



O142 IGNITION PROGRAM

Choosing the Right Digital Agency: A Buyer's Guide



Orange 142®

A Direct Digital Holdings Company

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1. Introduction to This Buyer's Guide

Choosing the Right Agency Partner for Smarter Strategy, Better Campaigns, and Measurable Results

The right agency can help you launch faster, scale smarter, and deliver more effective campaigns. But the wrong one? It can cost you time, money, and momentum. That's why choosing a digital agency isn't just about capabilities—it's about fit, partnership, and shared understanding of your goals.

Whether you're seeking help with strategy, execution, or both, today's digital landscape demands more than a media buyer. You need a team understanding the full funnel, from audience development and brand storytelling to campaign performance and real-time optimization.

At Orange 142, we work with brands and agencies to fill gaps, eliminate inefficiencies, and deliver marketing that works. Whether you need creative support, channel expertise, attribution clarity, or help unify your efforts across platforms, we offer integrated services that balance agility and accountability.

Why We Wrote This Guide

Agency relationships are difficult to evaluate based on slide decks and sales pitches alone. This guide, part of the Orange 142 Ignition Program, is designed to help you look deeper into your organization's needs so you can identify and articulate what matters most to your team and ask more strategic questions during the selection process.

Inside, you'll find tools to help you:

- Identify your biggest marketing challenges, from strategy gaps and resource limitations to underperforming creative or unclear reporting.
- Clarify the services you need to find an agency with the right blend of expertise, scale, and flexibility.

- Ask targeted, revealing questions about general capabilities, media channels, reporting, and guidance on why those questions matter.
- Evaluate long-term fit, so you don't just solve this quarter's problem, but build toward next year's success.

Whether you're consolidating vendors, exploring new media channels, or looking for a partner who can keep up, this guide will help you make a more informed and confident decision.

About the Orange 142 Ignition Program

The Orange 142 Ignition Program is a client success toolkit designed to help brands and agencies quickly learn digital advertising. Whether running their first campaign or expanding their service offering, the program provides educational guides, onboarding resources, planning checklists, and team support to ensure their campaigns are well-informed, well-executed, and aligned with their business goals.

2. Checklist of Challenges

Before you evaluate vendors, it's essential to identify the specific challenges holding your marketing efforts back. The checklist below outlines common pain points that signal a need for more substantial support, whether in strategy, creative, execution, or reporting. Use it to align your internal team, prioritize, and guide conversations with potential agency partners.

General Agency Fit

	We don't know what to expect after we sign a contract. We don't have a clear roadmap for what happens next.
	Managing multiple agencies (e.g., one for SEO, another for social media) leads to duplicated work, inconsistent messaging, and unnecessary overhead.
	When branding and media are handled separately, the creative often doesn't align with the media strategy.
	We need a partner who understands my long-term brand strategy and short-term performance goals.
	Coordinating assets, timelines, and updates across vendors eats up too much of my team's time.
	Sometimes I just need extra hands-on-demand support with campaign tasks we typically handle in-house.
	We need a partner who is accessible when we have questions and who can clearly explain what's happening in our campaign and why it matters.

Audience Development & Targeting

	We don't have our first-party data and are unsure how to build audiences without it.
	We rely on broad demographics, but need more precise targeting based on behavior or intent.
	We want to find "lookalike" audiences, but don't know how to identify or scale them.

	We're interested in curated or niche audiences (e.g., swing state voters, cocktail enthusiasts), but don't have access to those segments.
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Messaging and Creative Execution Challenges

	Our brand messages get diluted when different agencies handle the creative, landing pages, and ad formats separately.
	We need help translating high-level brand positioning into specific assets like emails, banners, social posts, and landing pages.
	We're not confident our creative is tailored to each channel. It feels like one-size-fits-all.
	We produce a lot of assets, but we're not testing or optimizing them consistently.
	We struggle to scale creative across campaigns while maintaining consistency and performance.

Campaign Strategy

	Our campaigns don't always map to a clear strategy. It feels like we're executing tactics without a unified plan.
	We're unsure if we're targeting the right audiences for our goals (awareness, performance, reactivation, etc.).
	We need more guidance on which channels or formats best support branding vs. conversion.
	We need someone proactive about optimizing campaigns once they've launched.
	We don't have a clear framework for how campaign goals map to KPIs.
	It's hard to align campaign planning with our internal timelines and product or sales cycles.

Media Buying and Budget Efficiency

	I don't have clear visibility into where my ads are running or how my budget is spent.
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	We've seen the same inventory priced differently across platforms and don't know which partner gives us the best value.
	There are multiple ways to acquire the same inventory. How do we know we're not bidding against ourselves?
	We want curated media opportunities but can't access private marketplaces or deal IDs.
	We're not confident our media plan aligns with our audience strategy; it all feels rather channel-first, not audience-first.
	We need help navigating emerging platforms and channels without wasting budget on unproven tactics.

