



# Digital Marketing at the Household Level Attributes to **21% 524%** **More** Checking Account Applications

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# Transform Your Business in Checking

October 2024



The logo features a central lime green circle on a dark blue background. The text "Attention Marketing Gurus" is centered within the circle in a bold, dark blue font. The background consists of several concentric, semi-transparent blue circles that create a ripple effect around the central green circle.

**Attention Marketing  
Gurus**

Are you being asked  
**“What is the ROI of  
your Marketing  
Budget?”**

Are you being asked  
**“How many HELOC  
Loans did we receive  
from your team's  
efforts?”**

**“Product Managers  
screaming down your  
neck for more leads?”**

Or you Personally  
**Just want to know how  
effective your ad  
dollars are for  
generating  
applications.**

**4.17%**

Average Conversion Rate  
in Paid Search

**21%**

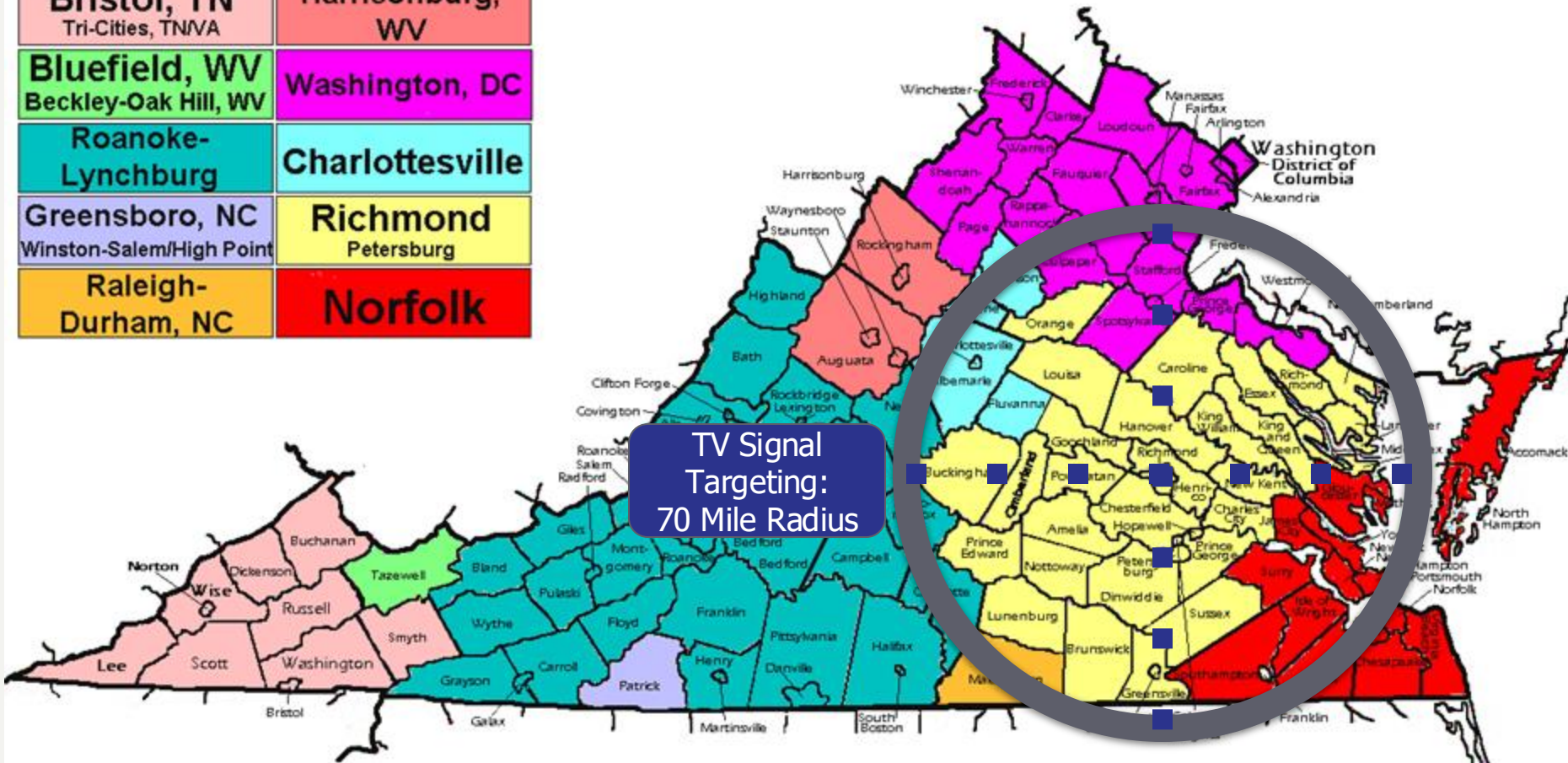
Average Conversion Rate in Paid  
OmniChannel for our Banks



