

MEDIA BUYING EXPERTS

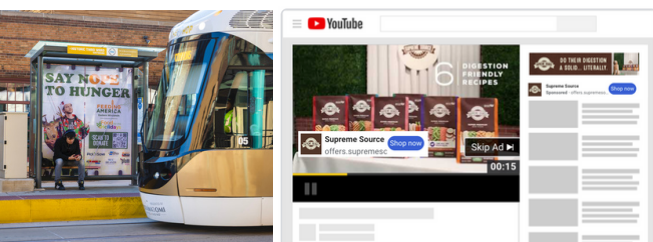
lefthandagency.com

Left Hand Agency, LLC

(414) 897-2146

lauren@lefthandagency.com

CAPABILITIES STATEMENT



CORE CAPABILITIES

Traditional Media Buying including:

- Strategic Planning
- Rate Negotiation
- Creative Traffic Management
- Media Placement & Confirmation
- Proof of Performance
- Reconciliation & Invoice Management

Digital Media Buying including:

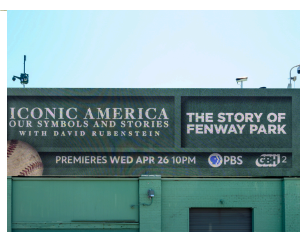
- Programmatic Digital Media Buying
- Social Media Buying
- Paid Search (PPC)
- Campaign Management & Optimization
- Analytics & Attribution

Channel Expertise:

- Social:** Meta (Facebook, Instagram), LinkedIn, X, Reddit, Nextdoor, Snapchat, Pinterest, TikTok, Youtube
- Audio:** Radio, SiriusXM, Podcasts, Streaming Audio
- Digital:** Streaming, Addressable, Online Video, Display, Native, Email Marketing, Mobile
- Traditional:** Cable, Broadcast, Radio, Billboards
- Paid Search:** Google and Bing
- Print:** Magazines, Trade Publications, Newspapers, Direct Mail
- Out Of Home:** Billboards, Transit, Place-based, Malls, DMVs, Convenience Stores, Gas Pumps, Murals, Wallscapes, Wildpostings, Car toppers, Vehicle Wraps

DIFFERENTIATORS

- Exceptionally fast at turning around media plans for last minute activations
- Led by former marketing directors who have extensive marketing experience beyond media placement
- No campaign spending minimums
- No Jr. Account reps handling client accounts

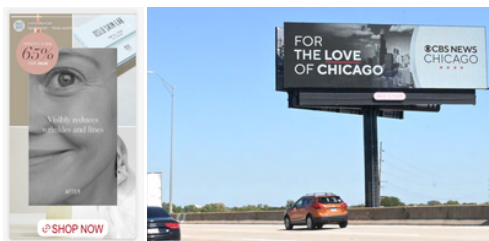


SUMMARY OF SERVICES

Left Hand Agency, LLC is a media planning & buying agency with more than 125 years of combined experience in marketing & advertising. While many media agencies focus on either traditional or digital, we have two integrated teams that manage the full spectrum of media channels. Our buyers craft, negotiate and place advertising locally and nationally. We are led by former creative & marketing directors which roots our approach to advertising in expertise across the full spectrum of marketing. Every media plan is built around the individual project, target audience and available creative assets.

CERTIFICATIONS & AWARDS

- Google Certified Partner since 2022
- Microsoft Advertising Partner
- Goodway Group Preferred Partner
- Meta Blueprint Certified Buyers
- TradeDesk Certified Buyers
- Roku OneView Certified Buyers
- 3 Emmy-Award-Winning Employees
- Trade Desk Kokai Certified Buyers



CORPORATE DATA

DUNS: 00-550-6942

CAGE: 9MMF9

SAM UEI: HX81REHCFGX5

POC: Lauren Ridgley, CEO

Phone: 414-897-2146

Email: lauren@lefthandagency.com

Address: 12710 Jessie Avenue

Oregon City, OR 97045

WORK AREA: USA

SOCIO-ECONOMIC STATUS: WOSB,

OR COBID WBE & ESB: 14579, WBENC:

WBE2501180

NAICS: 541810, 541830, 541850,
541860, 541890

ACCEPTS: Visa, MasterCard,
American Express, ACH

PAST PERFORMANCE

CBS Paramount - 2021-Present - TV/Entertainment

Reactive marketing & awareness advertising across OTT, digital and billboards

Meiji America Panda Crackers: 2024-Present - Consumer Packaged Goods

Retail advertising across digital & traditional channels to drive measurable in-store sales

Supreme Source Dog Food - 2023-Present - Consumer Packaged Goods

Retail media network advertising to drive measurable in-store sales

Feeding America Eastern Wisconsin - 2023-Present - Non-Profit

Omnichannel advertising with emphasis on broadcast, billboards & transit

American Cancer Society - 2023 - Non-Profit

Targeted social advertising to drive attendance at a charity golf event

Andina Kitchen - 2024 - Restaurant/Event Space

Social and PPC campaigns to increase event-space bookings

Oslo Skin Lab - 2023-Present - Direct-To-Consumer Beauty Products

Meta advertising to drive subscriptions for beauty collagen

CAKES Body - 2024 - Direct-To-Consumer Apparel

OTT Advertising to drive online sales

PHRMA - 2021-Present - Non-Profit

Social and PPC campaigns to increase conference attendance

www.lefthandagency.com
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LEFT HAND AGENCY, LLC

References available upon request.

CEO: Lauren Ridgley
lauren@lefthandagency.com