optivate

AGENCY

DECK CONTENTS

WHO
WE ARE

Optivate Agency drives powerful connections between CPG brands, consumers, and retailers through hyper-local engagement, fostering brand loyalty and boosting sales.

WHO
WE WORK WITH

With over 35 years of combined CPG experience and a 98% retention rate, we believe it's more about connection than a transaction.
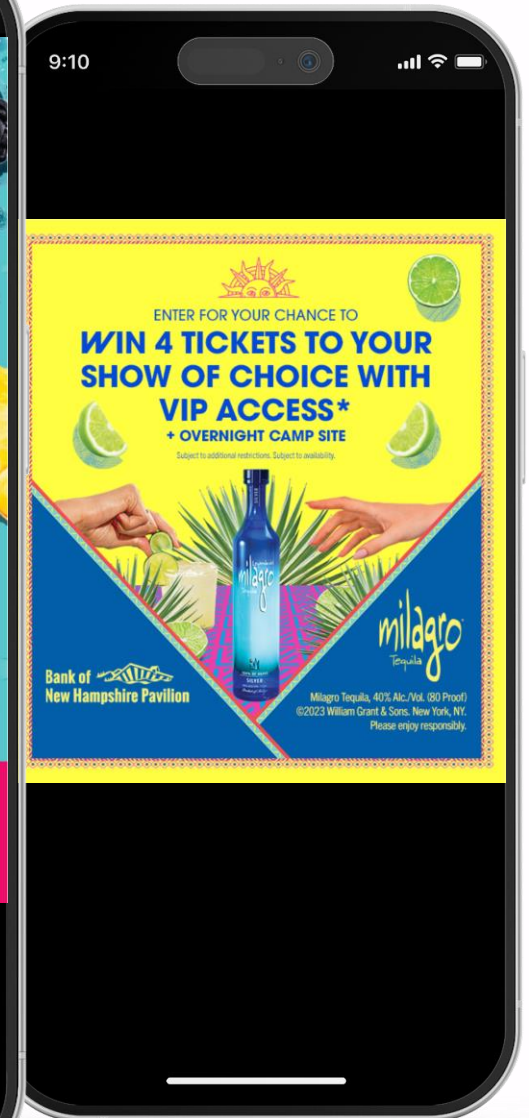
STATIC CONTENT

Static creatives offer fast-loading, high-quality visuals that ensure a seamless user experience across web and mobile. With their consistent performance and reliability, they effectively capture attention without the distractions of complex animations or long load times.