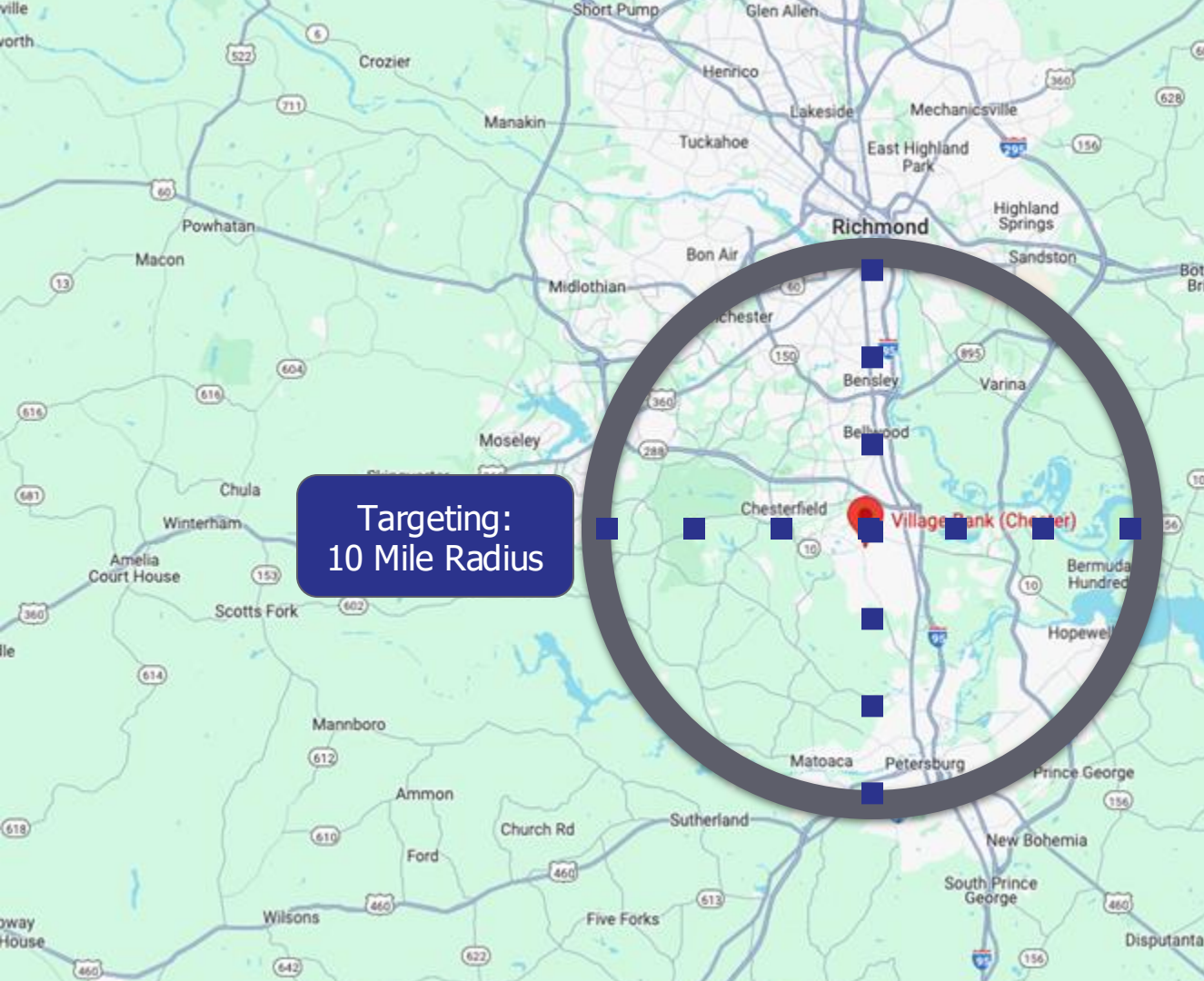
**4 out  
of  
100**

**21 out  
of  
100**

<b>Bristol, TN</b> Tri-Cities, TN/VA	<b>Harrisonburg, WV</b>
<b>Bluefield, WV</b> Beckley-Oak Hill, WV	<b>Washington, DC</b>
<b>Roanoke-Lynchburg</b>	<b>Charlottesville</b>
<b>Greensboro, NC</b> Winston-Salem/High Point	<b>Richmond Petersburg</b>
<b>Raleigh-Durham, NC</b>	<b>Norfolk</b>



# TV DMA - Richmond



Targeting:  
10 Mile Radius

This approach to digital marketing is well-known and often referred to as Geo-Fencing, or more simply, radius-based targeting. Both digital and traditional marketing strategies heavily rely on this radial targeting method.





**CREDIT CARD**

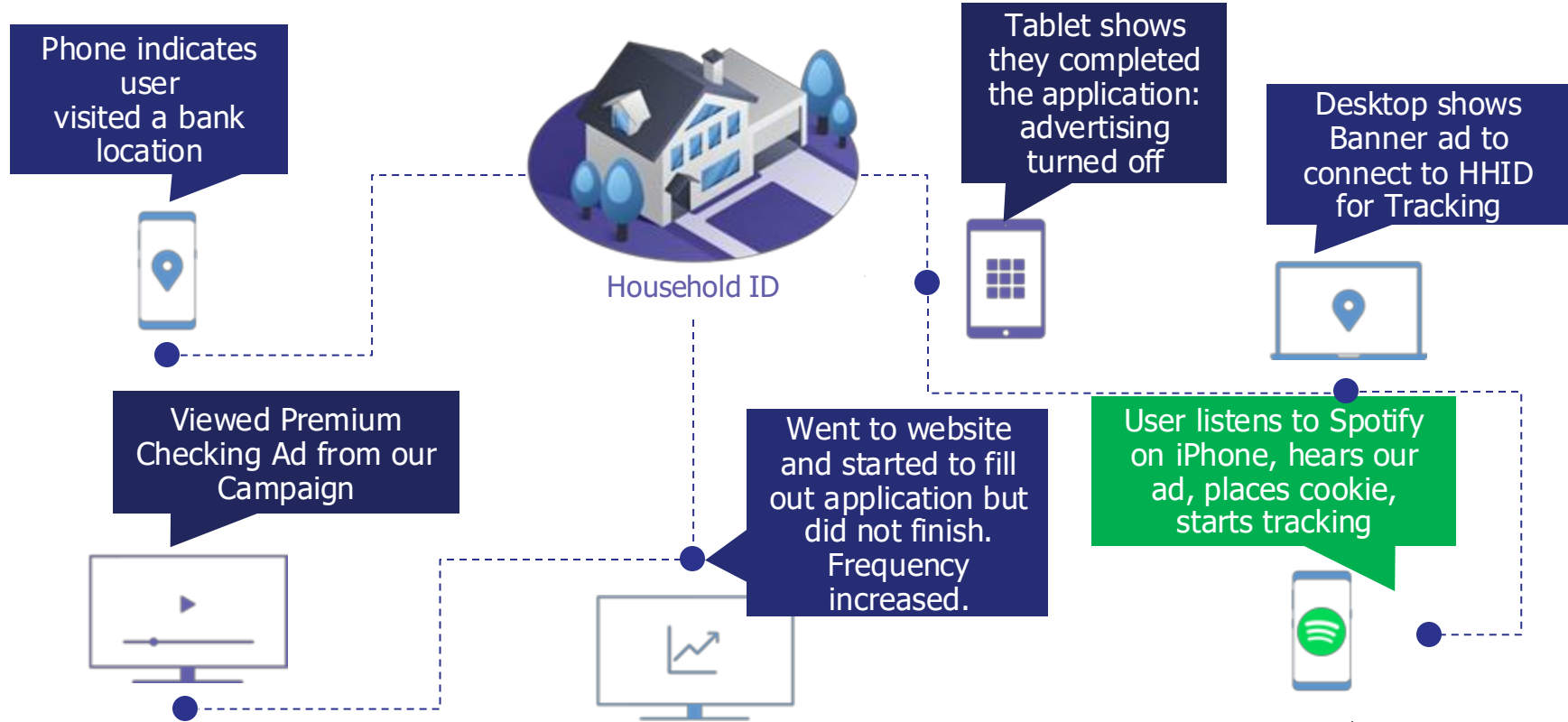
**SELLING**

**CHECKING**

**BASE CUSTOMER**

**LOCAL NEIGHBORHOOD**

# Telling a full **customer experience story by household**





Google Partner

PREMIER 2024

# Searches for New Checking Accounts

Search query, ads and device trends in United States

Date range: 01/01/2023 - 04/30/2023

Created on: May 31, 2024



Search



Shopping

# Focusing Facts

## Checking Accounts

**↑ 11%** Overall search growth in 01/01/2024 - 04/30/2024 compared to the previous year

**↑ 16%** Search growth from mobile phones compared to the previous year

**↑ 3%** Search growth from computers compared to the previous year

**↑ 20%** Change in CPC compared to the previous year

This is why having an omnichannel strategy is so important as cost is up 20% YOY

Source: Google internal data for Current Accounts & Checking Accounts | United States. Time period: 01/01/2023-04/30/2023

