



amsive

The performance marketing agency
obsessed with your growth.

AMSIVE CONFIDENTIAL INFORMATION

A crowd of people is seen from behind, looking towards a stage. The background is filled with out-of-focus, colorful lights in shades of blue, purple, and pink, creating a bokeh effect. One person in the foreground is holding up a smartphone to capture a photo or video.

Unlock audiences.
Amplify results.

amsive



Big-picture thinkers.

Multichannel, integrated marketing strategies optimized for long-term customer value – all executed under one roof

Specialized experts.

Passionate, talented channel and vertical experts with hands-on execution expertise

Data pioneers.

More data, with unrivaled customer insight solutions and advanced measurement capabilities

amsive

With resources to power
high-velocity growth

backed by



750M+

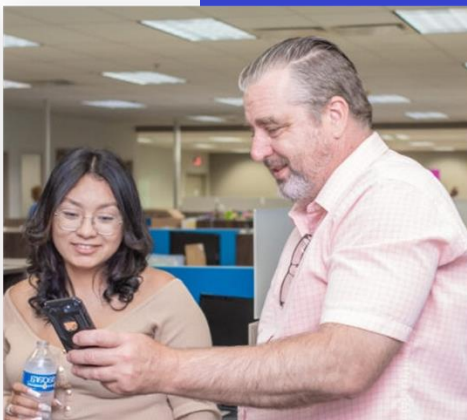
direct mail pieces per year

\$300M+

digital media dollars under management



A culture of curiosity & collaboration.



700+
EMPLOYEES

8
LOCATIONS

4+
DECADES OF EXPERTISE

amsive

AMSIVE CONFIDENTIAL INFORMATION

Powerful publisher and platform partners
that deliver results.



Best-in-class data protection
and the highest privacy standards.



Pioneering thought leaders.

Insightful news contributors, transformative educators,
visionary keynote speakers.

