- What is the current interest rate on a home equity loan?
- What is the monthly payment on a \$100,000 home equity loan?
- What is the monthly payment on a \$50,000 home equity loan?

AI Overview
Also known as Generative AI Recommendations

Organic Search
Also known SEO

People also ask

What is the current interest rate on a home equity loan? ^

What are current home equity interest rates?

LOAN TYPE	AVERAGE RATE	AVERAGE RATE RANGE
Home equity loan	8.52%	8.37% - 9.49%
10-year fixed home equity loan	8.61%	7.51% - 9.52%
15-year fixed home equity loan	8.57%	7.78% - 10.11%
HELOC	9.99%	9.28% - 12.66%



Bankrate

<https://www.bankrate.com/home-equity/current-inter...>

Current Home Equity Interest Rates | Bankrate

Search for: What is the current interest rate on a home equity loan?

What is the monthly payment on a \$100,000 home equity loan? ^

Average 30-year home equity monthly payments


Loan amount	Monthly payment
\$25,000	\$168.43
\$50,000	\$328.46
\$100,000	\$656.93
\$150,000	\$985.39

People Also Ask


Organic Search

Discussions and forums

Is getting a HELOC a good idea?

 **Reddit** · r/personalfinance · 130+ comments · 5mo ago · ⋮

Do financially responsible people get HELOCs? If so, why?

 **Reddit** · r/personalfinance · 410+ comments · 6mo ago · ⋮

Is a HELOC considered a good debt?

 **Quora** · 1 answer · 11mo ago · ⋮

See more →

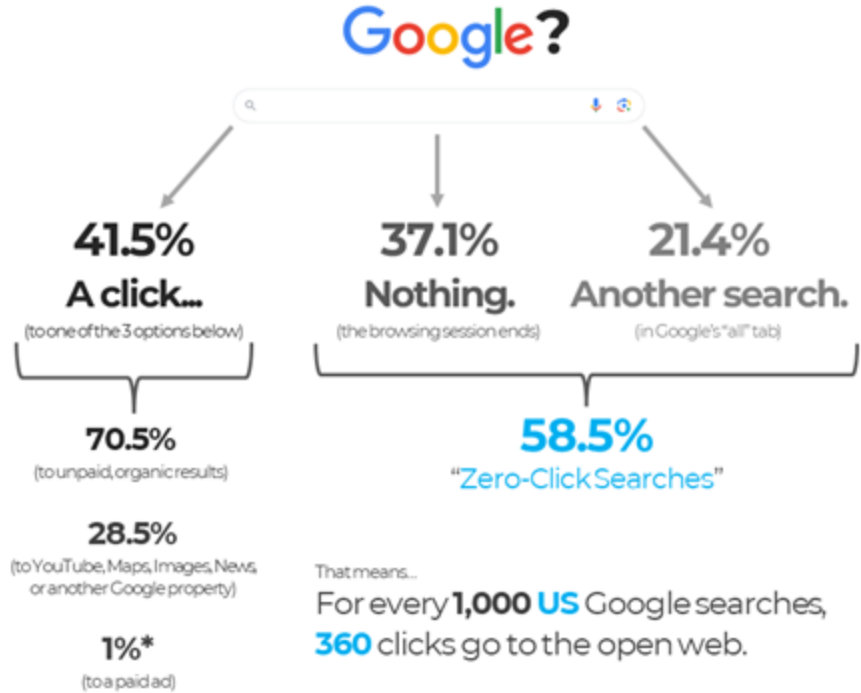
Reddit Integration

Google has partnered with Reddit to provide additional information on search query.

Zero Click Searches

A zero-click search is a search query that returns an answer to a user's question without requiring a click on a third-party website. Instead, the answer is displayed at the top of the search engine results page (SERP).

