



SUPERIOR INSIGHTS. EXCELLENT RESULTS.

WHY EXL MEDIA?

EXL Media has been delivering strategic, cost-effective media campaigns for over 25 years with 45% of our clients retaining contracts with us for 10+ years.

We provide a unified team of media strategists who are immersed in evolving media trends, giving your marketing department confidence their media campaigns are keeping pace while maximizing media budgets.

We invite you to consider us as an agency partner by offering a 2022 Media Mix Maximizer for improved ROI.

CLIENT EXPERIENCE

FINANCIAL

- Greater Nevada Credit Union
- Voya: ABA Retirement

HEALTHCARE

- SI-Bone
- Barton Health

HOSPITALITY

- Ocean Prime Restaurants
- O'Neil Wine Vintner & Distillers

TRANSPORTATION

- Capitol Corridor Joint Transit Authority
- Catalina Express; Passenger Ferry

TRAVEL & TOURISM

- Reno-Sparks Visitor & Convention Authority
- Palisades Tahoe-Ski Resort
- Claremont Club & Spa A Fairmont Hotel
- Four Seasons

B2B

- Giants Enterprises
- Elsevier

CERTIFICATIONS

- Google Partner
- Microsoft Advertising Certified Professional
- Facebook Blueprint Media Buying Professional
- YouTube Certified
- Snapchat Advertising Core Competences Certified

AWARDS

Clutch.co

- 2021 Top Nevada B2B Companies
- 2020 Top Advertising & Marketing Agencies

Clutch.co is a B2B review site for business services.

MEDIA PLANNING AND PLACEMENT

CORE COMPETENCIES

- Media Planning
- Media Buying
Digital Media | Broadcast | Out-of-Home | Print
- Campaign Performance & Analytics
- Consulting

PREMIER INDUSTRY TOOLS

- Nielsen Broadcast Ratings
- Geopath OOH Platform
- Scarborough Market Research
- SRDS Media Inventory Platform

KEYS TO OUR SUCCESS

Digital Media Team: A unified team for 13+ years specializing in paid social, search and programmatic.

"Their keen insight and ability to execute a solid advertising strategy for our Ocean Prime concept (16 locations) has yielded significant results overall for the brand."

—Ocean Prime; National Restaurant Group

Broadcast Team: 25-year industry veterans originating from Top US Agencies.

"The team knows the Bay Area and Sacramento media buying landscape so well that I feel like they literally can reach into peoples' living rooms."

—Capitol Corridor; Northern California Passenger Train System

Out-of-Home: Personally driven over 75% of the top California DMA billboard inventory.

"EXL continues to be one of the best OOH media planning agencies because of the extremely efficient buys of quality inventory that they provide."

—Clear Channel Outdoor; Top 3 National OOH Company

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