

Botanic Tonics

TONICS & SUPPLEMENTS

A wellness brand known for its plant-based *feel free*™ tonic; we partnered with Botanic Tonics during a pivotal shift—evolving from a performance-only advertising strategy delivered across two channels into a fully optimized, full-funnel, multi-channel marketing approach. By expanding into a diverse mix of channels and campaign objectives, we helped drive stronger performance across the board.

Originally limited to Meta and Google Shopping, NuVoodoo boosted performance right out of the gate—driving an **84% increase in Meta ROAS** and lifting **Google CTR by 52%**. But we didn't stop there.

We transformed the strategy into a full-funnel, multi-channel approach. We incorporated campaign objectives beyond conversions to include awareness, consideration, loyalty, and advocacy, introducing contextual TrueView, pre-roll, and programmatic brand awareness campaigns, store locator campaigns on Meta and Google, MNTN prospecting and remarketing, and Meta Subscriber campaigns.

MARKETING TACTICS

- » Facebook & Instagram Display and Video Ads (including brand awareness, prospecting and store locator campaigns)
- » Contextual YouTube TrueView & Pre-Roll Ads
- » Contextual Programmatic Ads
- » Google Shopping, Search & Store Locator Ads
- » MNTN Prospecting & Remarketing Ads
- » Custom Brand Lift Studies
- » Developed persona targets and advertising strategies

+20%

TOTAL
AD REVENUE

+82%

IMPRESSIONS

+14%

HIGHER ROAS
OVERALL

+38%

WEBSITE TRAFFIC
GROWTH



MiiR

DRINKWARE

An international drinkware manufacturer with an established Business-to-Business (B2B) presence, we began our partnership with MiiR as they made the strategic decision to expand into the Direct-to-Consumer (DTC) market. After a year focused on customer research and building a foundation of brand awareness, we leveraged the success and insights of these efforts to further evolve our strategy in 2023.

Our team crafted a balanced and robust Direct-to-Consumer (DTC) marketing strategy, implementing a complementary mix of digital tactics to continue growing brand awareness and nurture customer relationships through every step of the sales funnel.

Through these efforts, we were able to exceed our client's sales goals for Q4, significantly reduce annual ad spend, and contribute to impressive YoY growth in DTC sales. growth, the Client turned to NuVoodoo.

MARKETING TACTICS

- » Instagram Display and Video Ads
- » Contextual YouTube TrueView Ads
- » Programmatic Audio Ads
- » Google Shopping Ads
- » Email Campaigns and Automated Flows
- » SMS Campaigns and Automated Flows
- » Custom research to identify customer characteristics, preferences, behaviors, and attitudes
- » Tested brand imagery, messaging, and delivery tactics to optimize marketing results.

+625%

RETURN ON
AD SPEND

35%

REDUCTION
IN AD SPEND

+17%

DIRECT-TO-
CONSUMER
REVENUE

CSUN SUMMER '21 + WINTER '22

ASSISTIVE TECHNOLOGY CONFERENCE

ATTENDEE
REGISTRATION
NOW OPEN

37TH ANNUAL
CSUN
ASSISTIVE TECHNOLOGY
CONFERENCE
MARCH 14-18, 2022 • ANAHEIM MARRIOTT



REGISTER NOW

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SAVE 25%
IN 2022!

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CONFERENCE

VIRTUAL

KEYNOTE SPEAKER



The Honorable
Anthony "Tony" Coelho

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1MM+

IMPRESSIONS

5X

INCREASE IN
TICKET SALES

+154%

OF FORECAST
IMPRESSIONS

Due to the pandemic, CSUN's annual Assistive Technology Conference moved online. Our objective: Drive registrations the two weeks prior to the event date.

NuVoodoo developed a comprehensive targeting strategy designed to engage the most-qualified prospects to register for their event. In two weeks, CSUN saw a five-fold increase in paid attendance and gained over one million impressions via a multi-network, multi-channel digital display campaign.

MARKETING FEATURES

- » First-Party Data Custom Audiences
- » Lookalike audiences that "looked like" their First-Party audience from a data standpoint
- » Retargeting Previous Attendees (Winter '22)
- » Use Facebook, Instagram, LinkedIn and Geofencing strategies to increase awareness and convert to attendees
- » Optimized each platform according to strategy
- » Full display creative package

WATSON'S

FURNITURE STORE

As the leading furniture retailer across the Midwest, Watson's is always thinking outside the box when it comes to getting their commercial message to the right people.

