



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



Brand Performance Communications



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

Donna Robinson
CEO

Allison McMenimen Bakken
EVP of Client Services

Luke Schlegel
EVP of 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)
- Custom data integration
- Media mix modeling
- Forecasting
- Closed-loop media execution

Partial Client List

- Allianz Life
- Allina Health
- Andersen Windows
- ARGO
- Blue Cross and Blue Shield of Minnesota
- Curio
- Deluxe
- EVEREVE
- Hearth & Home Technologies
- Jack Link's
- Land O'Lakes
- Landscape Structures, Inc.
- Minnesota Public Radio
- Renewal by Andersen
- Room & Board
- Shipt
- Stratasys
- Strategic Education, Inc.
- The Tile Shop
- Uponor

Connect

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

612.392.2427
info@collectivemeasures.com
www.collectivemeasures.com