Turnaround

48 business hours
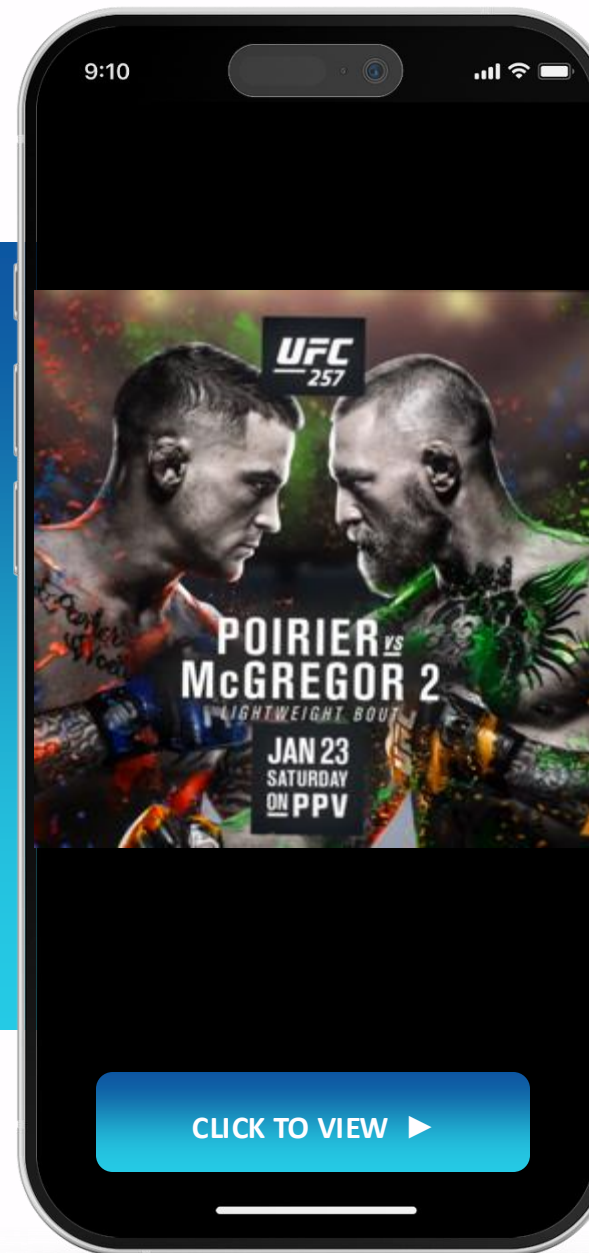
More examples

CreativeHub ▶

ANIMATED CONTENT

Animated creatives bring stories to life with motion, capturing attention and increasing engagement across web and mobile. Their dynamic visuals enhance brand messaging, making ads more memorable and impactful for users.

Turnaround

48 business hours

More examples

CreativeHub ▶

GROUND-UP CONTENT DEVELOPMENT

Ensure a unique, tailor-made approach that aligns perfectly with your brand's vision and goals. From concept to execution, every element is crafted with strategy and creativity, resulting in high-impact visuals that stand out.

Turnaround
3-5 business days

More examples
CreativeHub ▶

VIDEO CONTENT

Video creatives capture attention instantly, delivering engaging storytelling that drives higher engagement across web and mobile. With dynamic visuals and compelling narratives, they effectively communicate your message and leave a lasting impact on your audience.

Turnaround

Timelines will be shared once scope is finalized

More examples

[Creative Hub ▶](Creative Hub)

ON / OFF PREMISE

Drive sales and strengthen your retail partnerships with seamless digital solutions

Turnaround
10 business days

More examples
CreativeHub ▶

360 CAMPAIGNS

Optivate Agency specializes in activating comprehensive 360° digital promotions that seamlessly integrate paid social, device targeting, and creative design to drive engagement. From POS printing and drop shipping to managing consumer platforms and legal compliance, we handle every aspect to ensure campaigns run smoothly. Our end-to-end approach maximizes reach and impact for CPG brands.

Turnaround
15 business days

REBATES

Optivate offer **rebates**, acting as the clearinghouse with advanced **receipt scraping technology** to deliver valuable **basket data** back to our clients. Our seamless front-end experience ensures smooth consumer participation and actionable insights.