# Queries

Blue line is Mobile

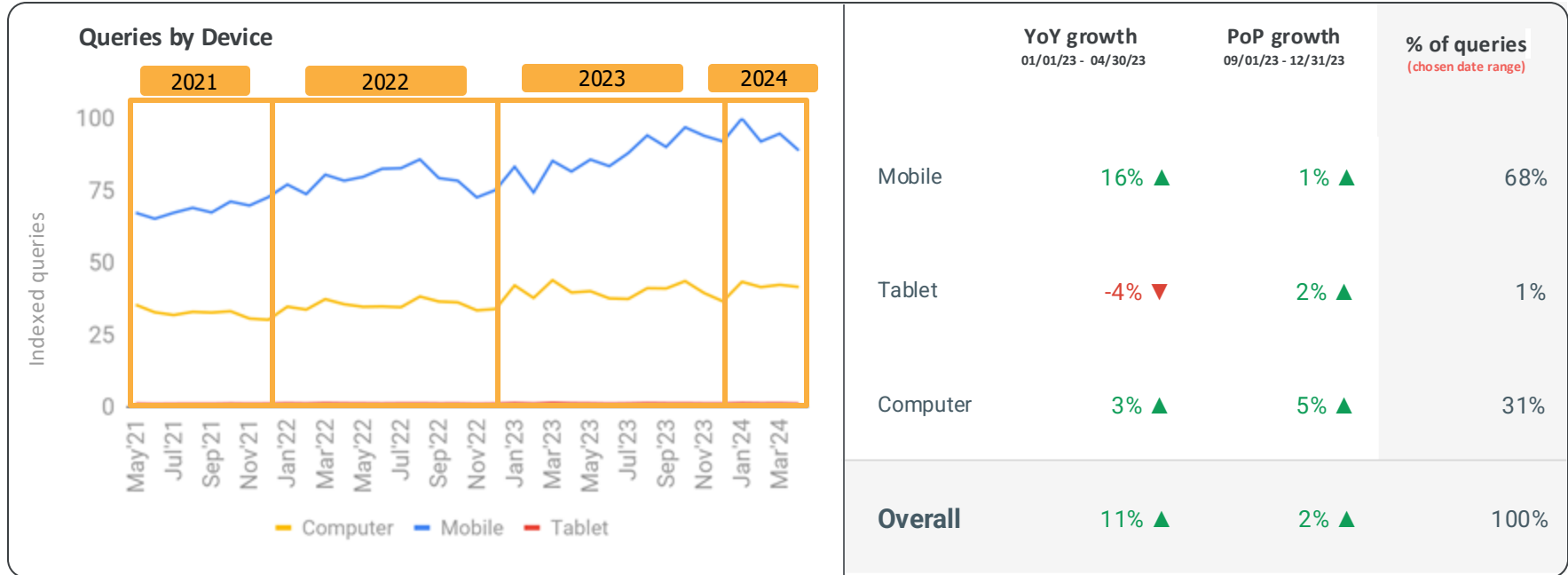


Search



Shopping

Queries grew **11%** with **68%** of all searches on mobile.



Source: Google internal data for Current Accounts & Checking Accounts | United States. Time period: 01/01/2024-04/30/2024







Search

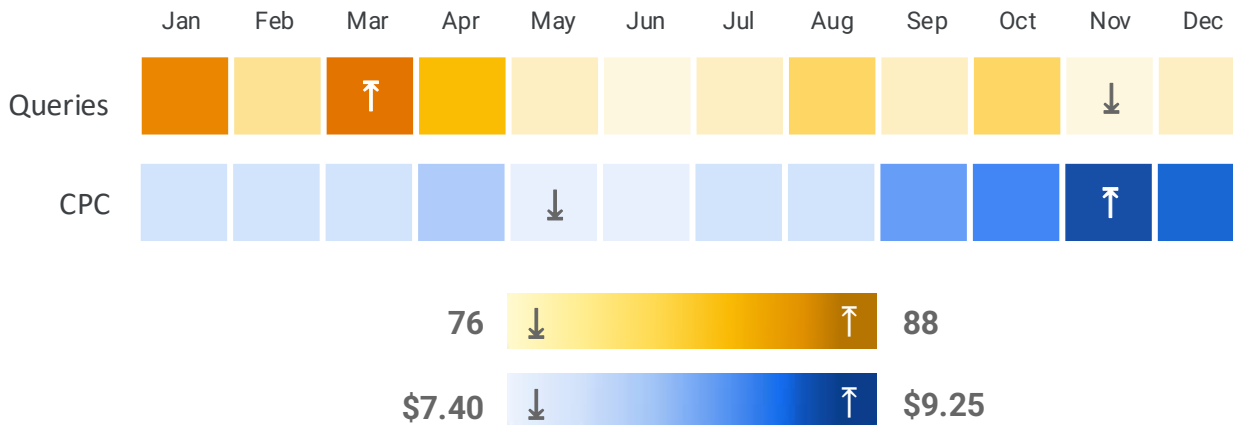


Shopping

# Monthly seasonal patterns in queries and CPC

In the last 4 years, CPCs were in the range of \$7.40-\$9.25 and peaked in Nov.

Category searches have consistently peaked in Mar.



