



Performance focused paid media advertising for fast-growing, ambitious brands that demand results.

Paid Media Capabilities

 Google
Partner
Google Certified
Partner

Meet Your New Media Buyer.

DALLAS MCLAUGHLIN

 azima
Winner, Rising Star
Award

 AM
AMERICAN MARKETING
ASSOCIATION
Best Digital
Marketing Campaign
2023

Transforming Client Success: The Journey from Full-Service Agencies to Digital Innovation



Large Agency Experience

With over 12 years of experience in full-service advertising agencies, Dallas has had the opportunity to work with hundreds of businesses and marketing teams across a variety of industries, including travel, hospitality, e-commerce, retail, finance, and nonprofits. His experience ranges from working with small single-person start-ups to large national franchises. He has been responsible for hiring and managing teams, building standard operating procedures, and leading the development and execution of full-funnel digital marketing strategies, all of which have helped businesses achieve their annual growth goals.



Industry Leadership

Dallas has risen to become a recognized industry leader. He is a Google Certified Partner and the winner of the American Marketing Association's 2023 Best Digital Marketing Campaign. His achievements have been acknowledged by the Arizona Innovation Marketing Association, which awarded him the "Rising Star" award for his track record of expertise and leadership in the advertising industry. He was also named to AZ Central's "Who's Next" list, honoring outstanding young leaders in Arizona. Along the way, he's been a featured contributor on major industry sites such as Entrepreneur, Inc., Simply Measured, and Kissmetrics, and has appeared on the TED Original podcast, WorkLife with Adam Grant, New York Times #1 Best Selling author of "Originals: How Non-Conformists Move the World."



Client Experience Insight

Through his extensive work with agencies, Dallas identified several pain points that clients frequently experienced. Clients often dealt with a lack of communication, junior talent managing their accounts, complicated contracts, misalignment around client goals, and high employee turnover. These challenges hindered clients' ability to achieve their marketing objectives and created frustration and inefficiencies.



Creating the Solution

Nearly four years ago, Dallas left his career in traditional agencies to start his own business, offering Paid Search Advertising, Paid Social Media Advertising, Streaming Advertising, and Programmatic Display Advertising. Drawing on his extensive experience, he set out to address common client frustrations by providing a more effective and streamlined approach. His business focuses on direct access to subject matter experts, clear communication, tailored strategies aligned with client goals, and transparent, flexible contracts. Today, Dallas manages millions of dollars in annual ad spend across over a dozen clients, operating across the full sales funnel to deliver exceptional results.

A partnership designed to fix what you hate about marketing partners

With 12+ years of experience working in, building and managing some of the largest full-service advertising teams, it became obvious that the old, slow advertising agencies were relics of the past developed in a bygone era. It was clear they were ill-suited for today's fast-paced digital landscape. With that insight, the Direct-to-Expert model was created to help ambitious, fast-growing brands achieve the results they demand. Here are a few key things you can expect.



Streamlined Communication

Stop wasting your time and energy talking to account managers. Strategize, plan and communicate one-on-one with the person who is actively making the decisions and responsible for driving the results your business demands.



Award-Winning Talent

Stop letting your account get handed off to interns and junior-level talent. By going Direct-to-Expert you can ensure that only award-winning talent, backed by decades of hands-on experience is working on your business.



Built for Speed & Efficiency

Remove the layers of bureaucracy and decision-making slowing down your path to results. Leverage battle-tested operating procedures and modern technologies to achieve results, faster than ever before.



No Contracts, Cancel Anytime

Don't get locked into long-term agency contracts, confusing pricing models and constant nickel-and-diming everytime you need something. Move to a flat 15% management fee with a cancel anytime guarantee.

Supported by a Battle-tested, Results-based Approach to Paid Media

With years of expertise and millions in ad spend, our paid search advertising approach starts with a deep understanding of your business. We craft strategic plans, build precise campaigns, continuously optimize, and provide comprehensive reporting to ensure maximum ROI.



Audit

We thoroughly assess your current paid media program, identifying strengths, weaknesses, and opportunities. This comprehensive analysis provides a clear understanding of your media's performance and reveals areas for improvement to enhance future media effectiveness.



Strategize

We develop a tailored paid media strategy that aligns with your business goals, target audience, and competitive landscape. This strategic framework guides all subsequent efforts, ensuring a focused and cohesive approach to achieving optimal results.