In 2024, what happens after **Americans** search



* Use of ad blockers may impact paid CTR calculations

Source: clickstream panel provided by **Datos**
A Techm Company

Assembled & analyzed by **SparkToro**

894,660 search quality tests

- The public **does not** know or have access to the testers.
- They are looking for: **Quality, Expertise, Authoritativeness and Trustworthiness of the content.**

We work with external [Search Quality Raters](#) to measure the quality of Search results on an ongoing basis. Raters assess how well content fulfills a search request, and evaluate the quality of results based on the expertise, authoritativeness, and trustworthiness of the content. These ratings do not directly impact ranking, but they do help us benchmark the quality of our results and make sure these meet a high bar all around the world.

Raters assess how well a website gives people who click on it what they are looking for, and evaluate the quality of results based on the expertise, authoritativeness, and trustworthiness of the content.

To ensure a consistent approach, we publish [Search Quality Rater Guidelines](#) to give these Raters guidance and examples for appropriate ratings. While evaluating the quality of results might sound simple, there are many tricky cases to think through, so this feedback is critical to ensuring we maintain high quality results for users.

<https://www.google.com/search/howsearchworks/how-search-works/rigorous-testing/>

What Are The Search Essentials?

Technical requirements: What Google needs from a web page to show it in Google Search.

Spam policies: The behaviors and tactics that can lead to lower ranking or being completely omitted from Google Search results.

Key best practices: The main things that can help improve how your site appears in Google Search results.

<https://developers.google.com/search/docs/essentials>

How Do You Show Up in AI Overviews?

The Search Essentials to show up in AI Overviews:

- Create helpful, reliable, people-first content.
- Use words that people would use to look for your content, and place those words in prominent locations on the page, such as the title and main heading of a page, and other descriptive locations such as alt text and link text.
- Make your links crawlable so that Google can find other pages on your site via the links on your page.

<https://developers.google.com/search/docs/essentials>

How Do You Show Up in AI Overviews?

- Tell people about your site. Be active in communities where you can tell like-minded people about your services and products that you mention on your site.
- If you have other content, such as images, videos, structured data, and JavaScript, make sure you're following those specific best practices so that we can understand those parts of your page too.
- Enhance how your site appears on Google Search by enabling features that make sense for your site.
- If you have content that shouldn't be found in search results or you want to opt out entirely, use the appropriate method for controlling how your content appears in Google Search.

<https://developers.google.com/search/docs/essentials>

How Do You Measure Success in AI Overviews?

There is **no separate reporting** for AI Overview search appearance.

Only if a **searcher clicks on a link in an AI Overview** will showcase in Google Search Console.

Google Is Pushing AI Overviews Because of Competitive Threats

OpenAI -- SearchGPT and ChatGPT are changing the way people find information

Social Media -- TikTok, Reddit, Instagram

Google can't be seen as falling behind



Key Takeaways

AI Overviews fundamentally changes Search--both Organic and Paid. What works today may not work in 3-6 months due to the ever evolving algorithms.

Key Takeaways

Question based searches will generate an AI Overview.

Key Takeaways

How are you doing in other channels?
Google is looking for signals to identify
you as an authoritative voice.

Social Media, Brand Awareness, Traffic to
Website, Backlinks, and of course,
authoritative content

Key Takeaways

Playing the algorithm correctly, you may overall see less traffic but the traffic you are generating will be more qualified.

Key Takeaways

Follow Guidelines in “The Search Essentials”

Technical Requirements & Spam Policies

Invest in LOCAL Directories

Create helpful, reliable, people-first content

Have your site active across channels: social & referrals

Use multimedia: images, video, structured data

Key Takeaways

**Transparent and
authoritative
content is a must**

Practical Approaches To Search In An Ever Changing Gen AI World

1. Make sure site **technical SEO** is flawless.
2. Write **content people want**. Make it high quality and helpful for the questions they have.
3. **Links**: Internally across your site and externally from quality websites.
4. Focus on your **brand reputation and awareness**. Build audiences on social media and in earned media and link back to your content.
5. Make your **local listings stand out**. Publish photos, pose and answer questions, link to your social, respond to reviews, add video. Map pack and local listing results are a hedge against potential traffic declines from AI Overviews.