Utilizing a video campaign in the YouTube and Google ecosystems, Watson's and its associated brands were able to serve more impressions throughout the year to more qualified prospects in several key markets, at a fraction of the cost of regular TV commercial buys. The result: a substantial increase in in-store traffic and sales.

MARKETING FEATURES

- » Data-driven strategy and tactic recommendations
- » Campaign creative split testing and optimization
- » Weekly campaign targeting tweaks and budget optimization
- » Ongoing best practices consultation

+10%
IN-STORE TRAFFIC

1,600+
CAMPAIGNS

+1B
IMPRESSIONS

WE'RE FILLING UP YOUR WALLET.

97.1 FM
The River
Classic Hits

FIND OUT HOW YOU CAN WIN \$1000

Eric Von Haessler

*Refreshing.
Entertaining.*

95.5 WSB
ATLANTA'S NEWS & TALK

► **LISTEN NOW**

Listening while you work just got awesome

B98.5
80s 90s & NOW

FIND OUT HOW YOU CAN WIN \$1000

#1

WSRV-FM
MEN 25-54

#1

WSBB-FM
PERSONS 25-54

#1

WSB-FM
WOMEN 25-54

COX MEDIA GROUP

ATLANTA, GA



2020 wasn't kind to a lot of industries, and one of the industries hit the hardest was radio. Cox Media Group in Atlanta, GA knew that their radio stations needed to deploy effective marketing strategies to stay competitive in a vastly shrinking economic landscape. NuVoodoo deployed surgical marketing strategies to target the audience that mattered most to each station. The result was sustained #1 rankings in each station's most desired demographic.

MARKETING FEATURES

- » Data-driven strategy and tactic recommendations
- » Employed NuVoodoo's proprietary data analysis
- » Targeting/retargeting strategy design and implementation
- » Multiple tactics used to reach likely Ratings Respondents in various ways
- » First-Party Data Custom Audiences
- » Optimized each platform according to strategy
- » Bi-weekly metrics
- » Ongoing best practices consultation
- » Copy assistance



HARVEY RUVIN

MIAMI-DADE CLERK OF COURTS

216K+

VOTERS REACHED

26.8%

Rubin Young

73.2%

Harvey Ruvin

46%

MARGIN OF VICTORY

73%

OF ALL VOTES CAST

In 2020, NuVoodoo's political division managed the digital strategy on behalf of the campaign to re-elect Harvey Ruvin to the Miami-Dade Clerk of Courts. As an incumbent already polling favorably, the Ruvin campaign leveraged NuVoodoo's data-driven approach to marketing as an insurance measure for overwhelming top-of-mind awareness and unaided recall at the ballot box.

Our team put forward a four-week, laser-focused digital advertising effort, matching offline data to online activity, ensuring that every dollar spent reached registered, likely voters in areas of the county most valuable to the race. Only five out of 14 Democrats won their races in Miami-Dade, including Ruvin. In doing so, he beat his opponent by more than 46%, nearly seven points higher than the margin of victory for any other Democrat and far exceeding what the polling suggested.