Performance & Optimization

	We're not confident we're using the right KPIs to define success for our goals.
	We need more proactive testing of audience segments, creatives, placements, or timing to improve results.
	Our campaigns feel set-it-and-forget-it. Will tweaking various campaign elements once they go live drive better performance?
	We need more proactive testing of audience segments, creatives, placements, or timing to improve results.
	When performance lags, we don't get clear answers on why or a plan to fix it.
	We need a partner who monitors performance and adjusts campaigns in real time.

Reporting and Insights

	Our reports are either too generic or too complicated. They don't help us make decisions.
	We don't have real-time dashboards or visibility into how our campaigns are doing while they're live.
	We're running multichannel campaigns, but our reporting is siloed. We need a unified view.
	We get charts, not insights—we need someone to tell us what's working and what to do next.

	It's difficult to link campaign performance to our business goals or marketing strategy, but this is what my boss (or the Board) wants to see.
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Attribution & ROI Clarity

	We just don't know which touchpoints drive conversions.
	We want data to show if our current attribution model reflects how our customers buy.
	We need help connecting digital performance to offline results like store visits or call center activity.
	We want better visibility into full-funnel performance—from awareness through conversion.
	Internal stakeholders need clear ROI proof; we're not getting it from our current reports.

Media Buying and Transparency

	I don't know where my ads are showing up.
	I've seen the same inventory priced differently on different platforms.
	I'm not confident that my campaigns aren't competing against themselves across DSPs.
	I need a partner who can explain exactly how and where my budget is spent.

3. Services We Need

Once you've clarified your challenges, the next step is identifying the services that can address them. This section outlines the marketing and media capabilities you should expect from an agency partner, so you and your team can ensure your marketing initiatives and advertising campaigns deliver the performance you need.

Marketing Services

	Branding and Strategy
	Content Development
	Social Media Influencer Development
	Email Marketing

Media Solutions

	Campaign Strategy — Branding
	Campaign Strategy — Performance
	Campaign Strategy — Reactivation
	Audience Development
	Creative Services
	Media Acquisition

Channels We Want to Advertise In

	Desktop
	Mobile
	Video
	CTV
	Digital Audio

	Social Media
	Native
	Gaming

PPC (Paid Search, PMAX, Shopping)

	Paid Social Media
	SEO
	GEO

Reporting & Attribution

	Monthly Reporting
	Google Analytics
	Custom Reporting
	Foot Traffic Attribution

Website Development

	Digital audit (i.e. a comprehensive site evaluation that examines UX, SEO, analytics, performance, and competitive positioning)
	Site rebrand (a visual refresh of your existing website with updated UX and modern design)
	Site rebuild (a full redesign with structural upgrades, improved performance, and new user experience features, often paired with a new CMS or tech stack)
	Site replatform (backend migration or tech stack upgrade without a front-end redesign)
	E-commerce enablement, including setup, platform integration, plugin configuration, and real-time data sync for inventory, CRM, and order systems.

	Ongoing maintenance and support to improve performance, update content, and reduce security risks.
	Copywriting / creative services
	AI chatbot design / live chat
	Integrations/plugin-ins/APIs
	Analytics dashboards

Marketing Enablement: Platform Setup & Integration

	Platform installation and configuration
	Integration with connected systems (CRM, email, analytics, ad platforms, etc.)
	Set up for contact segmentation, lead tracking, and campaign automation

Marketing Enablement: System Optimization & Clean Up

	Platform audit or health check (to uncover inefficiencies and underutilized features)
	Data migrations and system cleanups (to unify data and improve accuracy)
	Custom development and configuration (pipelines, workflows, dashboards tailored to your business)

Marketing Enablement: Training, Support & Maintenance

	Training and onboarding
	Strategic roadmapping and ongoing support
	Ongoing maintenance of platform and data (updates, user management, permissions, hygiene)

4. Questions to Ask Agencies Under Consideration

Choosing the right agency starts with asking the right questions.

This section provides essential questions to help you evaluate whether a potential partner can meet your campaign, creative, and strategic needs. For each question, we've included why it matters, so you can move beyond surface-level promises and find a team that can deliver.