AdAge

Search Engine Land

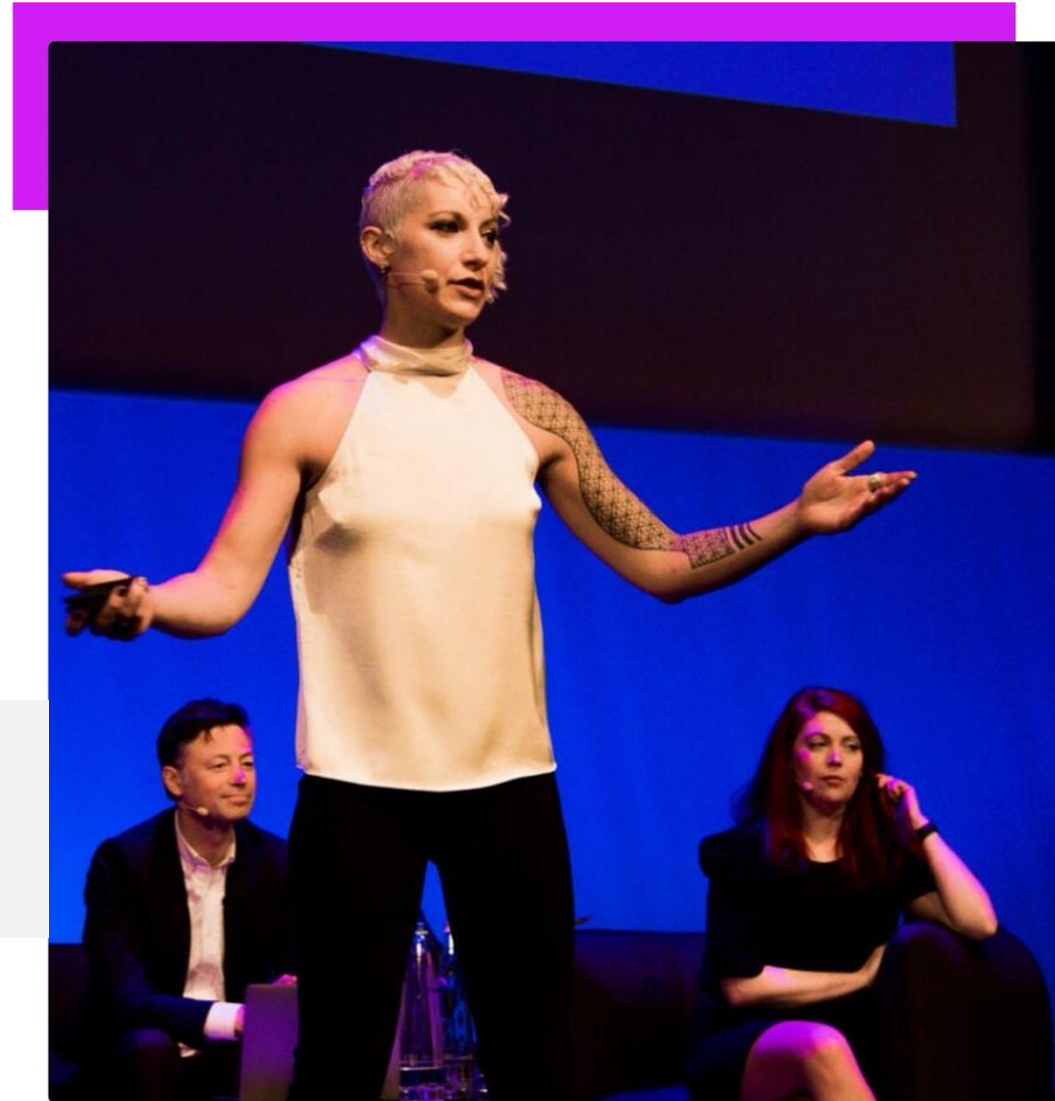
WIRED

The New York Times



Baruch
COLLEGE

Ucla



Raising the bar for your results.

We combine human ingenuity and
data insights to deliver exceptional
results for every client.



FORRESTER®

*"The next tier of database
marketing companies"*

Diverse experience, consistent success.

Aaron's
Easy. Beautiful. Affordable.

buoy

 Cross Catholic
OUTREACH

Hero.

MATTRESSFIRM

 persona
A Hewlett-Packard Company

Sparta Systems

 **Trimble**

 abrahealth
PEDIATRIC PRIMARY CARE

CareWell
URGENT CARE

 CURE / SANFILIPPO
FOUNDATION

 HISCOX

 McLaren

 PSG POLYMER
SOLUTIONS
GROUP

 SPENCERS

 Tripadvisor

 ADELPHIC
BY VIANT

 Cascade
Living Group

 Dale
Carnegie

 THE HOME
DEPOT

 NetPayAdvance

 PROFOOT

ST. CROIX
HOSPICE

UBREAKIFIX

 AMERICAN
CRUISE LINES

CAVIT

 Discovery
EDUCATION

icims

nexthink

Quill

 Stepstone

US MED

Ansys

 Centier BANK

FAST COMPANY

 Jewelers Mutual
EST. 1919

 Ninety
Nine
RESTAURANT & PUB

Rank & Style

sunloan

 US

 archcare
The Continuing Care Community
of the Archdiocese of New York

 CIRCLEGRAPHICS

five BELOW

 Keene
STATE COLLEGE

 NYU

 ROSCATO

SURGENT
ACCOUNTING & FINANCIAL
EDUCATION

VOSS
artesian water from norway

Arlo
Hotels

 Commerce Bank

FORDHAM
UNIVERSITY

KOSTA BROWNE

O'Charley's

SAMSUNG

The **BRICK**

Wellmark. 

asurion

COMMVAULT 

 GLOBE
BAGGAGE
BAGGAGES AND MORE

 Liberty
Mutual

PACE
UNIVERSITY

Self.