MARKETING FEATURES

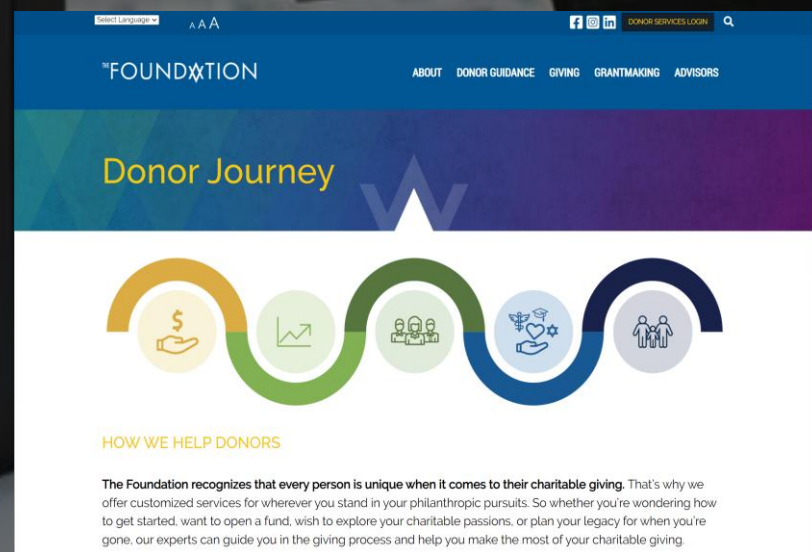
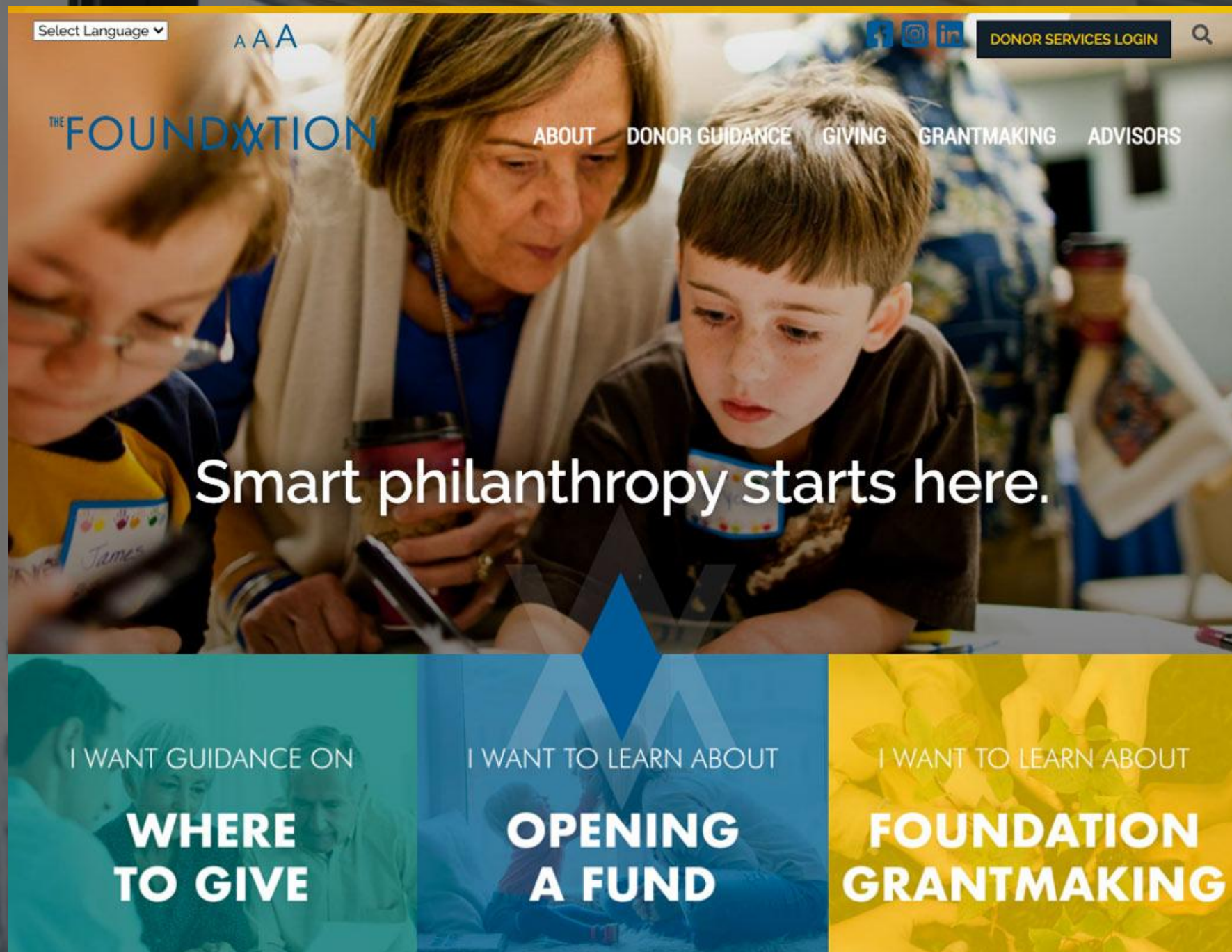
- » Data-driven strategy and tactic recommendations
- » Targeting/retargeting strategy design and implementation
- » Campaign creative split testing and optimization
- » Weekly campaign targeting tweaks and budget optimization
- » Bi-weekly metrics
- » Ongoing best practices consultation
- » Copy assistance



Be Proud to Vote

HARVEY RUVIN #56

MIAMI DADE CLERK OF COURTS
Vote November 3rd



JEWISH FOUNDATION OF LOS ANGELES

67%

SPEED
INCREASE

33%

SEO BOOST
IN 90 DAYS

100%

SECURITY
AUDIT PASS

The Jewish Foundation was happy with their site design but not much else. They needed their site to be faster, rank better in search engines, and not be such a chore to update.

