# COLLECTIVE **MEASURES**<sup>®</sup>

Simply accountable.

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

100% Emloyee-Owned

24x "Best Places to Work" Winner

2021 Adweek Brand Campaign of the Year

Retail

media

Forecasting

2021 Campaign US Best Data-Driven Media Plan

Google Premier Partner

# Services



Strategy + planning



Integrated video

Influencer marketing

Paid

search

production



Social

# Traditional

Display, native,

media

## **Brand engagement**



## Insights + advanced analytics | PRACTIX

Multi-touch

attribution

Marketing + measurement



integration



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Data science +

advanced

analytics



Closed-loop media excecution

Media mix

modeling

# Leadership

Allison McMenimen Bakken Co-President, Managing Director

### Luke Schlegel Co-President, CFO

Katie

Otto VP, Human Resources + **People Operations** 

# **Partial client list**

#### 3M

Allianz Life Allstate Identity Protection Andersen Windows & Doors 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 VTech

## Connect



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