



# COLLECTIVE MEASURES®

A PERFORMANCE MARKETING AGENCY

## Curiosity Led. Results Oriented.

**100%**

Employee Owned

**19-Time**

Best Places to Work Winner

**2021**

Adweek Brand Campaign of the Year

**2021**

CampaignUS Best Data-Driven Media Plan

**Google Premier Partner**

### Services



Strategy + Planning



Paid Search



Social Media



Display Media



Traditional Media



Online Marketplace



Search Engine Optimization (SEO)



Content Marketing



Email Marketing Strategy



Conversion Rate Optimization



Marketing + Analytics Measurement



Creative Partners

### Leadership

Rachael Marret  
CEO

Allison McMenimen Bakken  
Managing Director, EVP

Luke Schlegel  
CFO/COO

Katie Otto  
VP, Human Resources + People Operations

### PRACTIX INTELLIGENCE ENGINE

We help clients make faster, smarter and more informed business decisions with practix.

- Multi-touch attribution
- Cross channel, flexible dashboards and reports
- Consumer journey management (mapping + analytics)
- Offline data integration into online media platforms
- Media mix modeling
- Forecasting
- Closed loop media execution

### Partial Client List

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

### Connect

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