

Relentless simplification.

Simple stands out. But the path to simplicity is anything but easy. At the current pace of change, even the most astute marketers can quickly go from on-trend to overwhelmed.

This is the stuff LoSasso lives for. We're relentless about simplifying the complex—partnering with our clients to solve and evolve faster. It's why the tenure of our relationships is more than twice the industry average. Insightful targeting and a passion for measurement lets us deliver the smartest, most creative solutions with your ROI in mind. Backed by a genuine, 100% accountable culture.

Achieving clarity from the complex is hard work. But with a proven process like ours, it is exactly what we can do for you.

About our clients

Our objective is to be an essential partner to clients that fit us in terms of size, experience, sophistication and culture. We currently serve about 15 clients in a variety of B2B and consumer industries; we've served large familiar brands such as Mitsubishi, UL, Brunswick, Nestle, Case IH, and Jayco, as well as niche and B2B brands such as Grainger, Connect Hearing, Heidenhain, BIG Kaiser, Sandvik Coromant and NAFEM. The common thread is that each is a quality brand that values continuous evolution, performance measurement and wants an agency to function as an extension of their team.

Our clients range in size from under \$100 million to several billion in annual sales with annual marketing budgets between \$4 million and \$20 million.



40 full-time employees



Independently owned and operated



Core values



Measurement focused



Currently serve 15 clients

HEIDENHAIN

We helped Heidenhain, a precision measurement and motion control manufacturer, evolve the company's image and reach out to an entirely new audience, mechanical engineers, with a campaign that resulted in 97% growth in website traffic and over 5,000 qualified leads. The display component of the brand campaign consistently outperforms channel benchmarks; Five times higher CTR than channel benchmark.

97%
GROWTH IN
WEBSITE
TRAFFIC

5,000
QUALIFIED
LEADS

5X
HIGHER CTR

Jayco®

Jayco, a leading RV manufacturer, had limited presence in important digital channels and needed help getting in front of the right prospects, with the right message, at the right time. So LoSasso created a high-value content and targeted digital promotion that resulted in 23,615 leads generated from gated content and a remarkable 18% click-through rate across nurture streams.

23,615
LEADS
GENERATED

18%
CLICK-THROUGH
RATE—(EMAIL)

Connect Hearing

LoSasso worked with Connect Hearing to understand and effectively reach Boomers and seniors by leveraging key audience insights – many at a local level – to implement stronger planning and strategy, targeting and reporting processes. Meanwhile, our work supported a stronger cross-channel presence and customer experience to build brand trust and preference. The most telling result of our efforts: Increased leads across new and traditional channels.

40%
INCREASE YoY
IN APPOINTMENTS

11%
AVG.
MoM GROWTH
IN APPOINTMENTS

Our fully integrated approach

Using our 5-3-1 Marketing Roadmap, we build fully integrated, omni-channel marketing programs anchored by a 5-year vision with 3-year and 1-year goals. We execute with creativity and agility as a unified team, under one roof.



Capabilities:

- Brand Activation/Shopper Marketing
- Brand Strategy
- Content Marketing
- Creative Development and Production for all Media
- Digital Media
- Direct Mail
- Direct Response Strategy and Offer Testing
- Lead Gen and Lifecycle Communications
- Media Strategy and Management
- Marketing Automation
- Mar-Tech Consulting
- PR and Media Relations
- Video and Photography (Studio Onsite)
- Web Development

Consumer Category Experience:

- Boomers and Senior Market Focus
- CPG
- Education
- Healthcare
- Outdoor
- Retail
- Food and Beverage

B2B Category Experience:

- Associations and Trade Shows
- Capital Equipment and Financing
- Construction and Agriculture
- Manufacturing
- Technology
- Supply Chain Products and Services