Source: Google internal data for Current Accounts & Checking Accounts | United States. Time period: 01/01/2024-04/30/2024



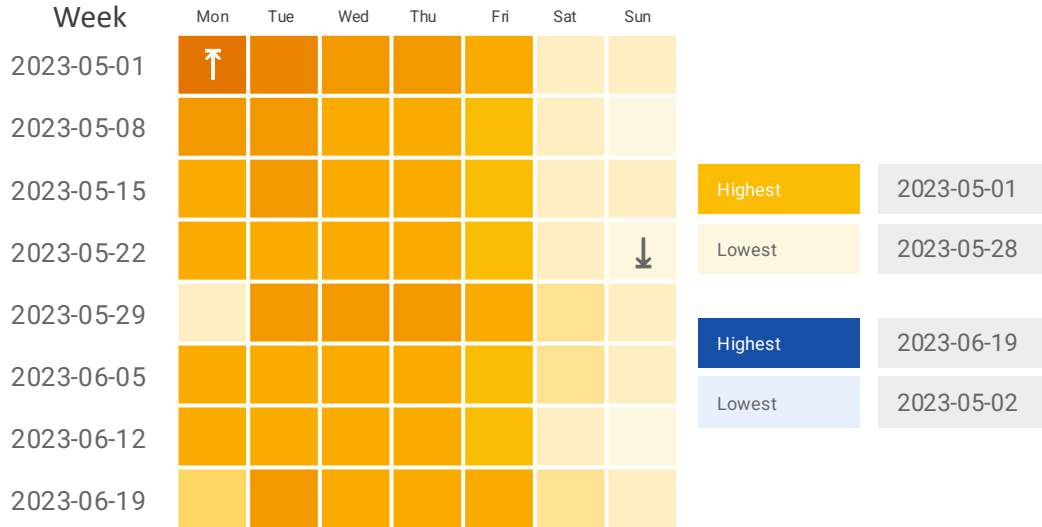
# The next 8 weeks: search trends from last year



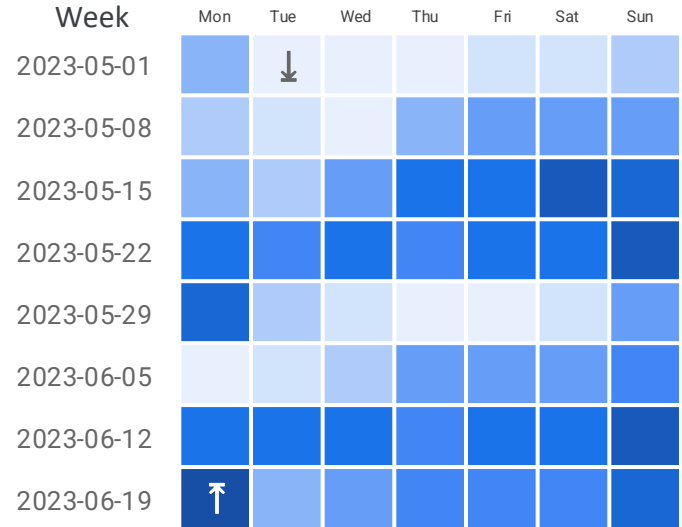
Search

Shopping

## Queries



## CPC



43 ↓ ↑ 100

*Note: This is not a forecast for the next 8 weeks. It's a daily view of key metrics from last year near today's date.*

\$7.13 ↓ ↑ \$8.90

Source: Google internal data for Current Accounts & Checking Accounts | United States. Time period: 01/01/2024-04/30/2024



# Exclusive Insights

Google Premier Partnership



Last 6-months

**41M**

**Searches  
HELOC**

80.6M Ad  
Impressions

3.79 Competitors  
with Every Search

\$81.4M spent on  
HELOC  
Advertising

9% Increase in  
Searches YoY

8.8M Clicks

\$9.25 CPC

Last 6-months

**41.4M**

**Searches  
Checking**

455M Ad  
Impressions

3.01 Competitors  
with Every Search

\$49.8M spent on  
Checking  
Advertising

0.93% Increase in  
Searches YoY

6.29M Clicks

\$7.92 CPC

Last 6-months

**401M**

**Searches  
Mortgages**

455M Ad  
Impressions

2.93 Competitors  
with Every Search

\$274M spent on  
Mortgage  
Advertising

3% Increase in  
Searches YoY

56.1M Clicks

\$4.89 CPC

# Exclusive Insights

Google Premier Partnership



Last 6-months  
**940M**  
**Searches**  
**ALL Loans**

1.3M Ad  
Impressions

3.26 Competitors  
with Every Search

\$670M spent on  
ALL Loans  
Advertising

3.17% Increase in  
Searches YoY

147M Clicks

\$4.54 CPC

Last 6-months  
**904M**  
**Searches**  
**Credit Cards**

708M Ad  
Impressions

2.07 Competitors  
with Every Search

\$485M spent on  
Credit Card  
Advertising

1.57% Increase in  
Searches YoY

149M Clicks

\$3.25 CPC

Last 6-months  
**161M**  
**Searches**  
**Personal Lending**

455M Ad  
Impressions

3.36 Competitors  
with Every Search

\$116M spent on  
P. Lending  
Advertising

2.72% Increase in  
Searches YoY

27.2M Clicks

\$4.28 CPC



**EXCLUSIVE**  
**End-to-End**  
**Reporting**

# Checking

## Customer Journey

Behavioral Ads  
(SEM, Video, Display)  
Mobile & Desktop

Landing Page:  
<https://online.ozk.com/open-accounts/products>

Review

Create User  
ID/Password  
Fallout

Complete

Did not finish  
application

Retargeting (Meta,  
Display & Video)

