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

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

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

Leadership

Rachael Marret
CEO

Allison McMenimen Bakken
Managing Director, EVP

Luke Schlegel
CFO/COO

Katie Otto
VP, Human Resources + People Operations

Connect

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

612.392.2427
info@collectivemeasures.com
www.collectivemeasures.com