Turnaround
15 business days
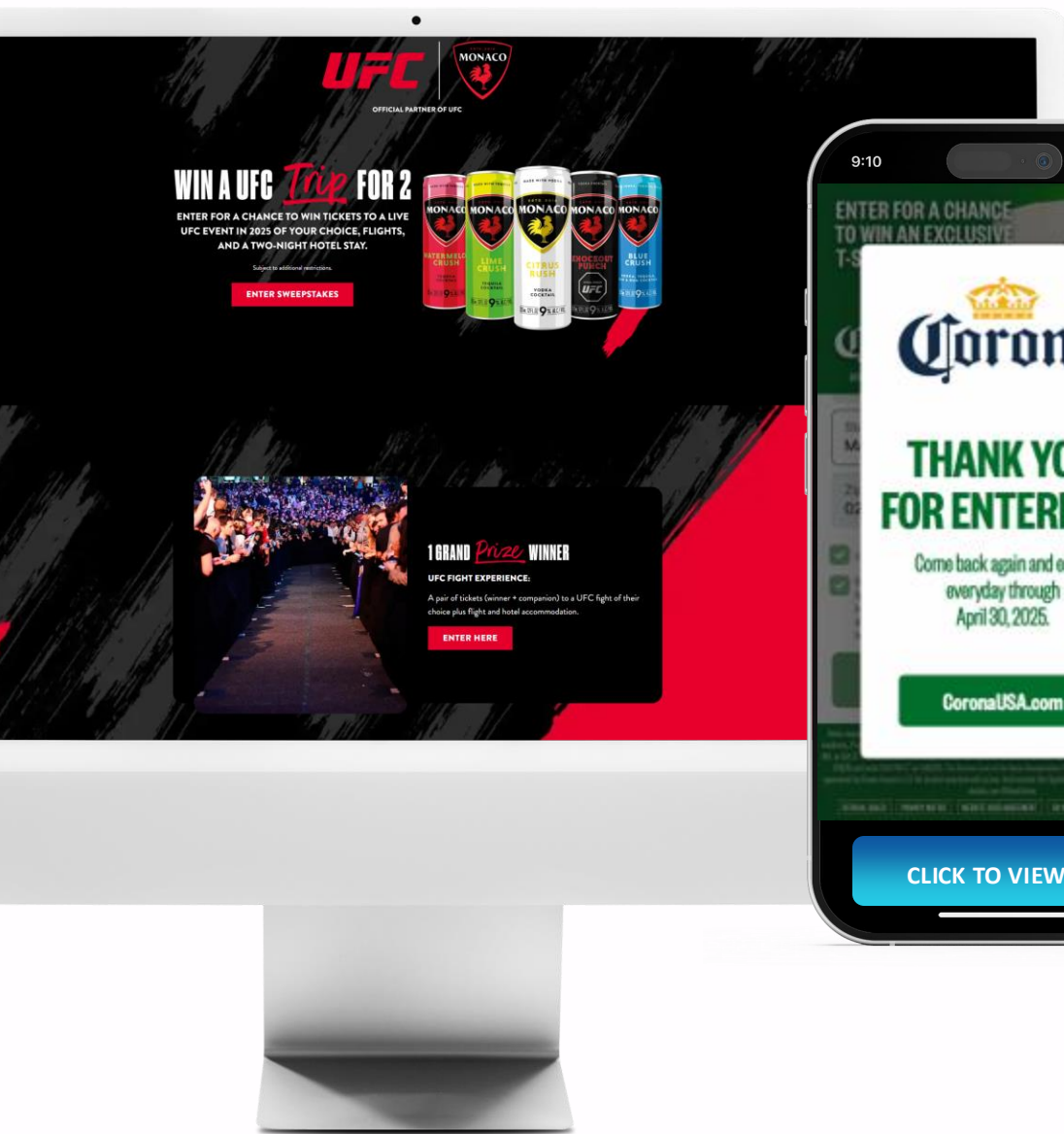
View Live Rebates
Here ▶

CUSTOM GAMES

Engage your audience with tailor-made interactive games that enhance brand awareness and foster customer loyalty.

Turnaround
10+ business days

Click to Play Game
Here ▶

CUSTOM MICROSITES

Optivate Agency builds **custom microsites** for consumer-facing promotions, offering everything from **standard data collection** to advanced customizations. Our capabilities include **viral sweepstakes**, **embedded videos**, **shop links**, **location finders powered by Google Maps API**, **email integration**, and more. Each microsite is designed to enhance engagement and deliver a seamless user experience.

