

# AGENCY

# FACT SHEET

**This fact sheet accomplishes three objectives:**

1. Explains our philosophy and scientific approach.
2. Informs you of our delivery system to our clients.
3. Offers you a crash course in advertising.

## **Scientific Advertising**

As an advertising agency, we embrace the philosophy of scientific advertising to ensure our strategies are data-driven, measurable, and result-oriented. Originating from Claude C. Hopkins in the early 20th century, this methodology emphasizes testing, tracking, and continuous improvement, enabling us to create compelling and effective campaigns. By applying the principles of scientific advertising, we leverage advanced analytics and digital tools to understand consumer behavior, optimize ad spend, and maximize ROI. This evidence-based approach allows us to adapt swiftly in the dynamic digital landscape, ensuring our clients achieve their marketing goals with precision and efficiency.

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## **Test Campaign**

Our three-month test campaign is designed to harness the power of scientific advertising by deploying a rigorous and systematic approach to identify and build a successful advertising strategy. Utilizing weekly A/B testing, we will continuously experiment with different ad creatives, targeting parameters, and messaging to gather valuable data and insights. This iterative process allows us to fine-tune and optimize our campaigns based on real-time performance metrics, ensuring we deliver the most effective and engaging content to our target audience. By applying the principles of scientific advertising, we aim to maximize the efficiency of our ad spend, drive higher engagement, and achieve superior results for our clients.

## **Full Campaign**

At Rigmarole, our six-month agreements reflect our commitment to the philosophy and methodology of scientific advertising. Once the agreement is signed, we dedicate the first one to two months to an intensive setup phase, where we design the creative and our media buyers craft your audience, before launching your full six month campaign. From the launch of your campaign, we operate like scientists, rigorously analyzing data and optimizing strategies to enhance results continually. We encourage as much involvement and feedback from you as possible, as this collaboration enhances our ability to fine-tune and improve the campaign's performance.

## **Our Fee Structure**

Our fees are broken up into four categories

### **Strategy & Account Planning**

Setup of the account including gaining access to necessary platforms and all research into your market and consumer behavior.

### **Client Services**

Dedicated account manager assigned with overseeing the operations of your account. Includes scheduled monthly reporting calls and general conversation for optimization ideas.

### **Creative Services**

Design and creation of your ad campaign assets – graphic design, landing page(s), written content, filming and editing of video assets.

### **Media Planning & Buying**

Our robust solution for targeting your ideal audience and placing ads in front of them. Targeting measures include keywords, intent, geographical regions, etc. Rigmarole collects a customary 15% commission on all ad spend.

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## **Ad Types**

Advertising can be categorized one of two ways: Brand Awareness or Direct Response.

### **Brand Awareness**

A Brand Awareness campaign focuses on drawing attention to your brand. A generalized message expressing the benefits, advantages, or position of your business will be created and placed in front of those who you want to expose your brand to.

### **Direct Response**

Direct Response advertising consists of crafting a message from your brand to the consumer that encourages a response. This can be something like a seasonal promotion or a discounted service or product.

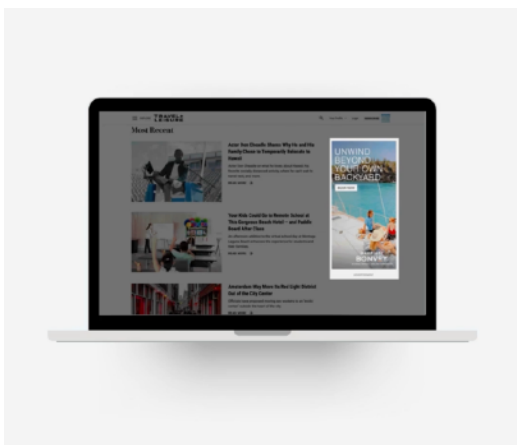
## Media Channels

Below is a basic overview of the places that your ads will be visible.



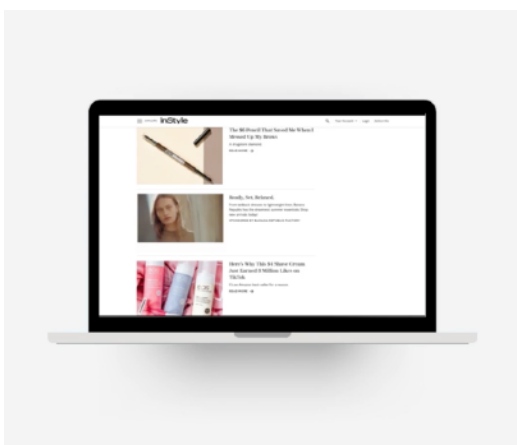
### Responsive Native Ads

Ads that match the form, function, and style of the publisher page.



### Display Ads

Offering traditional display and banner ads with the same performance precision of native advertising.



### Outstream Video

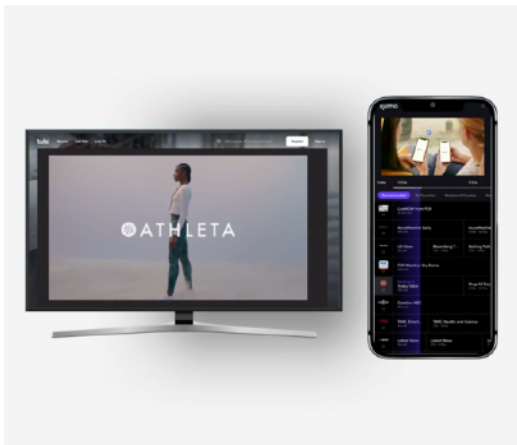
Outstream ads can appear as a video that expands between paragraphs within an article, appears within a feed similar to a native ad, or displays vertically between content in a mobile app.

## Media Channels



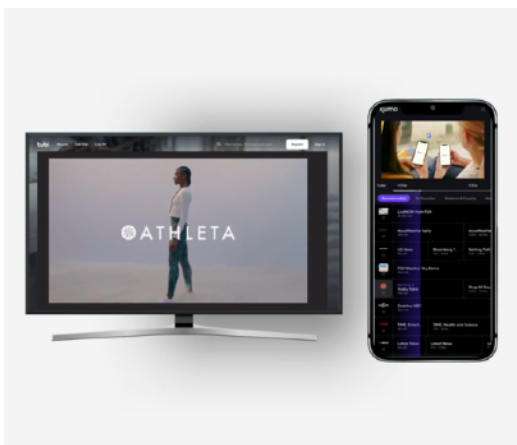
### Instream Video

Instream is a video ad unit that plays inside of a preexisting video player. Instream ads can play before the video content (Pre-Roll), in the middle of the video content (Mid-Roll), or after the video content (Post-Roll).



### CTV/OTT

Leverage proprietary context-driven and automated bid modification tools for CTV/OTT. Streamline planning, trading, and execution with world-class support.



### ZTV

Harness all the power of CTV/OTT with the addition of precision, zip code targeting.