The site was built on a discontinued and unsupported version of Drupal and running on an obsolete hosting environment that was both slow and presented security risks. “Normal” tools to migrate the code and content weren’t working. On top of that, the site wasn’t optimized for Mobile, nor was it properly tagged for SEO.

Migration to Wordpress and PressPlatform Enterprise Hosting – NuVoodoo’s team rebuilt the site from the ground up using Wordpress. The site’s speed increased a whopping 67%, Ranks on targeted SEO terms increased 33% in the first 90 days, and the time and effort necessary to manage content dropped tremendously!

PROJECT HIGHLIGHTS

- » 90 Day Rebuild Process
- » Security Enhancements
- » Enterprise Hosting
- » SEO Workup
- » Workflow Improvements



Astronaut
pilot
first



Astronaut Doug Hurley

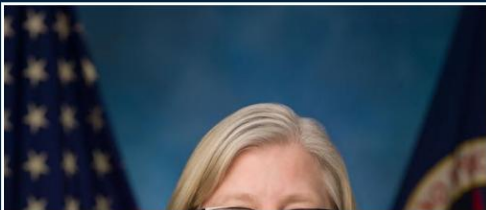
Doug Hurley is a former military astronaut. During his trailblazing missions (STS-127 and STS-133) as commander of the Space Shuttle Endeavour, he helped NASA and make spaceflight history.

Hurley spent a total of 93 days in space during his discovery on the International Space Station. Hurley lives in Houston, Texas.

VIDEO



About Vickie Kloeris



Vickie Kloeris is a career astronaut. She worked for 29 years. For 29 of those years, she was the manager of first the Space Shuttle and then the International Space Station food systems through the completion of the long-lasting, easy-to-use and psychological

LATEST NEWS: KAREN'S OFFICIAL ONLINE STORE IS NOW OPEN!
Visit [KarenNybergArt.com](#) for her unique space inspired artworks, quilt patterns and more!

ABOUT KAREN



Dr. Karen Nyberg
Retired NASA Astronaut, Engineer

Space Day Q&A



Karen Nyberg
NASA Astronaut

Dr. Karen Nyberg is an engineer, astronaut, and artist who, through nearly thirty years of experience in human spaceflight, has gained an appreciation for the value of working within and across diverse political ideologies, cultural values, and world views to advance critical missions.

Karen was selected as a member of the NASA Astronaut Corps in 2000. She made her first trip to space aboard Space Shuttle Discovery in 2008, during the height of International Space Station (ISS) construction, delivering and installing the Japanese Laboratory. On her second spaceflight in 2013, Karen launched on a Russian Soyuz spacecraft and lived and worked at ISS for 166 days.

Prior to astronaut selection, Karen worked as an Environmental Control Systems Engineer at the Johnson Space Center where she led several design and analysis initiatives in the areas of space vehicle and space suit thermal and environmental control. Recently retired from NASA, Karen is currently

ASTRONAUT SITES
HIPSETTER GROUP

The Hipsetter Group is an agency in Florida specializing in helping NASA Astronauts establish a digital presence. They needed a fast and cost-effective way to get sites online.

It's tough to get on an Astronaut's schedule, so wrangling assets and shepherding sites through the design process were all even more complicated than usual.

We were thrilled to launch KarenNyberg.com, VickieKloeris.com, and DougHurleyAstronaut.com on Pressplatform SMB, with all sites going live on time and on budget. Doug's site was even live in time for his Netflix Special!

PROJECT HIGHLIGHTS

- » 3 sites in 4 months
- » Affordable SMB Hosting
- » Commerce Integration
- » SEO Workup
- » Client Able to Update via Layout Builder

HUCK FINN JUBILEE

BLUEGRASS MUSIC FESTIVAL 2022



HUCK IS BACK!