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strategy. performance. results.

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501-773-2700

Case Study

Premium Checking

6 Month Performance Review

Challenge

Increase premium checking applications

Develop an online omnichannel campaign to drive product leads and measurable ROI.

Establish performance marketing reporting benchmarks, tracking and reporting.

Solution

Performance Marketing

- ✓ Paid Search
- ✓ Facebook & Instagram
- ✓ Doppio® Display
- ✓ Retargeting
- ✓ Connected TV

524%
Lift

Conversion Rate

13,350

Unique Pageviews

3,425

Conversions*

<\$12

Cost-Per-Lead

26%

Conversion Rate

With our campaign, we generated a 26% conversion rate. That is going from converting only 4 out of 100 people to 26 out of 100 people.

[2023 Finance Industry Performance Benchmarks](#) (Google) [2023 Finance Industry Performance Benchmarks](#) (Meta)

\$71.44 Cost-Per-Conversion for Search, \$84.10 Cost-Per-Conversion for Display

4.17% Conversion Rate for Search, 0.80% Conversion Rate for Display, 5.01% for Social Media

*Conversions refers to Application Starts, Form Fills, & Calls

Banks Near Me

Strategy & Execution

Objective: Rank higher for local searches, specifically “bank near me” terms.

Geographies: Bank branch locations + 10-mile radius in all markets; Google Business Profile locations

Audiences: High-intent users who are searching for a financial institution in their area

Tactics: Performance Max & Paid Search

Recommendations:

- Continue this tactic to help drive incremental application finishes
- Pull out branded searches and dedicate budget for these
 - Currently acting as an arm of a brand campaign
 - Bolster where organic may be losing out
- Overarching strategy in tandem with SGE/AI Overviews

Case Study

Banks Near Me

3 Month Performance Review

Challenge

Generate Local Awareness

Low Brand Awareness in Communities

Solution

Media Mixes

Develop an online marketing mix within a 5-mile radius around each location to drive in-store traffic. The campaign also incorporates a brand awareness strategy to strengthen local engagement and community presence.

The campaign successfully generated 7,657 in-store visits, along with 13 completed applications— an unexpected but welcome outcome. Additionally, the campaign achieved an impressive 48,215 website visits, effectively boosting brand visibility in the targeted area.

48,215

Website Sessions

9,038

Conversions

18.75%

Conversion Rate

7,657

Store Visits

13 Completed Applications

Proprietary + Confidential

*Conversions refers to Open/Apply Now button clicks, Form Fills, Store Visits and Calls.

Case Study

Business Checking

9 Month Performance Review

Challenge

Increase business checking applications

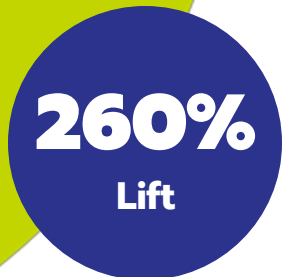
Develop an online marketing mix to drive product leads with measurable ROI.

Establish performance marketing reporting benchmarks, tracking and reporting.

Solution

Performance Marketing

- ✓ Paid Search
- ✓ Facebook & Instagram
- ✓ LinkedIn
- ✓ Doppio® Display
- ✓ Retargeting



Conversion Rate

5,780+

Unique Pageviews

876

Conversions*

<\$26

Cost-Per-Lead

15%

Conversion Rate

94%

of all online conversions* came from mhp.si

65%

Savings

[2023 Finance Industry Performance Benchmarks \(Google\)](#) [2023 Finance Industry Performance Benchmarks \(Meta\)](#)
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*Conversions refers to Form Fills & Calls

Case Study

SBA Loans

8 Month Performance Review

Challenge

Increase SBA consultations

Develop an online marketing mix to drive product leads with measurable ROI.

Establish performance marketing reporting benchmarks, tracking and reporting.