Turnaround

10+ business days
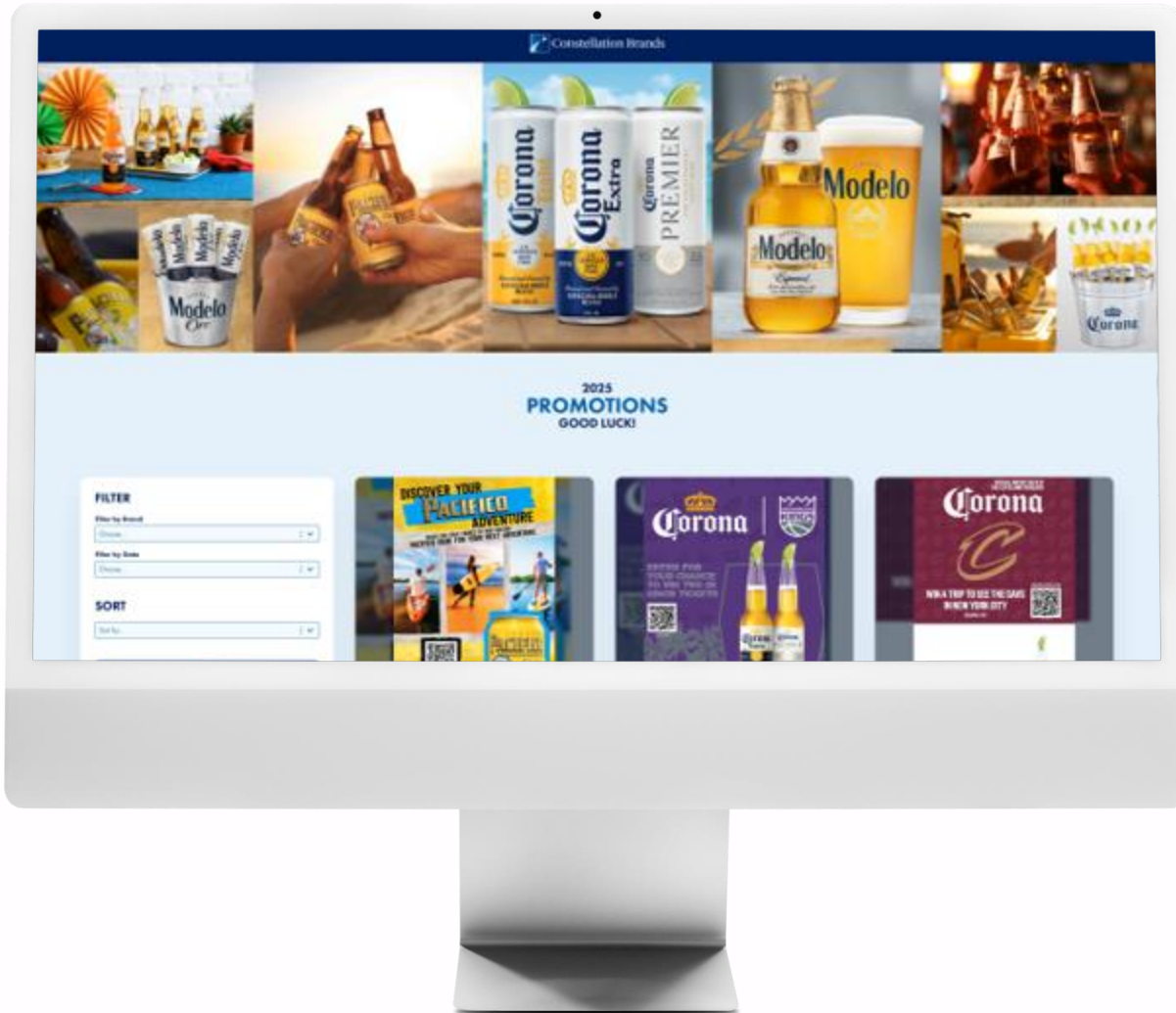
PROMOTION HUBS

Optivate Agency has developed **hubs like cbisweeps.com** to simplify and reduce the cost of launching **consumer sweepstakes** quickly. Once **rules and creative** are finalized, we can have campaigns **live within 48 hours**. These platforms serve as powerful tools for **both supplier and distributor sales teams**, enabling them to activate promotions efficiently and effectively.