Email

Retargeting  
(Meta, Display & Video)  
TV, Computer, Mobile

Retargeting display

Retargeting Social



Behavioral Display

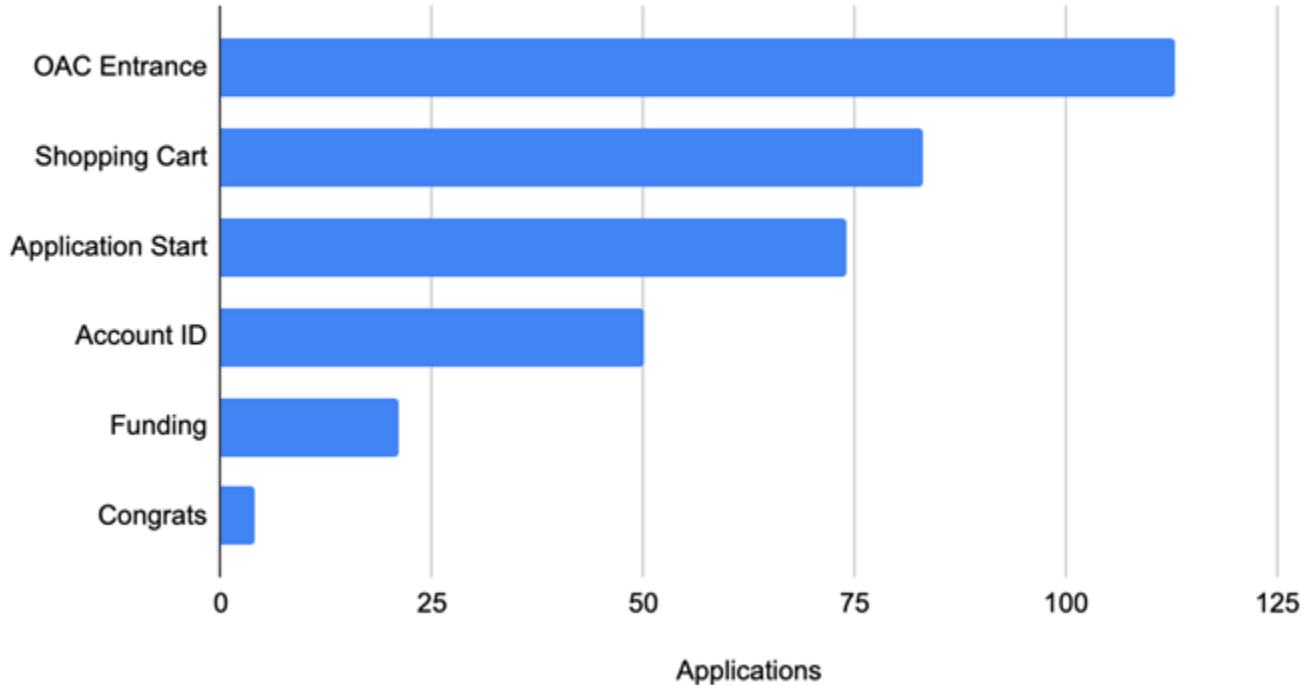


Supreme Court: Trump has immunity  
for 'official acts'



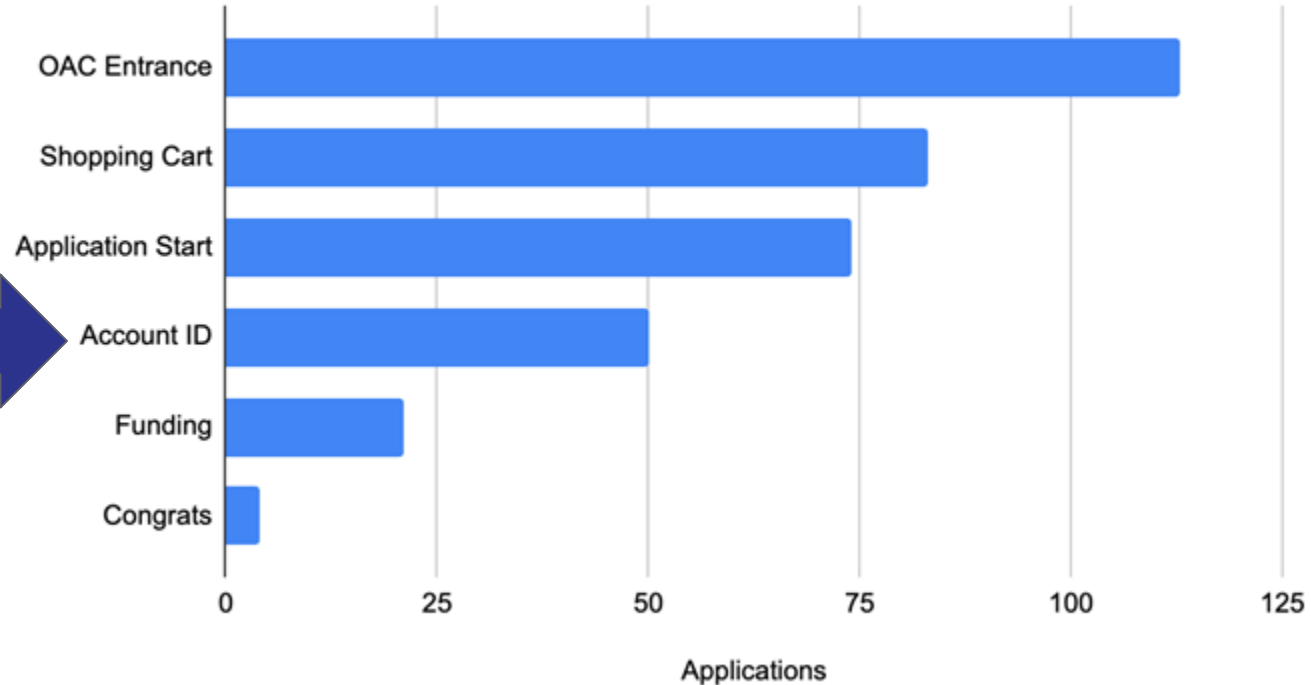
# Getting people ALL the way through the application process

Premium Checking Applications Process



# Getting people ALL the way through the application process

Premium Checking Applications Process



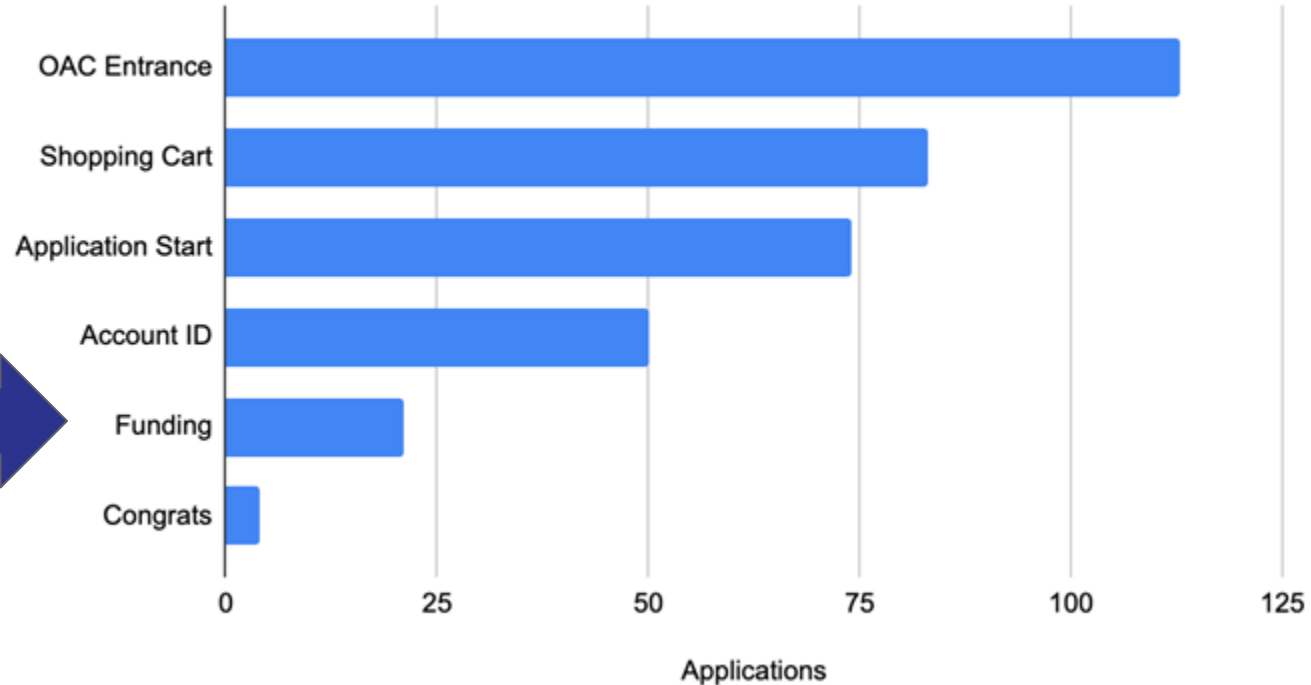
Retargeting & Email Marketing



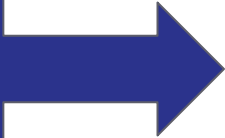


# Getting people ALL the way through the application process

Premium Checking Applications Process



Inside Operations: Calls, Emails, Mail, etc.