Plan

We outline a detailed paid media plan, including budget allocation, audience segmentation, ad creative, and targeting criteria. This meticulous planning ensures every aspect of the campaign is designed to maximize performance and return on investment.



Build

We construct your paid media campaigns with precision, creating detailed campaign structures, targeted ad groups, and compelling ad creatives. This foundational work is crucial for driving relevant traffic and achieving high engagement rates.



Optimize

We continuously monitor and refine your paid media program, analyzing performance data to make data-driven adjustments. This ongoing optimization process ensures your campaigns remain effective and responsive to changing market conditions and user behavior.



Report

We provide detailed and transparent reporting, offering insights into campaign performance, key metrics, and ROI. These reports help you understand the impact of our efforts and inform future strategic decisions.

Take It From These Guys



Media Channels

Connected TV & Streaming Audio

Connected TV & Streaming Audio

Connected TV (CTV) and Streaming Audio advertising utilize digital platforms to deliver video and audio ads. CTV ads appear on internet-connected devices like smart TVs, while streaming audio ads are played on platforms such as Spotify and Pandora. These channels provide a dynamic way to reach audiences with engaging, high-quality content.

See and Hear Your Business on The Largest Streaming Platforms

NETFLIX

hulu

max

peacock

prime video

Disney+

Spotify

pandora

Apple Music

amazon music

YouTube Music

iHeart
RADIO

Plus dozens of additional streaming platforms

Connected TV & Streaming Audio

CTV and streaming audio ads offer advanced targeting options, including demographic, geographic, behavioral, and interest-based targeting. Additionally, they can leverage first-party data and retargeting strategies to reach users who have previously interacted with the brand. This precision ensures that ads are seen and heard by the most relevant audiences, enhancing engagement and conversion rates.

Unlock Advanced Targeting Tactics

Demographic Targeting

Brands target specific age, gender, income, or education levels. For example, a luxury car brand might target higher-income males aged 30-50 on CTV and streaming audio platforms for more precise reach.

Behavioral Targeting

Brands target users based on past behaviors and interests, such as browsing habits or purchase history. For example, a fitness brand could target users who have shown interest in health and wellness content on CTV and streaming audio.

Contextual Targeting

Ads are shown in relevant content based on the program or genre. A travel agency might place ads in travel documentaries on CTV or travel-themed podcasts on streaming audio to ensure contextually relevant engagement.

Platform Targeting

Brands target users on specific streaming platforms or apps, like Hulu, Roku, Spotify, or Pandora. This allows brands to choose platforms where their target audience is most active, maximizing ad effectiveness.

Household Targeting

Brands target specific households using data such as household income or family size. A home goods retailer might target ads to households with high-income families on CTV and streaming audio for tailored messaging.

Third-Party Data Targeting

Brands use data from third-party providers to reach specific audience segments. An electronics brand could use third-party data to target tech enthusiasts across various CTV and streaming audio platforms for more accurate ad placement.

Connected TV & Streaming Audio

Connected TV and streaming audio leverage top networks to enhance reach, trust, and authority. By advertising on premier platforms where viewers and listeners spend their time, brands can connect with engaged audiences in trusted environments. The following statistics highlight the significant growth and effectiveness of these channels, demonstrating their value in a comprehensive marketing strategy.

Channel Statistics

CTV Ad Spend Growth

CTV ad spending in the US is **expected to reach \$27.5 billion by 2025**, indicating a significant shift towards digital TV advertising

Consumer Engagement

60% of CTV viewers are more likely to recall an ad compared to traditional TV viewers, showcasing the higher engagement and memorability of CTV ads

Reach

Streaming audio services like Spotify and Pandora **reach over 200 million active users monthly in the US alone**, offering brands access to a vast and engaged audience

Ad Effectiveness

Streaming audio ads have **a 24% higher recall rate than traditional radio ads**, demonstrating their effectiveness in capturing and retaining listener attention

Targeting Precision

CTV ads can reach 76% of households in the US, with precise targeting options that allow advertisers to deliver tailored messages to specific audience segments

Time Spent

The average American spends over **1 hour daily consuming streaming audio content**, providing brands with ample opportunities to reach audiences during their daily routines

Programmatic Display

Programmatic Display

Programmatic display advertising is an automated method of buying and optimizing digital ad space in real-time. Using advanced algorithms and data insights, it places targeted ads across websites, mobile apps, and social media platforms. This approach ensures efficient ad delivery, maximizing reach and engagement while minimizing costs and manual effort.