Turnaround
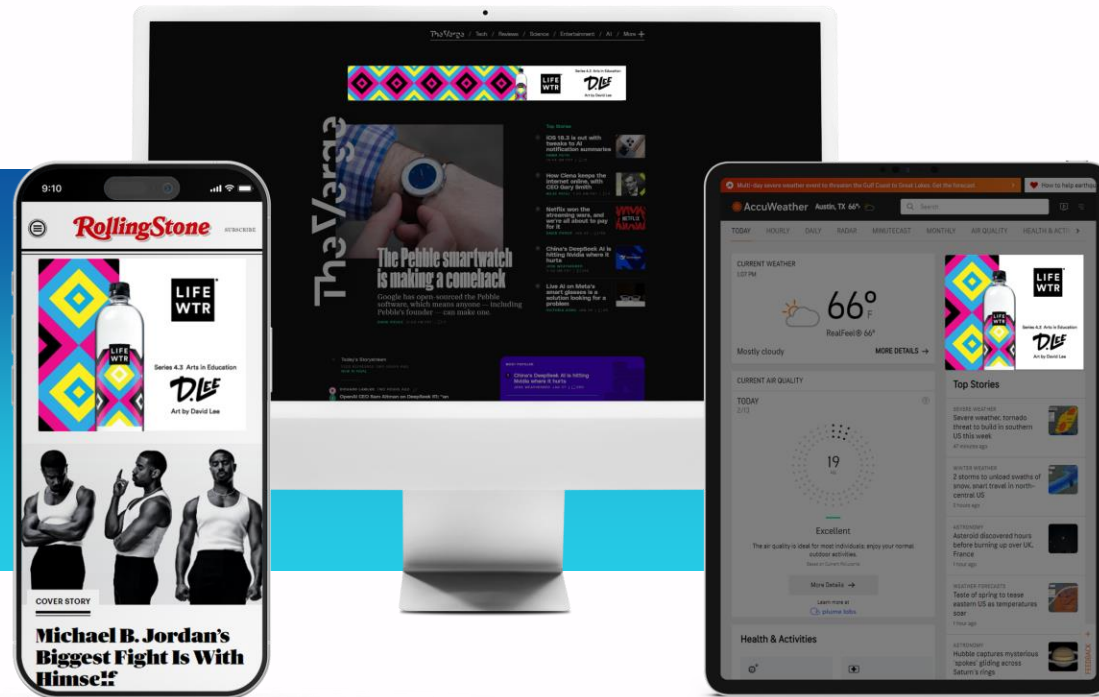
15 business days

Visit Hub

CBIsweeps.com ▶

TARGET

Custom, historical geofencing to precisely target devices at:

- **Bars & Restaurants**
- **Events**
- **Cities**
- **Competitor Locations**

- **Arenas**
- **C&G**
- **Conquest Your Competitor**

ENGAGE

Your core customer where they consume content based on:

- **Content**
- **Time & Day**
- **Frequency**
- **Behavior / Interest**
- **Location**
- **Demographics**

Ways to speak to your consumer:

CONVERT

Nymble is able to provide reporting that shows the precise number of exposed individuals who were later found at the targeted location during the campaign.

We measure conversions a few different ways – mainly with ad clicks & foot traffic attribution.
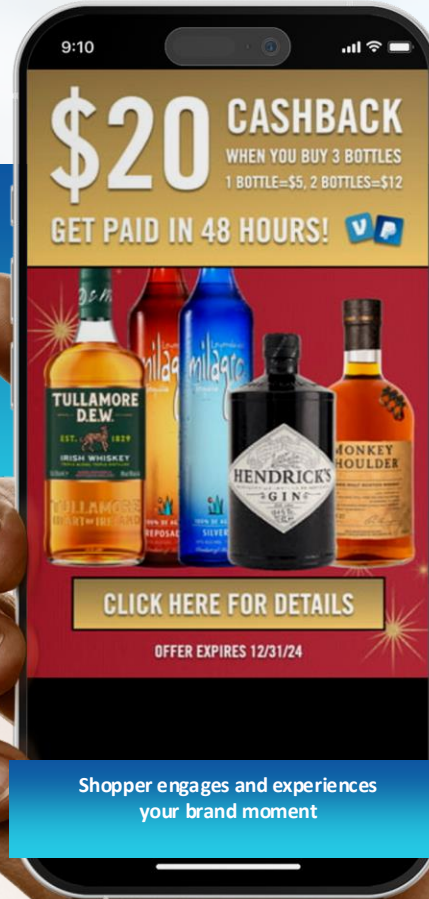
MOBILE DEVICE TARGETING