# Doppio® Exclusive

**255** Behavioral and Data Layers for Consumers who are in-market for Checking & Savings Accounts

Doppio® > In Market > Financial > Banking	Individuals who are in-market for a checking or savings account, credit card or loan - and are exploring banks such as JP Morgan Chase, PNC Bank, Citi Bank, or Wells Fargo. Visit asterisks.com for custom or additional segments
Doppio® > Experian > Consumer Financial Insights > Investable Assets > Tier 1 (Highest) (FLA / Fair Lending Friendly)	Consumers who are likely to have investable assets in tier 1 (highest). Investable assets include deposits (checking, savings, money market, CD), stocks, bonds, mutual funds, retirement accounts, etc.
Doppio® > Financial Services > Banking Services > Debit & Checking Services	Google Criteria - In-market Categories for Debit & Checking Services
Doppio® > Consumer In-Market > In-Market Financial > Banking	Individuals who are in-market for a checking or savings account, credit card or loan - and are exploring banks such as JP Morgan Chase, PNC Bank, Citi Bank, or Wells Fargo.



SELLING

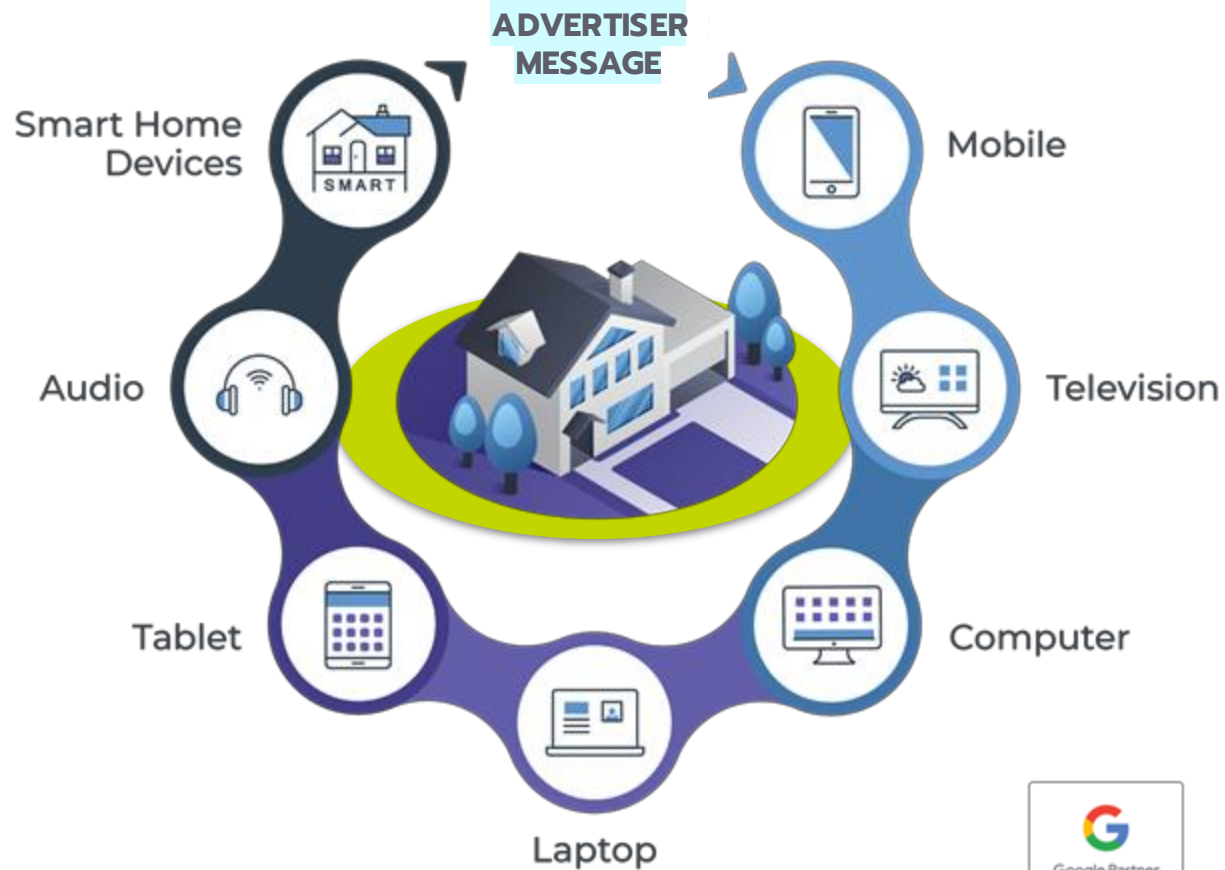
CHECKING

CREDIT CARD

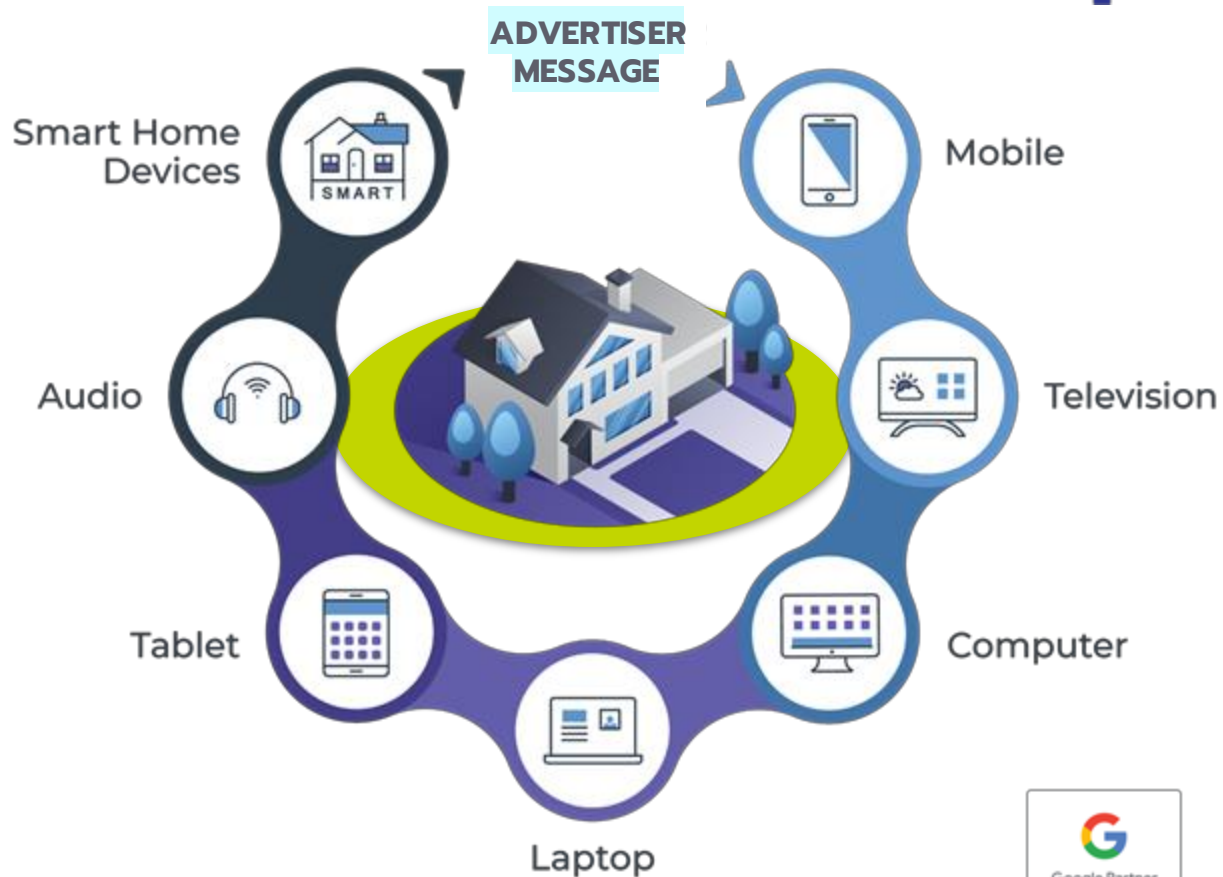
BASE CUSTOMER

LOCAL NEIGHBORHOOD

the household, where 88% of financial decisions are made



- Search Engine Marketing (SEM/PPC)
- Display on Mobile & Computer
- Connected TV
- Spotify or Pandora





TV Stations & Other  
Agencies

42%




93%



**Exclusive  
Connected  
TV**

# Top 50 Streamers

**Exclusive**

Examples:

	<b>NETFLIX</b>
	<b>hulu</b>
	<b>tubi</b>
<b>ROKU</b>	<b>max</b>

<b>peacock</b>	<i>Paramount+</i>
	<b>ESPN</b>
	<b>Discovery</b>
<b>DIRECTV</b>	<b>Bloomberg</b>



Google Partner

PREMIER 2024

Attribute **10x more CTV conversions**  
with 3P cross-device conversion tracking



