



COLLECTIVE MEASURES

FORMERLY KNOWN AS NINA HALE

A PERFORMANCE MARKETING AGENCY

Curiosity Led. Results Oriented.

2005

Founding Year

100%

Employee-Owned

16-Time

Best Places to Work Winner

Google Premier Partner

Services



Strategy + Planning



Paid Search



Social Media



Display Media



Traditional Media



Online Marketplaces



Search Engine Optimization (SEO)



Content Marketing



Email Marketing Strategy



Conversion Rate Optimization



Marketing Analytics + Measurement



Creative Partners

Partial Client List

- 3M
- Allianz Life
- Andersen Windows
- Blue Cross Blue Shield of MN
- Capella University
- CURiO Brands
- Deluxe Corporation
- Jack Link's
- Land O'Lakes
- Optum
- Patterson Dental
- Room & Board
- Renewal by Andersen
- The Tile Shop
- Thomson Reuters
- UnitedHealthcare

Leadership

Donna Robinson
CEO

Allison McMenimen Bakken
EVP of Client Services

Luke Schlegel
EVP of Operations

Connect

100 S. 5th Street
Suite 2000
Minneapolis, MN 55402

612.392.2427
info@collectivemeasures.com
www.collectivemeasures.com

