

We're a digital media and measurement company.

2009
Established

125
Employees

95%
Client Retention

MPLS
Headquarters

Services

Strategy Consulting

Shaping strategies to accelerate growth through marketing and measurement.

Omni-Channel Measurement

Delivering measurement solutions that unlock insights across marketing channels and devices.

Paid and Owned Media

Optimizing paid and owned media on a complete set of metrics that impact a client's business.

Highlighted Client List

Retail

- maurices
- Levi's
- Calvin Klein
- Stitch Fix
- Lane Bryant
- Duluth Trading Co.

Healthcare

- HelloMedicare
- UnitedHealthcare

Financial Services

- Brightpeak Financial
- Thrivent Mutual

CPG

- General Mills

Executive Leadership



Dale Nitschke
CEO and Founder



Steve Baxter
Executive VP, Paid and Owned Media



David Slayton
CFO



Bonnie Gross
Executive VP, Client Engagement



Brandon Wishnow
Executive VP, Omni-Channel Measurement



Jesse Grittner
Sr. VP, Strategy Consulting

Recognition



Let's Work Together



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