

Your guide to RESULTS-DRIVEN marketing solutions.



Marketing Goal

TC Digital Solution

Impressions delivered,
Post-Impression conversions,
New sessions on Google
Analytics

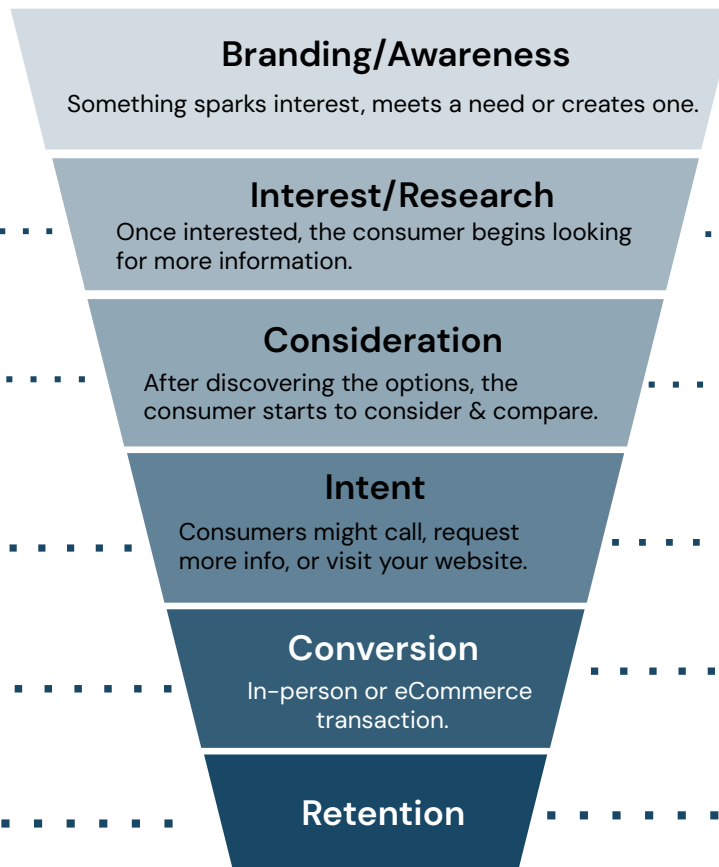
Clicks, Number of pages per
session in Google Analytics

Time spent on site, Re-visits
to the website, Clicks, Visits
to inventory pages

Form Fills, Phone calls, Visits to
high-intent URLs (Location,
Contact Us)

In-person purchases,
eCommerce transaction

Re-visits back to the website,
Social media and other
reviews



TV, Programmatic Video, Print,
Radio, Streaming Audio, OOH,
Events, Social Media, YouTube,
Display, Email, Direct Mail

Industry/interest content
targeting, Higher-funnel SEM,
Programmatic Email

Retargeting, SEO, Social Media, DID,
Programmatic & SEM, Targeted
Direct Mail, CTA Print, CTA Radio

SEM, Behavioral Targeting, SEO
Programmatic Email, Target
re-opens in email

SEM, SEO, Retargeting, Social
Media Lead Generation Forms

Retargeting, Social Media, Direct
marketing/email, Behavioral
targeting for specific in-market
segments, Targeted Direct Mail