

# Marketing & Advertising Client Experience

The ad tech and mar tech landscape has grown increasingly noisy and conflated since we began working with clients in 2005. With more solutions, faster exits and sophisticated technology – like AI, personalization and predictive analytics to name a few – it’s ever more important for companies to carve out their place in the market and prove their value to marketers.

We’ve worked with numerous clients to do just that. Here are some of the companies we’ve partnered with through the years and a snapshot of the recent results we’ve helped them achieve.



*“At every turn, Metis delivered creative ideas and concrete results. We set an aggressive business goal, and Metis rose to the challenge.”*

– Cari Zoch, senior manager, brand communications  
Dun & Bradstreet (acquired Avention in 2017)

# Results



# 37%

Share of voice (the market majority) achieved for one client



# 75+

MQLs driven from client announcement in 24 hours

# 363 M+

Reach from 230+ quality coverage placements in one year



# 1,000+

Leads driven from one client's sponsored webinar campaign

## Media coverage that matters

**MarTech Today: Enterprise Customer Data Platforms: A Marketer's Guide**  
Learn everything you need to know about enterprise customer data platforms.

**Smart Marketers Should Turn to First-Party Data First**  
First-party data can boost ROI.

**Marketers, take note of Netflix's move into interactive video**

**Tea Forte Credits Zaius For Email Brand Growth**

ZAIUS

## Top industry recognition



## Industry report earns awareness

**SUNDAYSKY**  
PVI: Personalization x Video Index  
Explore the top performers in personalization and video, according to consumer research developed by the SundaySky team of personalized video experts.

**MULTICHANNELMERCHANT**  
Ecommerce | Marketing | Operations & Fulfillment

**Sephora Ranks Highest in Study on Personalization and Video**

**MTA** Helping Marketers Succeed  
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Over 70% Brand Leaders Reach Customers Through Personalized Video, Reports SundaySky Survey