

FEBRUARY 2018
EDITION



Our Vision

To stand out amongst our peers as the leader in comprehensive, client-centric marketing / advertising solutions.

THERE ARE NO MAGIC BUTTONS by Haley Zimmerman

As digital strategists, we like to think we're magicians pulling targeted campaigns and quality impressions out of the proverbial hat. While that sounds cool, it is simply not the case. Ad technology platforms are extremely sophisticated networks that are stocked with mind-blowing amounts of information. The network is impressive, but it is not magic. Anyone in ad tech claiming to serve quality impressions by flipping a switch or using their propriety, nontransparent algorithm probably isn't telling the whole story. A successful online strategy is as much about the person behind the desk as it is about the technology used.

Follow The Eyes has created a digital environment where humans and technology work together to serve highly-targeted campaigns. Technology should not be allowed to strategize on its own; it needs the critical mind only a human can possess. The artificial intelligence in magic buttons cannot find the trends a human can by manually pulling reports and pivoting data - something we pride ourselves on doing daily. Optimizations are more powerful when humans make connections using technology as a resource rather than black-box algorithms that do not have reporting data to back-up how it served so impressively.

mean something wholly different. Technology and a lack of ad tech knowledge may be to blame for pie-in-the-sky expectations of digital campaigns. Keep in mind, our campaign managers can do a lot to leverage advertising strategies to perform better and reach goals, but there is no magic button to force clicks and website form fills. Anyone who tells you different is probably serving you fraudulent metrics.

Ad tech has so much available data for businesses to target their audience better than ever before. We can buy ads programmatically through online display, video, connected television, and audio platforms, like Spotify, to reach the perfect audience. Specific strategies like web browser language settings, behavioral analytics, and demographic information is all available as well. Technology can get an ad in front of the right person, at the right time, on the right day. However, we still can't actually click the ad for the consumer, which makes the claim behind magic buttons obsolete. At Follow The Eyes, we pride ourselves on delivering transparent results, no trickery needed.

In ad tech there are a lot of buzzwords: artificial intelligence, algorithm, and auto-optimization are just a few. Some of these words have been skewed from traditional definitions to





Employee Spotlight: Lisa Morris

Senior Vice President

My name is Lisa Morris, and I am the Senior Vice President of Follow The Eyes. I was born and raised in Lima, Ohio. I left Lima for a short time to further my education in Fort Wayne, Indiana, but I quickly came back to my hometown. I have triplets who are 14 years old: Isabella, Sophia, and Colton. They keep me very busy in volleyball, golf, track, and band. During the summer, we enjoy going north to a lake in Michigan for family time, boating, and fishing. We love the outdoors and traveling to new places.

Before joining Follow The Eyes, I had an extensive background at the local cable company. I started out as a customer service representative. Then, I decided to learn more about the Media Sales Department, so I applied for the traffic/billing position. I loved that position and was there for over 15 years. I proceeded to grow with the company, working as the sales assistant for another 10 years. Realizing I wanted to go to the front end of

the media process, I then became a sales rep. After 26 years in advertising at a cable company, I wanted to move my career forward at an advertising agency.

I decided to join the Follow The Eyes team. I started out in the Client Services Department where I built schedules and reconciled billing. Now, I have worked my way up to Senior Vice President, where I help manage our team and grow the company in many exciting ways. Working for an agency is so different than working for just one of the many media we use. It's satisfying to be able to engage with our customers and bring them the best plan through all types of media to help their businesses succeed.



February Celebrations

Follow us on social media for fun celebration pictures!



BIRTHDAYS

Kayla Vogel	2/11
Emily Brock	2/12
Jennifer Bible	2/27



Make the client the hero of their own story.



Our Mission

Drive client success through measurable business goal achievement and customized pain point solutions.