Measure consumer foot traffic to and from locations you identify | 10 business day turnaround
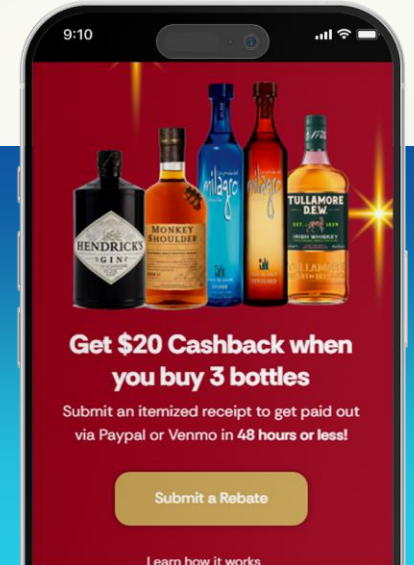

Shopper enters a store

Shopper receives a contextual push notification

Shopper engages and experiences your brand moment

Shopper converts with CTA – to your site, app, or in-store promotion

7UP CASE STUDY

Industry & Category:
CPG / Non-Alc Beverage

Brief to Launch:
XX days

Flight Time:
XX days

The Challenge:
The goal was to activate a targeted promotion that:
• Increased awareness and engagement through a custom digital experience.
• Encouraged app downloads and coupon redemptions.
• Drove measurable in-store traffic to a major grocery chain.

Our Strategy:
Optivate Agency developed a custom football-themed digital game, designed to captivate consumers and incentivize purchases. This interactive experience allowed users to test their skills in a fast-paced 30-second game for a chance to win a $1.00 OFF coupon on a mini beverage pack.

992,220
Total Impressions

$5.34 CPM
Aligned with Industry Averages

10,461
Total Ad Clicks

$0.51 CPC
Exceeding Efficiency Expectations

CORE WATER CASE STUDY

Industry & Category:
CPG / Non-Alc Beverage

Brief to Launch:
20 days

Flight Time:
60 days

The Challenge:
Increase distribution, secure floor space, and drive sell-through.

Our Strategy:
An omnichannel digital approach with an emphasis on device data, targeting shoppers found in competing locations.

+6,992 Cases Sold

40x case commitment per location (175 locations) prior to start of promotion

+163%

Sales volume increased 163% year over year

TULLAMORE D.E.W. CASE STUDY

Industry & Category:
CPG / Alc Beverage

Brief to Launch:
26 days

Flight Time:
60 days

The Challenge:
Increase distribution, brand awareness, secure planner support, and drive promotion engagement.

Our Strategy:
A shopper first digital approach with an emphasis on shopper mobile data delivered through Meta. This 360-promotion included hyperlocal media, POS, coupons, and a custom microsite that provided our client with a seamless process from brief to launch.

+1,832 Cases Sold

+183 New Distribution

This chain historically has not carried specific SKUs and, with the help of our promotion, the supplier was able to gain new distribution.

JACK DANIEL'S CASE STUDY

Industry & Category:
CPG / Alc Beverage

Brief to Launch:
34 days

Flight Time:
60 days

The Challenge:
Develop a digital retail promotion to amplify their local professional sports sponsorship and secure significant floorspace (pallet wrap) in a major chain retailer.

Our Strategy:
Targeting shoppers not only during their pre-shop, but also during their in-store visit increased path-to-purchase and purchase intent. All consumer touch points shared consistent creative messaging, ultimately driving to a simple yet engaging platform for shoppers to win a sporting experience.

+3,000 Cases Sold

+70 Chain Accounts

Pallet wraps were secured in all chain locations.

MOM WATER CASE STUDY

Industry & Category:
CPG / Alc Beverage

Brief to Launch:
XX days

Flight Time:
30 days

The Challenge:
Strategically plan a sweepstakes that both encouraged new social media followers and was impactful at brick-and-mortar retail locations.

Our Strategy:
XX...

+27% Social Audience Increase

Over 11,000 new social media followers were added to this brand's audience during this timeframe.

+40% Sales Increase

YOY nationwide sales lift during the promotional period, compared to same time period in the prior year.

THANK YOU