



# COLLECTIVE MEASURES®

Simply Accountable.

Collective Measures is an employee-owned media agency that specializes in full-funnel connections strategy and advanced analytics.

**100%**

Employee  
Owned

**20-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,  
native, +  
content



Traditional  
Media



Online  
Marketplace



Search Engine  
Optimization



Content  
Marketing



Email  
Strategy



Corporate  
communication  
insights



Marketing +  
Analytics  
Measurement

## PRACTIX INTELLIGENCE ENGINE

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



Multi-touch  
Attribution



Media Mix  
Modeling



Forecasting



Closed-media  
execution loop



Offline data  
integration



Cross-channel  
dashboards +  
reports



Consumer  
journey  
management

## Leadership

Rachael  
Marret  
CEO

Allison  
McMenimen  
Bakken  
Managing Director, EVP

Luke  
Schlegel  
CFO/COO

Katie  
Otto  
VP, Human Resources +  
People Operations

## 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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