Our mission is to drive digital investment that produces profitable customer growth for our clients.

CREATIVE DESIGN TO BRAND EQUITY

We look at historical performance and create a **customized investment strategy** that will drive customer growth, short and long term.

We grab quick wins with amazingly targeted search campaigns while building your brand’s reach in display and paid social for **longer term momentum** and **expanded qualified audience reach**.
PAID MEDIA MANAGEMENT

PAID MEDIA CHANNELS

- Paid Search
  - Google
  - Microsoft
- Paid Social
  - Facebook
  - LinkedIn
  - Instagram
  - Snapchat
  - Pinterest
  - Quora
- Programmatic Display
  - Microsoft
  - Verizon
- Affiliates
  - Quinstreet
  - Higher Education
  - Education Dynamics
  - Optimal

CAMPAIGN MANAGEMENT APPROACH

- Conversion Rate Optimization
- A/B and Multi-variate Testing
- Design + Development
- Message Strategy + Creation + Testing
- Custom Lead Posting Implementation
- Constant Campaign Optimization

DIGITAL STRATEGY

PERFORMANCE MEDIA + DIGITAL ROADMAPPING

- Media mix allocation based on expected lead volume + downstream conversion rate
- Attribution modeling via extensive analytics tagging + tracking
- Messaging and call-to-action review + optimization at each level of the research/buying process

CUSTOMER JOURNEY MAPPING

- Big Picture Recommendations
- CRM Integration
- CRM Implementation
- ROI Measurement
- Marketing Tech Stack Analysis
- Analysis + Recommendations

DATA MANAGEMENT

ANALYTICS + RESEARCH + AUDITS

- Google Analytics 360 + Tag Manager
- Adobe Analytics
- Tealium Tag Manager
- KPI Development
- Downstream Data Integration
- Forecasting
- Channel Mix + Budget Optimization
- Analytics Audits + Implementation
- Advanced E-commerce Integration
FoundSM was **founded by former Google Ads originals.** We have **over 18 years of digital marketing experience** and a **95% client retention rate.**

### HOW WE WORK:

1. **ABSORB:**
   Set goals and build your unique strategy.

2. **IMPLEMENT:**
   Go-live to produce quick wins and optimize as data and feedback start to flow.

3. **INFORM:**
   Test and iterate as your campaign matures using performance data to make adjustments.

### OUR TECH STACK

- Google Ads
- Microsoft Advertising
- Google Data Studio
- Google Sheets
- Facebook
- Twitter
- LinkedIn
- Google Analytics
- Google BigQuery
- Instagram
- Verizon Media
- YouTube
- Kenshoo
- seoClarity
- AdLabs
- Pinterest
- Snap
- Quora
- Adobe Analytics
- The Search Monitor
- BrightEdge
- SEMrush

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