

HOW BASIS HELPED FATHOM RETAIN AND GROW DIGITAL BUSINESS

MEET FATHOM.

Fathom is a full-service marketing agency deeply rooted in digital. They have strong expertise in all areas of marketing and specialize in paid media, SEO, and content development while weaving a thread of analytics through everything they touch.

Fathom has been on Inc.'s list of America's fastest growing private companies four times and is a seven-time recipient of AdAge's Top 25 Search Marketing Agency recognition. They have also been named a top workplace five times by NorthCoast 99.

CHALLENGE:

As a full-service agency, Fathom knew that digital media is a key component of any successful marketing plan. Their digital planning and buying offering was already solid, but the leadership team knew that in order to keep up with the evolving landscape, they needed an ad tech partner that could help Fathom meet their agency's sophisticated and strategic plans.

SOLUTION:

Fathom had specific needs for their future digital media ad tech. In addition to an easy-to-use platform, they required:

- A competitive DSP with extensive reach and significant control of targeting and optimizations
- Paid Search and Social reporting
- Access to reach and scale
- Complete transparency on pricing and reporting

RESULTS:

With Basis, Fathom has been able to retain and grow their digital media business. Client satisfaction is up and campaigns are meeting their goals and KPIs.

Fathom credits the platform's reach, agility, and transparency for helping them continue to make an impact on their clients' business.

KEY FEATURES FOR FATHOM:

REACH

- Established DSP
- Paid Social and Search integrations
- PMP Library
- Vendor Directory

AGILITY

- Holistic reporting
- Easy optimizations
- Complete control of programmatic tactics

TRANSPARENCY

- Detailed reporting
- Clear rate breakdowns

“The way we've positioned the Basis capabilities have contributed heavily to client retention and satisfaction. The reach, agility, and transparency the platform provides have been to key to our success in retaining and growing clients.”

—Tyler Alge, Director of Digital Strategy at Fathom