 Toledo
Finance

wikiHow

Baxter

 CROWN
CASTLE

 HEALTHY
HEIGHTS

 Livestrong

PAULA'S CHOICE
SKINCARE

 SMARTSOURCE

 Tower Loan


 BlueCross.
BlueShield

CohnReznick 
ADVISORY • ASSURANCE • TAX

hello

 MARTIN'S POINT
HEALTH CARE

 Paylt
Smarter for government.
Easier for everyone.

 SmileTrain

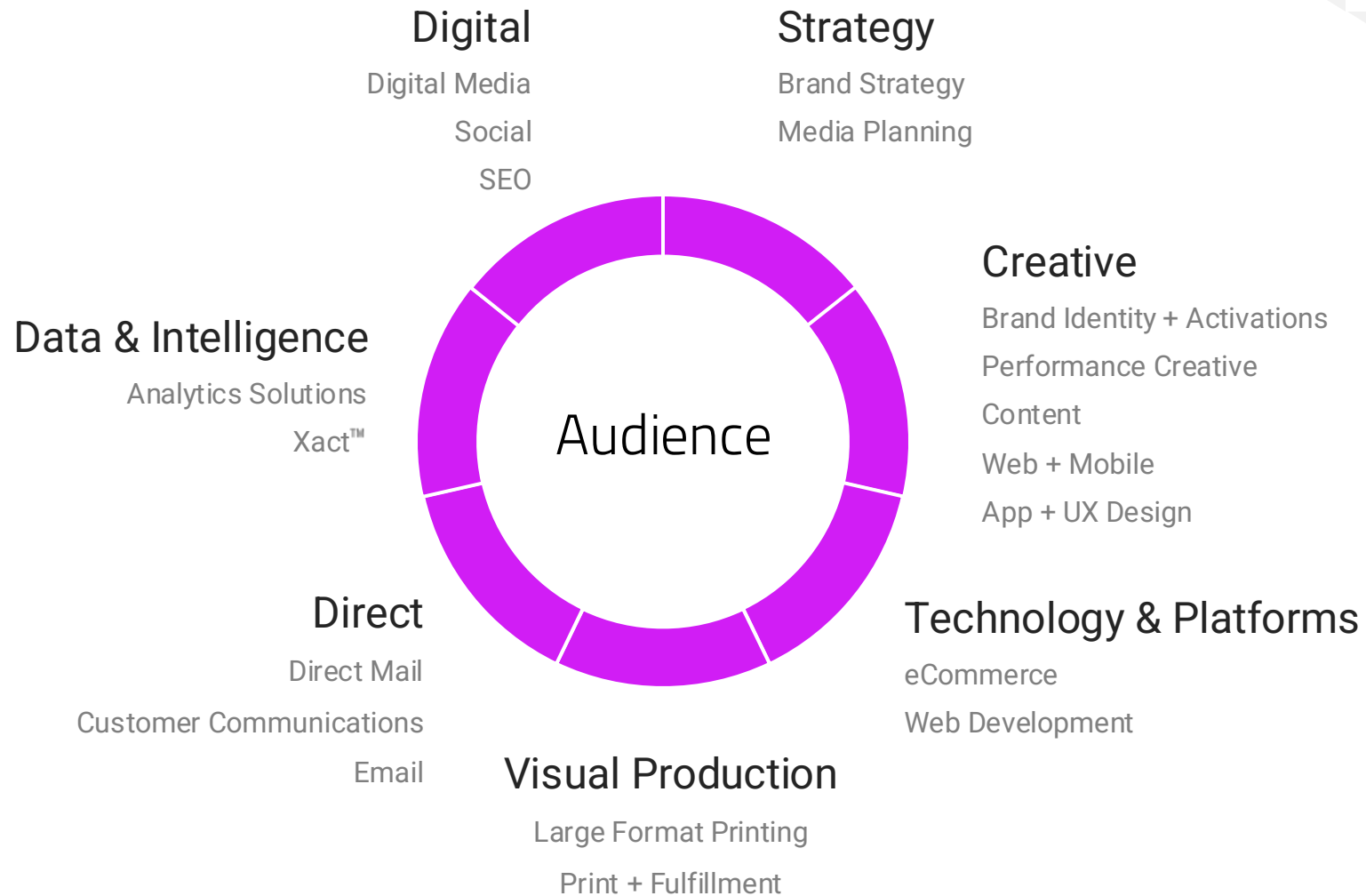
TRAVELZOO

With deep expertise in healthcare marketing.