Solution

Performance Marketing

- ✓ Paid Search
- ✓ Facebook & Instagram
- ✓ LinkedIn
- ✓ Doppio® Display
- ✓ Retargeting

212%
Lift

Conversion Rate

22,400+

Unique Pageviews

2,791

Conversions*

<\$22

Cost-Per-Lead

13%

Conversion Rate

95%

of all online conversions* came from mhp.si

71%
Savings

*Conversions refers to Form Fills

[2023 Finance Industry Performance Benchmarks](#) (Google) [2023 Finance Industry Performance Benchmarks](#) (Meta)
\$71.44 Cost-Per-Conversion for Search, \$84.10 Cost-Per-Conversion for Display
4.17% Conversion Rate for Search, 0.80% Conversion Rate for Display, 5.01% for Social Media

Case Study

Mortgage Loans

12 Month Performance Review

Challenge

Increase mortgage loan applications

Develop an online marketing mix to drive product leads with measurable ROI.

Establish performance marketing reporting benchmarks, tracking and reporting.

Solution

Performance Marketing

- ✓ Paid Search
- ✓ Facebook & Instagram
- ✓ Doppio® Display
- ✓ Retargeting
- ✓ Connected TV



Conversion Rate

13,800+

Unique Pageviews

1,745

Conversions*

<\$36

Cost-Per-Lead

13%

Conversion Rate

42%

of all online conversions* came from mhp.si

51%

Savings

[2023 Finance Industry Performance Benchmarks \(Google\)](#) [2023 Finance Industry Performance Benchmarks \(Meta\)](#)
 \$71.44 Cost-Per-Conversion for Search, \$84.10 Cost-Per-Conversion for Display
 4.17% Conversion Rate for Search, 0.80% Conversion Rate for Display, 5.01% for Social Media

*Conversions refers to Online Applications, Form Fills & Phone calls

Case Study

HELOC

6 Month Performance Review

Challenge

Increase HELOC loan applications

Develop an online marketing mix to drive product leads with measurable ROI.

Establish performance marketing reporting benchmarks, tracking and reporting.

Solution

Performance Marketing

- ✓ Paid Search
- ✓ Facebook & Instagram
- ✓ Doppio® Display
- ✓ Retargeting
- ✓ Connected TV

188%
Lift

Conversion Rate

mhp.si

11,400+

Unique Pageviews

1,399

Conversions*

<\$36

Cost-Per-Lead

12%

Conversion Rate

43%

of all online conversions* came from mhp.si

51%
Savings

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*Conversions refers to Online Applications, Form Fills, & Calls

Proprietary + Confidential

Case Study

Credit Card

6 Month Performance Review

Challenge

Increase credit card applications

Develop an online marketing mix to drive product leads with measurable ROI.

Establish performance marketing reporting benchmarks, tracking and reporting.

Solution

Performance Marketing

- ✓ Paid Search
- ✓ Facebook & Instagram
- ✓ Doppio® Display
- ✓ Retargeting
- ✓ Connected TV

308%
Lift

Conversion Rate

<p>11,015+ Unique Pageviews</p>	<p>17% Conversion Rate</p>
<p>5,605+ Leads application starts, form fills & calls</p>	<p>\$7.50 Cost-Per-Lead application starts</p>
<p>925+ Conversions completed online applications</p>	<p>\$45 Cost-Per-Conversion completed applications</p>

We now have an average cost-per-credit card application of \$6.

*Conversions refers to Online Applications

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4.17% Conversion Rate for Search, 0.80% Conversion Rate for Display, 5.01% for Social Media

Case Study

Student Checking

3 Month Performance Review

Challenge

Increase student checking applications

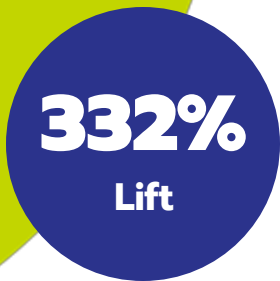
Develop an online marketing mix to drive product leads with measurable ROI.

Establish performance marketing reporting benchmarks, tracking and reporting.