Target Your Audience As
They Browse The Largest
Sites Online



The New York Times



USA TODAY

NBC NEWS

The Washington Post

Reach over 90% of the internet with programmatic display

Programmatic Display

Programmatic display ads leverage sophisticated targeting options to reach the most relevant audiences. By using demographic, behavioral, contextual, and interest-based targeting, as well as retargeting and purchase-based strategies, brands can deliver personalized ads. This precision increases ad relevance and effectiveness, driving higher engagement and conversion rates.

Reach Your Ideal Audience At Scale

Demographic Targeting

Brands target specific audiences based on age, gender, income, education, and other demographic data. For example, an apparel brand might target females aged 25-40 for a new clothing line launch.

Behavioral Targeting

Brands use data from users' past behaviors, such as website visits and search history, to predict their interests. A travel agency might target users who recently searched for vacation destinations.

Contextual Targeting

Ads are placed on websites or content pages that are contextually relevant to the ad's message. For instance, a fitness supplement ad appears on health and wellness blogs or articles.

Interest-Based Targeting

Brands target users based on their interests and hobbies, inferred from their online activities. A tech company might target users interested in gadgets and technology news.

Retargeting

Also known as remarketing, brands target users who have previously interacted with their website or app but didn't convert. For example, an e-commerce site retargets users who abandoned their shopping carts with personalized ads.

Purchase-Based Targeting

Brands target users based on their purchase behavior and transaction history. A grocery delivery service might target users who frequently purchase organic products or specialty foods online.

Programmatic Display

Programmatic display advertising offers unparalleled efficiency, precision, and cost-effectiveness. By leveraging advanced algorithms and data-driven targeting, brands can deliver highly relevant ads to the right audience at the right time. The following statistics highlight the immense growth, effectiveness, and market dominance of programmatic display, making it a vital strategy for any modern marketer.

Channel Statistics

Rapid Growth

Programmatic **ad spend is expected to reach \$147 billion globally by the end of 2024**, showcasing its increasing adoption and importance in digital marketing

Efficiency

Programmatic advertising **transactions occur in milliseconds, significantly speeding up the ad buying process** and improving efficiency compared to traditional methods

Cost-Effectiveness

Brands that use programmatic display advertising **see a 20% reduction in cost per acquisition (CPA) on average**, making it a cost-effective option for reaching target audiences

Precision

Programmatic display ads can increase ad relevance by 50%, resulting in better engagement and higher conversion rates compared to non-programmatic ads

Market Share

Programmatic display advertising accounts for over 80% of all digital display ad spend in the US, highlighting its dominance and effectiveness in the digital advertising landscape

Better Targeting

Programmatic ads can lead to **a 30% increase in conversion rates due to advanced targeting capabilities**, such as behavioral and demographic targeting, that ensure ads reach the right audience

Paid Social

Paid Social

Paid social media advertising involves promoting your brand, products, or services on platforms like Facebook, Instagram, LinkedIn, TikTok, and Snapchat. By paying for ad placement, businesses can reach a larger and more targeted audience than through organic content alone. These ads can take various forms, including images, videos, carousels, and stories, tailored to the platform's strengths.

Engage With Your
Audience Wherever They
Spend Their Time

facebook

Instagram

 Pinterest

TikTok

LinkedIn

nextdoor

 SnapChat

 reddit

Paid Social

Paid social media ads offer sophisticated targeting capabilities, allowing brands to reach specific demographics, interests, and behaviors. Platforms use data from user profiles, activity, and engagement to serve ads to the most relevant audiences. Additionally, retargeting and lookalike audience features help brands re-engage users who have interacted with their content and find new potential customers similar to their existing ones.

Build a Community of Targeted Consumers

Demographic Targeting

Target users based on demographic factors like age, gender, income, education, and relationship status. For example, a luxury brand might target high-income individuals aged 25-45.

Interest-Based Targeting

Reach users based on their interests and hobbies as indicated by their online behavior. A fitness brand could target users interested in health, wellness, and exercise.

Behavioral Targeting

Target users based on their actions and behaviors, such as past purchases and website visits. An e-commerce site might retarget users who viewed products but didn't complete a purchase.