Unlocking audiences and powering growth for healthcare
brands looking to scale with privacy-first audience strategies.



Full-service marketing centered on **your best audience.**





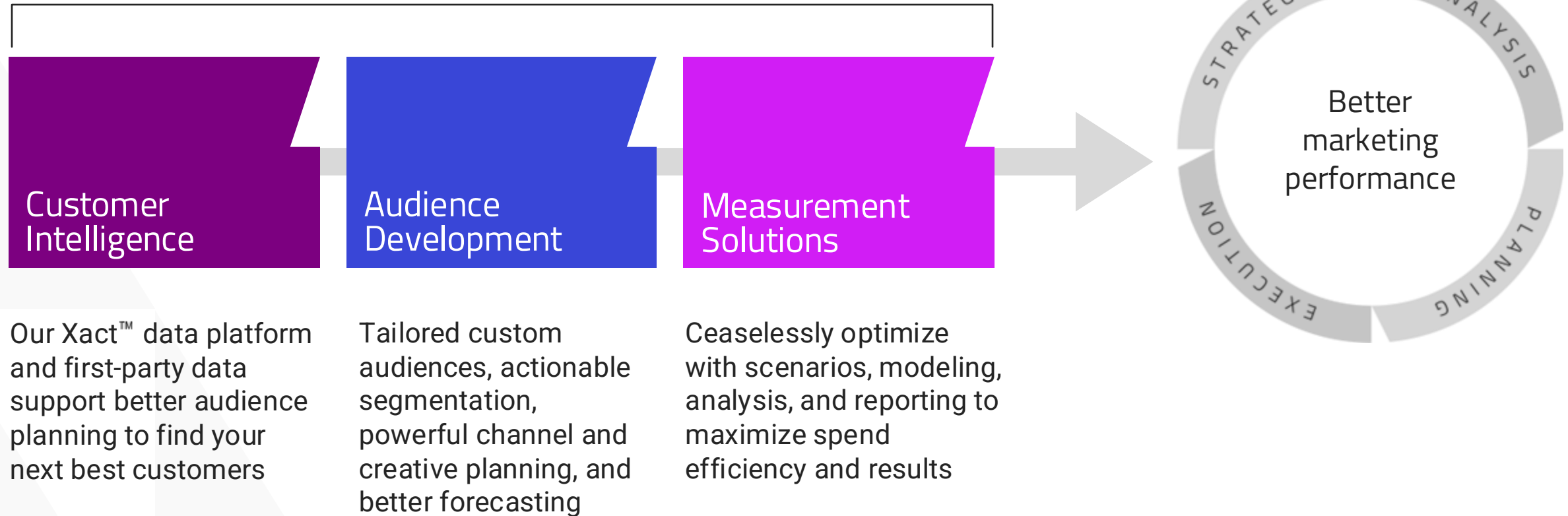
Audience Science

Understanding people, intent and behavior

Bringing to life an ever-evolving approach

Unlock your audience's potential.

The Audience Science™ marketing approach



Our Xact™ Agency Data Platform

Unrivaled consumer intelligence

250M

US ADULTS

Core demographic and
firmographic data

4,000

OFFLINE DATA POINTS

Real world information
including income,
education, and more

70,000

ONLINE DATA VARIABLES

Real-time variables of
behavioral and online activity

400+

ONLINE DATA AGGREGATORS

Supplying detailed customer
engagement datapoints

amsive

Expansive analytics + measurement capabilities.