Solution

Performance Marketing

- ✓ Paid Search
- ✓ Instagram
- ✓ YouTube
- ✓ Performance Max
- ✓ Doppio® Display
- ✓ Retargeting



Conversion Rate

3,900+

Sessions

717

Conversions*

<\$29

Cost-Per-Lead

18%

Conversion Rate

99%

of all online conversions* came from mhp.si

61%

Savings

[2023 Finance Industry Performance Benchmarks](#) (Google) [2023 Finance Industry Performance Benchmarks](#) (Meta)
 \$71.44 Cost-Per-Conversions for Search, \$84.10 Cost-Per-Conversions for Display
 4.17% Conversion Rate for Search, 0.80% Conversion Rate for Display, 5.01% for Social Media

*Conversions refers to Online Applications & Calls

Case Study

Auto Loans

6 Month Performance Review

Challenge

Increase auto loan online applications

Develop an online marketing mix to drive product leads with measurable ROI.

Establish performance marketing reporting benchmarks, tracking and reporting.

Solution

Performance Marketing

- ✓ Paid Search
- ✓ Facebook & Instagram
- ✓ Doppio® Display
- ✓ Retargeting
- ✓ Connected TV

931%
Lift

Conversion Rate

mhp.si

5,960+

Unique Pageviews

43%

Conversion Rate

310+

Leads
application starts, form fills & calls

<\$81

Cost-Per-Lead
application starts

132

Conversions
completed online applications

<\$190

Cost-Per-Conversion
completed applications

38%

of all online conversions* came
from mhp.si

*Conversions refers to Application Starts, Form Fills, & Calls

2023 Finance Industry Performance Benchmarks (Google) 2023 Finance Industry Performance Benchmarks (Meta)
\$71.44 Cost-Per-Conversion for Search, \$84.10 Cost-Per-Conversion for Display
4.17% Conversion Rate for Search, 0.80% Conversion Rate for Display, 5.01% for Social Media

Proprietary + Confidential

Case Study

RV Loans

9 Month Performance Review

Challenge

Increase RV loans applications

Develop an online marketing mix to drive product leads with measurable ROI.

Establish performance marketing reporting benchmarks, tracking and reporting.

Solution

Performance Marketing

- ✓ Paid Search
- ✓ Facebook & Instagram
- ✓ Doppio® Display
- ✓ Retargeting
- ✓ Connected TV

140%
Lift

Conversion Rate

8,080+

Unique Pageviews

824

Conversions*

<\$33

Cost-Per-Lead

10%

Conversion Rate

99%

of all online conversions* came from mhp.si

55%
Savings

[2023 Finance Industry Performance Benchmarks](#) (Google) [2023 Finance Industry Performance Benchmarks](#) (Meta)
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4.17% Conversion Rate for Search, 0.80% Conversion Rate for Display, 5.01% for Social Media

*Conversions refers to Starts, Form Fills, & Calls

Our Capabilities

July 2024



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Who We Are

We positively impact our clients' business through constantly innovating our own.

strategy. performance. results.

Who We Are

A nationally award-winning marketing agency, mhp.si is a fully integrated communications firm with 50+ years of experience providing clients in the banking and financial industry with data-driven strategies for marketing, advertising, public relations, and online/digital. As a Google Premier Partner, mhp.si has emerged as a “game changer” in financial services by offering clients performance marketing services that achieve measurable ROI.

We seamlessly integrate traditional and digital marketing techniques to reach potential customers where they live, work, and play. We use an FLA-compliant, data-driven approach to create personas, find the correct target audience, and leverage the proper channels to promote banking products. We target customers at the household level by placing banking product info on smartphones, Connected TV, and HHID.

Who We Are

mhp.si is a longtime member of the prestigious American Association of Advertising Agencies and has been recognized as one of the nation's fastest-growing companies by Inc. magazine for five years. A Google Premier Partner for 10 consecutive years, the company is praised for its innovation and entrepreneurship by The Silicon Review and Entrepreneur Magazine's Entrepreneur 360™. In 2020, mhp.si earned recognition from Adweek magazine as No. 2 on the short list of top 5 agencies over 20 years old and a No. 60 ranking among "fresh-thinking and fearless leaders" on the Adweek 100: Fastest Growing Agencies list. Learn more at mhp.si.