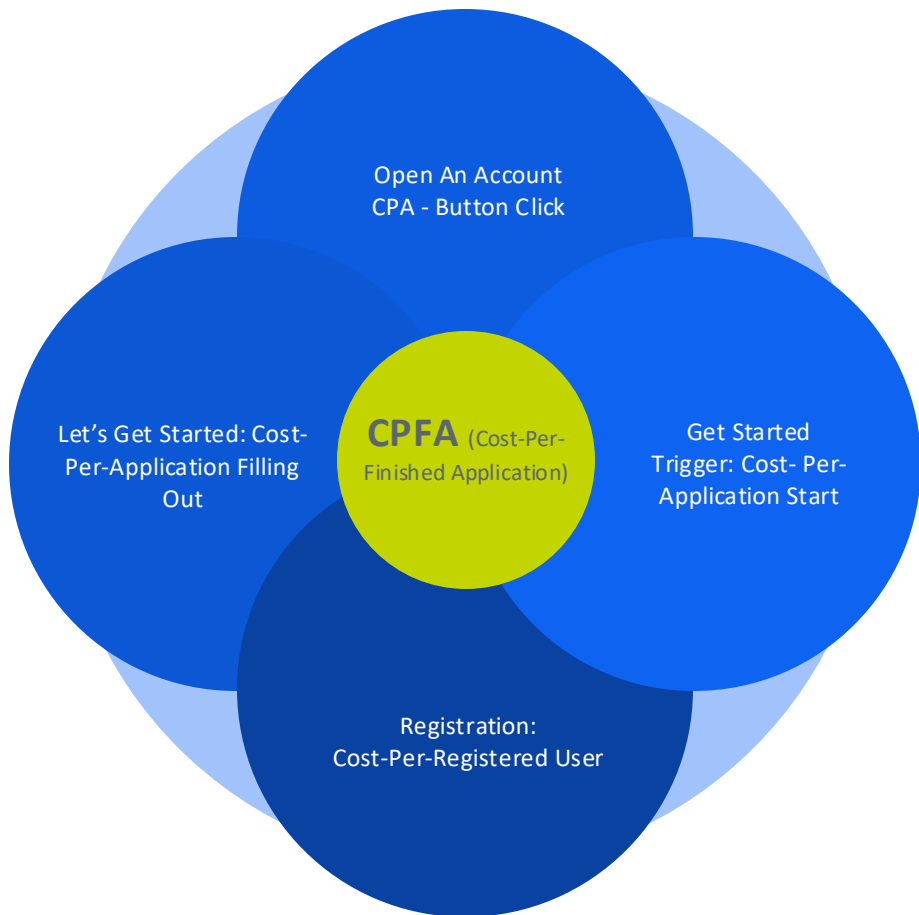
**Exclusive**



Google Partner

PREMIER 2024





**Our  
Optimization  
is the reason  
banks stay  
with us.**

**Exclusive**

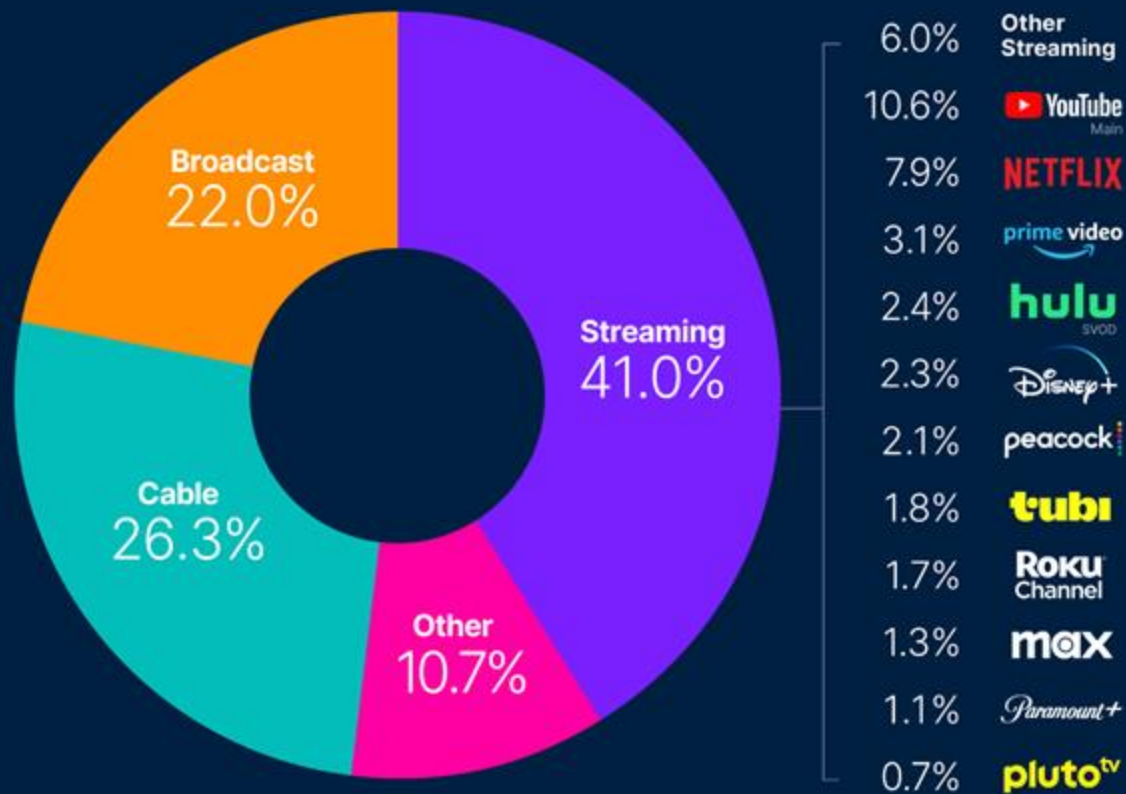
The **US pay TV** industry has experienced a significant decline, **losing 27.808 million** subscribers since 2018, now **totaling 68.76 million**, a **28.8% decrease**.

Imagine **losing the populations of California, Texas, Florida, and Missouri combined**.



Google Partner

PREMIER 2024



**mhp•si**

**strategy. performance. results.**

**[twhitley@mhp.si](mailto:twhitley@mhp.si)**

**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**

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\*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

**260%**  
Lift

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



# 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

[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 Form Fills

# 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

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

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

\*Conversions refers to Online Applications

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

## 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

**332%**  
Lift

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

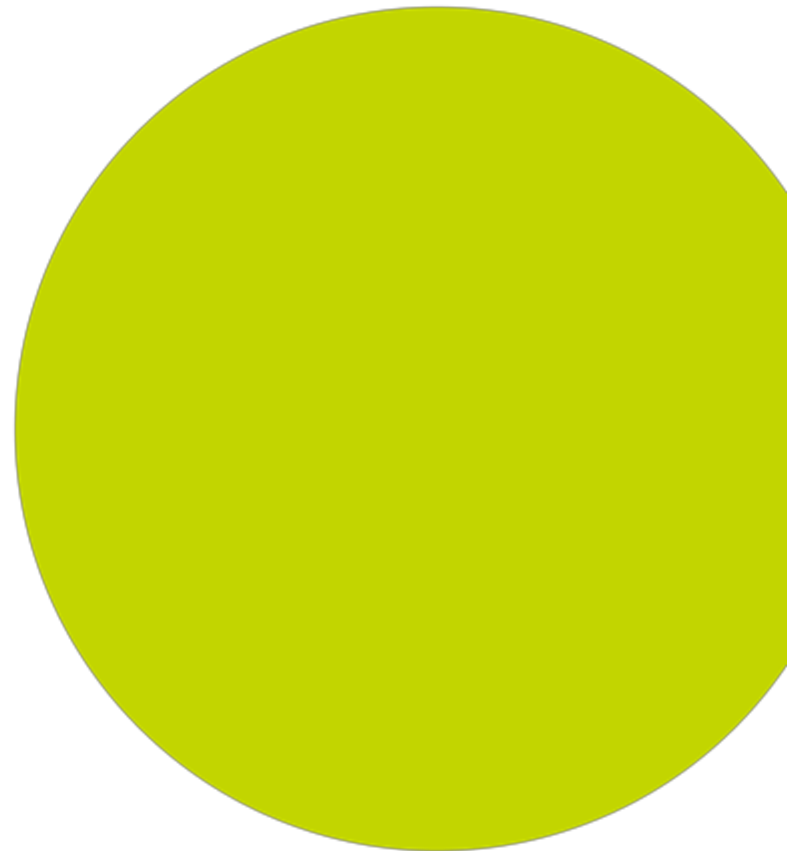
**99%**

of all online conversions\* came from mhp.si

**55%**  
Savings

# Our Capabilities

July 2024





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

# **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](https://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.

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

**What We Do**

# **Performance Marketing**

We merge traditional and digital media strategies with TraDigital™.

## **Programmatic Advertising**

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### **Competitive Media Buying**

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

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### **Media Strategy Development**

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### **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

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Name, Image, Likeness Agreements

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Earned Media

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Event Coordination

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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**

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**Vertical Video**

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**Community Engagement**

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**User-Generated Content**

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**Reputation Management**

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**SEO Content**

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**Blogs/Shareable Content**

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**And More.**

**What We Do**

# **Reputation Management**

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

## **Community Interaction**

Comments, DMs, Reviews

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## **Google Business Profile Optimization**

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## **Social/Review Platform Audits**

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## **Public Relations Synergy**

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## **Review Campaigns**

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**And More.**

**What We Do**

**Video**

**Production**

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

**Studio West**

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**Video Concepting/Scripting**

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**Directing**

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**Production**

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**Audio Recording**

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**Podcast/Vodcast**

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**Live Streams**

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**Drone Footage**

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**And More.**

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

Web Design/Development

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UX/UI

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QA Testing

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eCommerce

---

App Development

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Scalable Solutions

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Web Hosting

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Maintenance

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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?**

**Tim Whitley**  
**501-773-2700**  
**[twhitley@mhp.si](mailto:twhitley@mhp.si)**

RESULTS • STRATEGY • PERFORMANCE

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