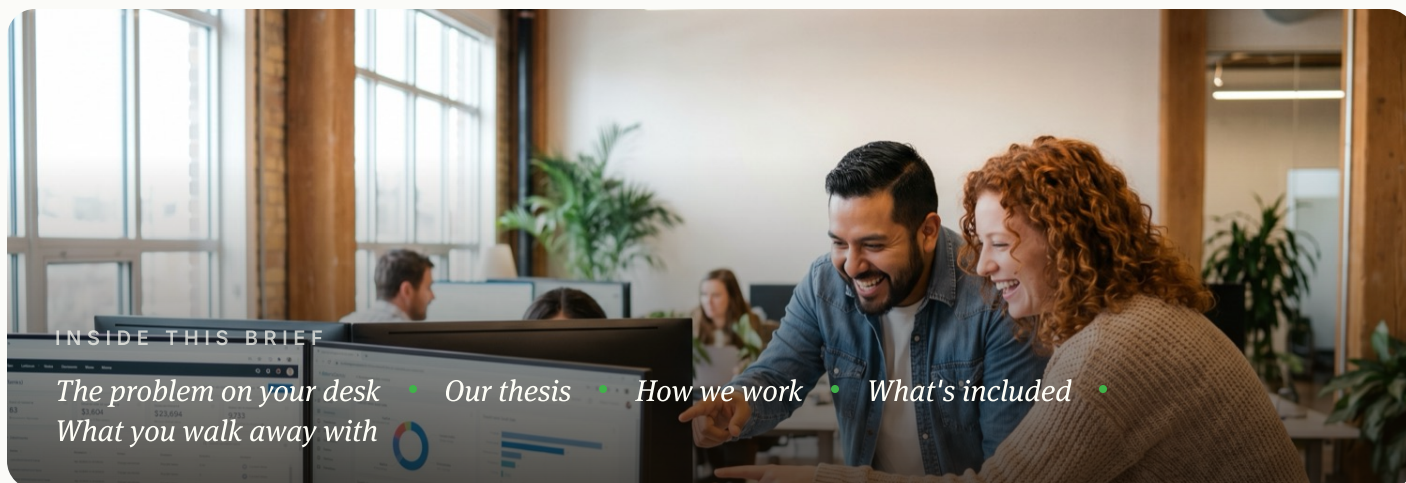


● MARKETING TECHNOLOGY CONSULTING

Campaign Execution and Optimization.

Get a senior marketing operations team running your campaigns and platform, without the headcount.



INSIDE THIS BRIEF

The problem on your desk
What you walk away with

Our thesis

How we work

What's included

Campaign Execution and *Optimization*.

A senior managed-operations retainer covering campaign ops, data, attribution, and RevOps.
For B2B teams who cannot find or justify a senior MOps hire.

THE PROBLEM ON YOUR DESK

Senior marketing operations talent is scarce and expensive. Even when you find it, a single senior operator is a single point of failure. When that person leaves, the expertise walks out the door, and your team is back to firefighting workflows instead of running high-impact campaigns. The hire is hard to make and risky to depend on.

OUR THESIS

The senior team you cannot hire. *On retainer.*

What the retainer covers

01 · EXECUTION, INSIGHT, INTEGRATION

01

Campaign operations by senior hands

Builds, QA, list management, and launches handled by practitioners who have done it a thousand times, freeing your team from the grind.

02

Data and attribution kept honest

Scoring tuning, reporting, and attribution that make the pipeline view trustworthy, so decisions are made on evidence, not guesswork.

03

RevOps integration kept aligned

The connective work that keeps marketing, sales, and the systems behind them moving together instead of drifting apart.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ Ongoing campaign builds, QA, and launches
- ✓ List management and data hygiene
- ✓ Scoring tuning, attribution, and reporting
- ✓ Continuous campaign optimization
- ✓ RevOps integration across your stack
- ✓ A flexible retainer with a path to in-house

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

- | | | | |
|-----------------------------|----------------------------|-------------------------------------|--|
| 01 | 02 | 03 | 04 |
| Reliable <i>execution</i> . | Always <i>optimizing</i> . | Capacity <i>back to your team</i> . | Continuity <i>that does not quit</i> . |

“

We got the senior operator we couldn't find, as a team that doesn't quit.

DIRECTOR OF MARKETING · B2B MID-MARKET

Get the senior team *you cannot hire*.

Book a scoping call to size a managed-operations retainer to your program.

Book a session →

demandspring.com/contact