Geographic Targeting

Deliver ads to users in specific locations, from countries and cities to neighborhoods. A local restaurant can target ads to users within a 10-mile radius of their location.

Lookalike Audience Targeting

Find new audiences similar to your existing customers based on shared characteristics. A fashion retailer might create a lookalike audience based on their top customers' profiles.

Custom Audience Targeting

Use your own data to target specific groups of users, such as email subscribers or app users. A travel agency could target previous customers with new vacation offers.

Paid Social

Paid social media advertising provides unparalleled opportunities for precise audience targeting and high engagement. By leveraging user data and advanced algorithms, these platforms ensure that ads are seen by the right people at the right time. The following statistics underscore the effectiveness and reach of paid social media advertising, demonstrating its critical role in a successful digital marketing strategy.

Channel Statistics

High User Engagement

Over 3.8 billion people use social media globally, with users spending **an average of 2 hours and 24 minutes per day** on social platforms

Ad Reach

Facebook ads reach 2.8 billion users monthly, making it one of the most effective platforms for reaching a large audience

ROI Potential

73% of marketers believe that social media advertising has been **"somewhat effective" or "very effective"** for their business

Conversion Rates

Social media advertising has a **conversion rate of 2.8%**, higher than both traditional display ads and email marketing

Influence on Purchase Decisions

54% of social browsers use social media to research products, highlighting the importance of a strong social media presence

Cost Efficiency

The **average cost-per-click (CPC) for social media ads is \$1.72**, offering a cost-effective way to drive traffic and conversions compared to other advertising channels

Paid Search

Paid Search

Paid search advertising, also known as Pay-Per-Click (PPC), involves placing ads on search engines like Google and Microsoft Bing. Advertisers bid on keywords relevant to their business, and their ads appear alongside search results when users query those terms. This method ensures your business reaches potential customers actively searching for products or services like yours.

Appear at The Top of
High-Quality, Targeted
Search Phrases

The Google logo, consisting of the word "Google" in its signature multi-colored font.The Microsoft Advertising logo, featuring the four-pane Windows logo icon followed by the text "Microsoft | Advertising".The Amazon Ads logo, featuring the word "amazon" in lowercase with the curved arrow logo underneath, followed by the word "ads" in a bold, lowercase sans-serif font.

Paid Search

PPC platforms like Google Ads and Microsoft Bing offer advanced targeting options to reach specific audiences. Advertisers can target users based on keywords, location, device, time of day, and even past behaviors. Additionally, demographic targeting and retargeting features allow businesses to hone in on their ideal customers, ensuring that ads are shown to the most relevant and high-intent users.

Go Beyond the Keywords with Layered Targeting

Keyword Targeting

Select specific keywords that potential customers are likely to search for. By bidding on these keywords, your ads appear in relevant search results, attracting users actively looking for your products or services.

Location Targeting

Show ads to users in specific geographic locations, such as countries, cities, or even a radius around a business. This ensures your ads reach the audience most likely to convert based on their physical location.

Device Targeting

Target ads based on the device users are using, whether it's desktop, mobile, or tablet. This allows for optimized ad experiences and bidding strategies tailored to how users interact with different devices.

Demographic Targeting

Focus ads on specific demographic groups, including age, gender, income level, and parental status. This targeting helps tailor messages to resonate with particular audience segments and improve ad relevance.

Audience Targeting

Utilize data to target specific audiences based on interests, behaviors, and past interactions with your site. This can include remarketing to users who previously visited your site or targeting similar audiences.

Time-of-Day Targeting

Schedule ads to appear at specific times or days when your target audience is most active. This ensures that your ads are shown when potential customers are most likely to engage and convert.

Paid Search

Paid search advertising drives highly qualified traffic by reaching users with strong purchase intent. By leveraging keyword targeting and advanced algorithms, PPC platforms ensure ads appear at the right time for the right audience. The following statistics highlight the efficiency, precision, and ROI potential of paid search advertising, making it an essential component of any comprehensive digital marketing strategy.

