

## **TouchPoint Integrated Communications**

### **Full Service, Results Driven, Integrated Media Planning, Buying & Optimization Agency**

#### ***Who***

TouchPoint Integrated Communications, LLC is a private, minority owned full-service results driven, integrated media planning, buying and optimization agency. We are WBENC certified and a Certified Fundraiser, working with non-profits. Our extensive experience spans various categories, including Fitness, Finance, Nutraceuticals, Pharma, Weight Loss, Insurance, Healthcare, Medical Devices and Packages Goods.

We have a long-term track record of successfully partnering with our Clients – sustaining relationships with many since we opened our doors in 2005. We believe the strongest Client/Agency relationship is about listening, trust, spending our Client’s dollars like our own and delivering results.

#### ***What***

Powered by Direct and Brand Response specialists, TouchPoint’s focus is to maximize our Client’s return through a strategic, integrated and results-focused approach. Our expertise spans direct-response TV, brand-response TV, digital, video, SEM, social, audio, print, OOH, grass roots and alternative. Our RoundTable Integration ensures each of our Channel Leads - seasoned, best-in-class professionals - all play a role in setting strategy, ensuring our Clients have the strongest media programs, regardless of media mix.

#### ***How***

We start with building the right team for each Client. No team member touches a piece of business without fully immersing themselves in the Client’s business, the category, the competitive landscape, and the target segments. Execution begins with our proven planning platform, which marries syndicated research and our proprietary tools to develop the most strategic, efficient, and accountable media programs. Our media plans are never static, through ongoing real-time data analysis, we are continuously optimizing channels and media mix to deliver and exceed our Client’s goals.

#### ***Why***

Given the ever-changing media landscape, it is imperative we not only keep our Clients ahead of the curve but understand the relationship between channels and evaluate campaigns holistically. We welcome change, balancing our best practices with new technologies, opportunities, and trends in the marketplace. We have been pioneers in the lead-generation industry, successfully introducing new media channels and CTAs into our media mix. Understanding efficiency thresholds and balancing brand and response goals allow us to develop programs that expand beyond traditional tactics and provide our Clients with additional acquisition/revenue channels and program scalability.

#### ***Where***

Our main office is in Darien, Connecticut, with satellite offices in Portland, Oregon and Manassas, Virginia.

**\*\* Check out our recent feature in Results Magazine, which can be found [HERE](#) \*\***