Who We Are

Driving strategy,
performance and results
from

Little Rock, AR

Bentonville, AR

Dallas, TX

Memphis, TN

and beyond.



What We Do

strategy. performance. results.

Branding & Creative	Public Relations	Influencer Relations
Performance Marketing	Reputation Management	Marketing Automation
Search Engine Optimization	Video Production	Website/App Development

What We Do

Performance Marketing

We merge traditional and digital media strategies with TraDigital™.

Programmatic Advertising

Competitive Media Buying

Broadcast, Cable, Radio, Magazine,
Out-of-Home, Newspaper

Media Strategy Development

Digital Media

PPC Advertising, Programmatic Ads, CTV,
OTT and more

Media Research

And More.

We make sure the right message reaches your audience at exactly the right time.

Competitive Analysis and Research

SEO Performance Monitoring

Site Analysis and Audits

On-Page Site Optimization

SEO Content Publishing

Keyword Tracking/Adjustment

AI Overview Optimization

SEO/Social Media Integration

And More.

What We Do

Search Engine Optimization

A large yellow circle on the left side of the slide, partially cut off by the edge.

What We Do
Marketing
Automation

We leverage cutting-edge tactics and technology to streamline your marketing efforts.

Email Marketing

eCommerce

Surveys/Feedback Request

Lead Generation

Behavioral Targeting

Personalized Advertising

And More.

What We Do

Branding & Creative

We performed unmatched brand research to create high-quality creative.

Traditional Creative

Digital Design

Print Promotional Services

Video Production

Vertical Video

Web Design

And More.

What We Do
Public
Relations

We roll out the red carpet for your brand and capitalize on big opportunities.

Strategic Communications

Crisis Communications

Executive Communications

Reputation Management

Influencer/Creator Relations

Name, Image, Likeness Agreements

Earned Media

Event Coordination

And More.

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What We Do
Social
Media

We think like creators for your brand, energizing your presence on social platforms.

Content Studio

Vertical Video

Community Engagement

User-Generated Content

Reputation Management

SEO Content

Blogs/Shareable Content

And More.

What We Do

Reputation Management

We help you expand your community and engage your current one.

Community Interaction

Comments, DMs, Reviews

Google Business Profile Optimization

Social/Review Platform Audits

Public Relations Synergy

Review Campaigns

And More.

What We Do

Video

Production

**We captivate audiences
with high-quality video
authentic to your brand.**

Studio West

Video Concepting/Scripting

Directing

Production

Audio Recording

Podcast/Vodcast

Live Streams

Drone Footage

And More.

We captivate audiences
with high-quality video
authentic to your brand.

Web Design/Development

UX/UI

QA Testing

eCommerce

App Development

Scalable Solutions

Web Hosting

Maintenance

And More.

What We Do

Website/App Development



How We Do It

Our culture is built on 3 things...

intelligence.

intensity.

impact.

We're a diverse team of over 150 innovators, data crunchers, creative thinkers, AI wranglers and SEO gurus committed to making a big impact for our clients and communities.

How We Do It

TraDigital™

We look at every way your audiences can experience your brand, then deliver to those audiences strategic touchpoints at the appropriate level of the marketing funnel.

Doppio®

Doppio® is our two-shot approach to optimizing campaign effectiveness with our sophisticated, aggregated data analytics platform and the insights and instincts of our talented staff.

Google Premier Partner

We're a Google Premier Partner, a distinction given to 3% of marketing agency partners in the U.S., which provides us with early access to industry analytics, data sets and more.

How We Do It

Awards, Recognition, Memberships

Our accolades and awards demonstrate our company's community leadership, corporate citizenship, ethical and successful business practices, and on-strategy communications.



**Ready to
Get started?**

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RESULTS • STRATEGY • PERFORMANCE

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