Enabling clear-eyed
optimization with a true
measure of performance

Segmentation	Predictive Modeling	AI + Machine Learning	Marketing Mix Modeling	Scenario Planning
Data Infrastructure	Analytics	Lift Analysis	Incrementality	Quadrant Analysis
Digital Matchback	Multitouch Attribution	Lifetime Value Modeling	Geographic Mapping	Custom Analytics
Dashboard Reporting	Data Security	Performance Enhancement	Conversion Attribution	Lead Scoring

On-demand access to real-time data

- Uniquely tailored to each client based on key KPI's (conversions, engagements, CTRs, etc.)
- Campaign, Channel & Creative Segmentation
- Incrementality & Mix



PERFORMANCE OVERVIEW

MEDIA SPEND
\$177,633.17



IMPRESSIONS
6,068,031



CLICKS
30,518



CTR
0.50%



102%
1,321 of 1,300

LEADS

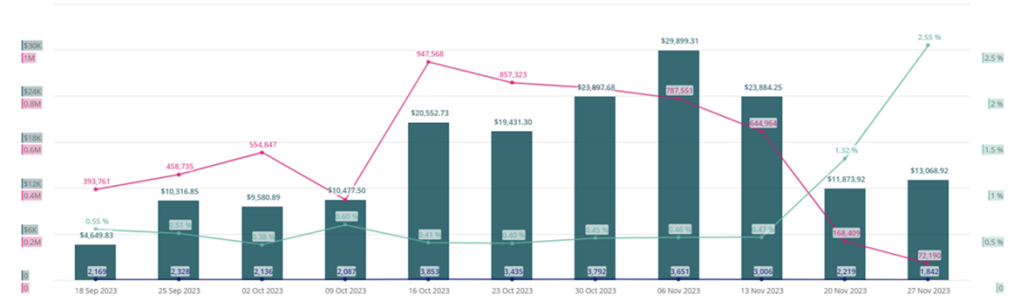


99%
892 of 900

ENROLLMENTS

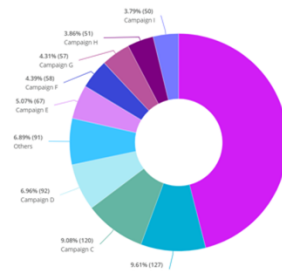


TRENDING

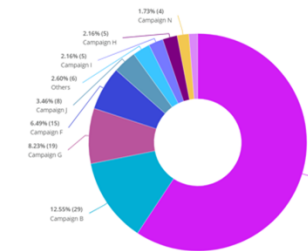


CAMPAIGN BREAKDOWN

TOP 10 LEAD PRODUCING CAMPAIGNS

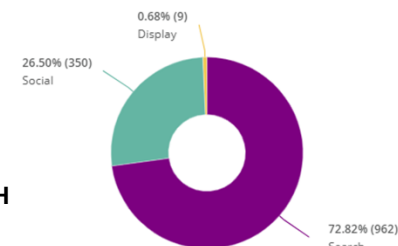


TOP 10 ENROLLMENT PRODUCING CAMPAIGNS

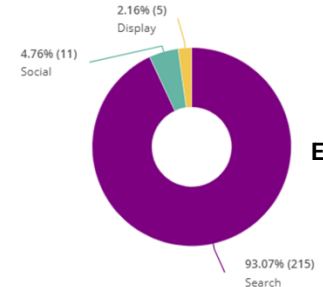


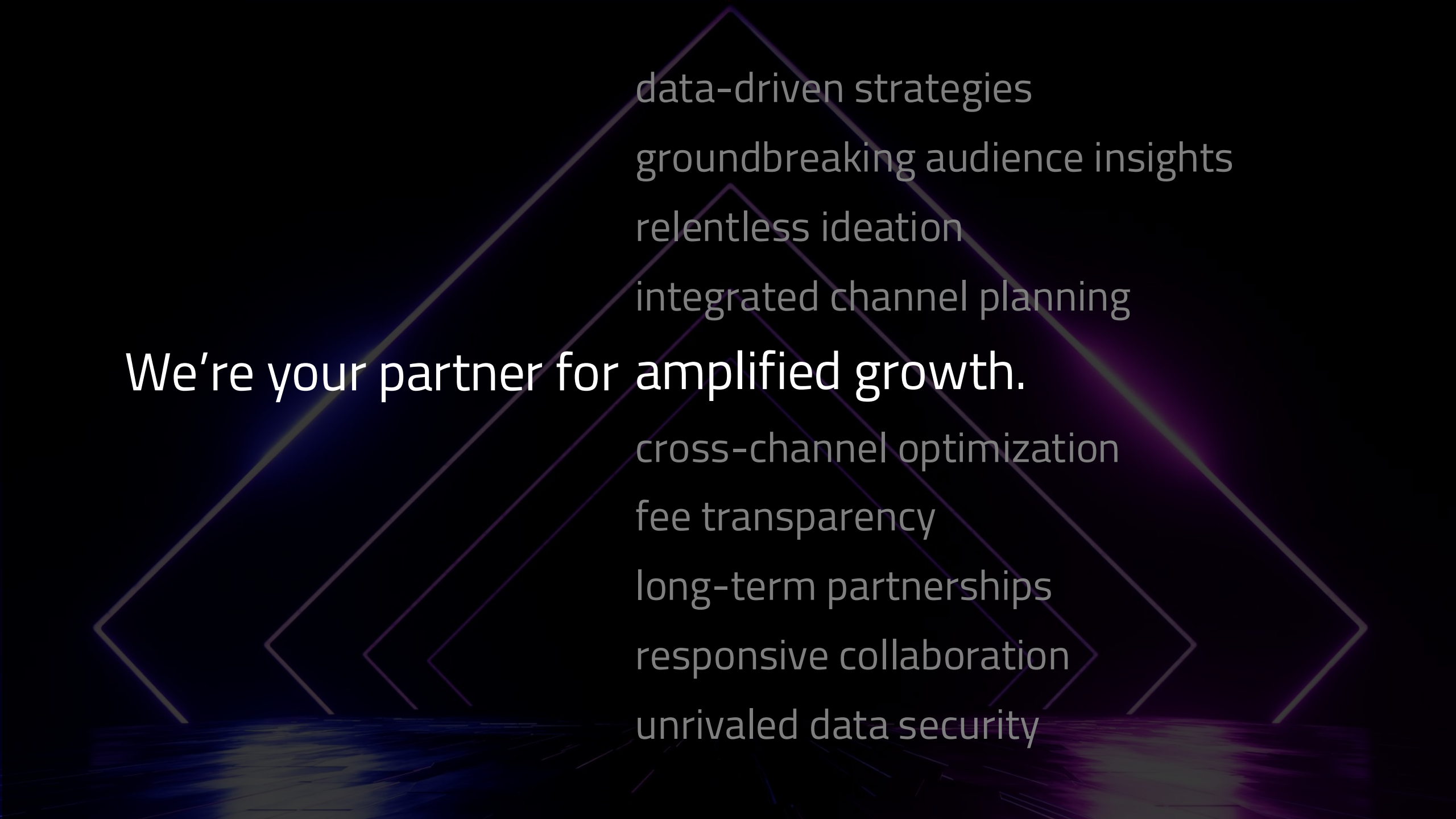
CHANNEL BREAKDOWN

LEADS BY LAST TOUCH CHANNEL



ENROLLMENTS BY LAST TOUCH CHANNEL





data-driven strategies
groundbreaking audience insights
relentless ideation
integrated channel planning

We're your partner for amplified growth.

cross-channel optimization
fee transparency
long-term partnerships
responsive collaboration
unrivalled data security

Thank you.

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