October 7-9

[Click Here!](#)



NEW TO THE LINEUP!
EYES OF THE WORLD
Music of the Grateful Dead



Featuring Nate LaPointe,
Chris Murphy and
members of Cubensis



FRIDAY 10/7
8:45 PM

**SINGLE DAY PASSES
AVAILABLE NOW!**
HUCKFINN.COM



FIRESIDE COLLECTIVE

The band burst onto the scene in early 2014 following the release of "Shadows and Dreams." The album weaves bluegrass, funk, rock, and blues influences into a refreshing representation of modern folk music. Their album, "Home", was recorded in Asheville at Sound Temple Studios, and features guest musicians from Asheville's rich acoustic music scene alongside members of the Fireside Collective.

600K+
IMPRESSIONS

SOLD OUT

3 Tiers of Passes
in 30 days

2X

Sales of premium
tickets sold YoY

In its return as an in-person event for the first time since the pandemic shutdowns, HFJ was in a "do-or-die" position. A change in venue and structure required strong communication and advertising.

NuVoodoo developed a comprehensive targeting strategy designed to engage previous fans and new audiences alike to purchase passes for the event. In one month, HFJ sold out of the top tier ticket levels and near sell-outs in other ticketing categories. It proved to be the best year by far for the festival since new management began running the show in 2017.

MARKETING FEATURES

- » First-Party Data Custom Audiences
- » Optimized each platform according to strategy
- » Full display creative package
- » Consulting with organic social media postings
- » Custom designed ticketing platform
- » Website development and management

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FIESTA HERMOSA

ANNUAL HERMOSA BEACH FESTIVAL

Our Objective: Drive festival goers in Hermosa Beach to attend Fiesta Hermosa.

It was important to the client to reach festival attendees of recent events that contained an audience similar to their target.

460K+

IMPRESSIONS

2.9K

TICKETS SOLD

+117%

OF FORECAST IMPRESSIONS

MARKETING FEATURES

- » Optimized targets according to GeoConquesting strategy
- » “Looked back” to previous events to capture device IDs of previous attendees of the St. Patrick’s Day Parade and Beach Life Festival.
- » Using those captured device IDs, delivered ads over a four-week period to increase awareness of the event and drive attendance

Sierra Nevada

INNINGS MUSIC FESTIVAL

747,298

IMPRESSIONS
DELIVERED

.11%

CLICK-THROUGH
RATE (ABOVE
INDUSTRY
AVERAGE)

10x

INCREASE IN
BRAND AWARENESS

As a leading craft beer brand, Sierra Nevada sought to enhance brand awareness and drive sales within the local market surrounding the Innings Festival 2024. The brand aimed to leverage innovative digital marketing strategies to achieve impactful engagement and long-term consumer interest.

CHALLENGES

- » Increase brand awareness in a crowded beverage market
- » Drive consumer engagement during and after the festival
- » Convert digital engagement into measurable sales growth
- » Optimize ad spend while maximizing marketing impact

MARKETING FEATURES

NuVoodoo implemented a precision geofencing strategy to serve targeted ads to festival attendees based on location history

- » Designed and executed a cross-platform digital campaign utilizing display, video, and connected TV (CTV) ads to maximize brand visibility
- » Performed real-time data optimization to monitor campaign performance and make immediate strategic adjustments
- » Leveraged pixel tracking and audience insights to refine future marketing efforts and enhance customer engagement
- » Integrated a multi-channel marketing approach to ensure sustained brand awareness and long-term consumer retention.

RESULTS & IMPACT

10X Brand Awareness Increase

1. Compared to typical brand exposure, Sierra Nevada experienced a 10x surge in awareness during the festival.
2. Ad impressions and engagement rates significantly outperformed standard benchmarks.

Local Sales Growth

1. Sales within the local market saw a noticeable uplift during and after the festival.
2. Increased foot traffic and conversions at key retail locations reinforced the campaign's effectiveness.

High-Intent Consumer Engagement

1. Successfully identified and engaged high-intent audiences, leading to a higher-than-average click-through rate (CTR) and improved brand recall.
2. Utilized audience behavior insights to refine future marketing strategies.

By integrating data-driven insights with strategic advertising, Sierra Nevada's campaign at the Innings Festival 2024 successfully elevated brand presence, increased market penetration, and drove measurable sales growth.