



**Our Mission:** To immerse ourselves in your business and deliver unparalleled media and technology expertise to maximize campaign ROI and drive profitability.

## ABOUT US

### REDEFINING THE CLIENT-AGENCY RELATIONSHIP

Chief Media powers direct response media with technology that enables clients to engage customers and optimize every dollar spent. As the first DR agency to develop cross-screen attribution software to pinpoint integrated media response behavior and precisely measure ROI, Chief Media leads best practices for campaign optimization and customer lifetime value. Knowing companies depend on us to get maximum value for their investment, we've built an incredible team dedicated to championing our clients' success every day.

## CAPABILITIES

Designed for hyper-efficiency and maximum performance, our services include media buying, proprietary tracking and reporting technology, digital asset development, market research, and revenue and cost projections.

### MEDIA BUYING AND PLANNING



TV



RADIO



DIGITAL



PRINT



OOH

### OUR CLIENTS

**HYDROXYCUT.**



**TELEBrands**



**SlimFast**



**RugDoctor**  
The Carpet Care Experts

**Hartz**

**ORTHODOXY**

**THINOPTICS**  
ALWAYS WITH YOU

**DU PONT**

"Next to people, we make the largest investment in technology year after year because we believe it makes all the difference to our clients."

**-Scott J. Paternoster**  
Founder + CEO

## CONTINUUM TECHNOLOGY

**THE ONLY TECHNOLOGY PLATFORM FOR CROSS-SCREEN OPTIMIZING AND ROI FOR CUSTOMER LIFETIME VALUE**

- ✓ Distills media and screen activity to specifically understand response behavior and sales drivers
- ✓ Tracks customer lifetime value across all media
- ✓ Attributes online visits and conversions back to traditional media
- ✓ Analyzes and tracks trends in media placement, cross-channel call center response and web activity
- ✓ Extrapolates optimum media spend, potential revenue and key performance metrics based on historical data and statistical analysis