Channel Statistics

High Conversion Rates

Paid search visitors are **50% more likely to make a purchase compared to organic visitors**, making PPC a highly effective channel for driving conversions

First-Page Exposure

41% of clicks go to the top three paid ads on the search results page, emphasizing the importance of PPC for visibility and traffic

Strong ROI

Businesses **make an average of \$2 in revenue for every \$1 spent** on Google Ads, showcasing the strong return on investment that PPC can deliver

Audience Reach

Google processes **over 3.5 billion searches per day**, providing a massive audience for your ads to reach potential customers actively searching for products or services

Precise Targeting

PPC allows for **precise targeting options, including keywords**, demographics, location, and time of day, ensuring ads reach the most relevant and high-intent users

Measurable Results

PPC campaigns provide **detailed analytics and reporting**, allowing businesses to track performance, optimize campaigns, and measure ROI effectively

The Full Funnel Media Program

A Targeted Paid Media Approach to the Full Customer Journey

CONNECTED TV & STREAMING AUDIO

Increase Awareness & Authority

High frequency, reach and impactful advertising opportunities

KPIs: CPM, Impressions, Reach, Frequency

NETFLIX

hulu

max

peacock

prime video

Disney+

Spotify

pandora

Apple Music

amazon music

Music

iHeart RADIO

PROGRAMMATIC DISPLAY

Increase Reach & Frequency

Contextually targeted, clickable advertising opportunities

KPIs: CPM, Impressions, CTR, CPC

AP

CNN

FOX NEWS

ESPN

NEW YORK POST

The New York Times

IGN

USA TODAY

NBC NEWS

The Washington Post

PAID SOCIAL MEDIA

Increase Traffic & Engagement

Engaging, clickable and shareable advertising opportunities

KPIs: CTR, CPC, Engagements, Mid-Funnel Conversions

facebook

Instagram

Pinterest

TikTok

LinkedIn

nextdoor

SnapChat

reddit

PAID SEARCH / PPC

Increase Sales & Revenue

Keyword targeted advertising opportunities at the moment of truth

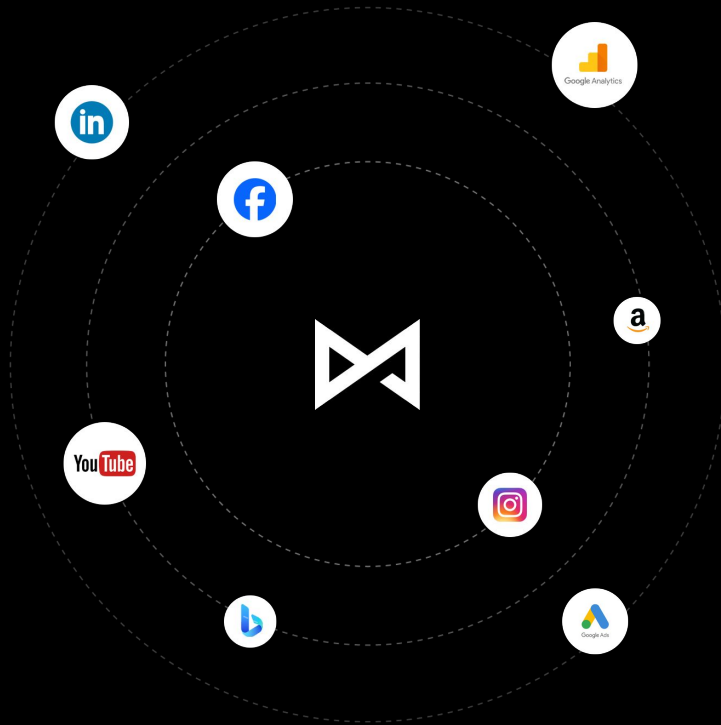
KPIs: Conversions, Cost-per-Conversion, ROAS

Google

Microsoft Advertising

amazon ads

Every Engagement backed with Real-Time Insights and a Centralized Reporting Solution



All media investments and key performance metrics are captured and delivered through a real-time reporting dashboard, accessible 24/7 via a dedicated URL. This dashboard allows for easy sorting, filtering, and exporting of all data as needed.

Monitor the following data sources in real-time, always up-to-date:

- Google Analytics
- Google Ads
- Bing Ads
- Facebook & Instagram Ads
- Twitter Ads
- LinkedIn Ads
- Youtube
- Programmatic Display
- CTV & Streaming

This real-time reporting of website and ad performance ensures that everyone is always in sync, enabling quick adaptation of the media program to focus on what works and pivot away from what doesn't.

[Live Example](#)

Let's Talk

Dallas McLaughlin
(480) 815-6253
dallas@dallasmclaughlin.com
Scottsdale, Arizona 🌵