General Agency Fit & Capabilities

Questions to Ask	Why It Is Important
What are your fees and billing practices?	You need transparency into how agencies charge, what's included, and whether pricing aligns with your budget and expectations.
How many people are on your team, and what are their roles or areas of expertise?	You should know if the agency has enough bandwidth and relevant experience to support your account at your expected level.
How do you onboard new clients?	The onboarding process sets the tone for the entire relationship. A structured, strategic onboarding ensures the agency understands your goals, brand voice, audience, and internal workflows—so they can hit the ground running and avoid costly missteps.
Who will manage my account, and how often will we communicate?	A key factor in agency satisfaction is access to a consistent point of contact and regular communication.
Who will work on my account? Do you have teams with expertise in brand vs. performance campaigns?	The success of your campaign depends on the expertise behind it. Brand and performance campaigns require different strategies, creative approaches, and optimization tactics. Knowing who will work on your account—and whether they have experience in your specific goals—ensures you're getting a team with the right skills to drive results, not just generalists juggling too many roles.

How do you ensure alignment across your internal teams (e.g., strategy, creative, media)?	Disjointed teams lead to disjointed campaigns. Each account should have an account manager or director as the central coordination point, ensuring strategy, creative, and media stay aligned. This helps deliver consistent messaging, avoid execution gaps, and keep all teams focused on shared goals.
Do you use onshore or offshore resources?	Some clients have preferences based on quality, time zones, or compliance needs. If you have specific requirements, you'll need to ask this upfront.
Can you act as a strategic partner, not just a media buyer?	Campaign success requires strategic decision-making regarding a range of topics, from audience development and creative messaging to mid-flight optimizations based on real-time insights.

Services Offered

Questions to Ask	Why It Is Important
Do you offer a full suite of marketing services: branding and strategy, content development, creative development, social media influencer development, GEO/SEO?	Partnering with one agency for strategy, creative, and execution leads to a more unified approach, fewer handoffs, fewer contracts, and a lighter lift for your internal team.
Do you support our channels, including display, video, mobile, CTV, digital audio, native, paid, organic search, and paid and organic social media?	If your agency can't cover every channel, your omnichannel campaigns may feel disjointed. Relying on multiple agencies also makes campaign management more complex and expensive.
Do you have experience running integrated omnichannel campaigns across these platforms?	It's not enough to support individual channels — your agency should know how to connect them. Integrated campaigns allow you to reinforce messaging, manage frequency, and guide users through the funnel across touchpoints. Disconnected efforts can confuse customers, dilute your message, and reduce overall campaign effectiveness. A strong agency will build holistic strategies across the full customer journey.

Can you help educate our team on emerging technologies and tools, including generative AI, that are shaping the industry?	Agencies should serve as advisors, helping you focus on what matters and stay ahead of trends. Look for a partner that shares guidance through tools like best practices guides and strategic recommendations.
Can you help us optimize, improve, rebrand, or re-platform our website? Can you create, test, and manage campaign landing pages for us?	Your website sits at the center of your digital strategy. It's critical that the same team leading your campaigns also ensures your site aligns with those efforts.
Can you help us optimize our tech stack by integrating existing tools and unifying our data?	Marketing success depends on connected systems. Your agency should be able to integrate platforms, streamline workflows, and help you turn fragmented data into usable insights.

Data & Targeting Capabilities

Questions to Ask	Why It Is Important
What kinds of first-party and third-party data do you use?	Knowing the data sources your agency relies on will help you assess their ability to reach the right audiences precisely.
What if I don't have any first-party data? How can you help?	Many brands are still building their data assets. Your agency should offer solutions like modeled audiences, intent-based targeting, or contextual placements to fill the gap.
Can you explain how your proprietary data products work?	Custom or exclusive data offerings can give your campaign an edge, but only if they're well-defined and relevant to your goals.
Which targeting tactics do you support? Do you support demographic, psychographic, contextual, location-based, and retargeting?	The best campaigns use a mix of targeting strategies to reach the right people in the proper context. Your agency should be fluent in tactics like geographic targeting, interest-based segments, retargeting, and contextual alignment, and explain how they combine them.

Media Buying & Execution

Questions to Ask	Why It Is Important
Which DSPs do you have access to, and why?	Different DSPs offer different inventory and pricing advantages. Access to multiple platforms can help optimize spend and reach.
Do you buy through closed platforms such as Amazon DSP, open marketplaces, or both?	The right platform for an initiative will depend on the individual campaign goals. Closed platforms, like Amazon, allow you to target consumers while they're actively shopping and to message across the entire journey. In contrast, open marketplaces may be most suitable for brand awareness campaigns.
How do you choose where my ads run?	You want a partner who makes strategic placement decisions, not one who defaults to convenience or lowest cost.
Do you offer curated deals or private marketplaces?	PMPs and curated deals can improve performance by focusing spend on high-quality, relevant inventory.
How do you ensure my ads appear in brand-safe and suitable environments?	Brand-safe environments protect your reputation by ensuring your ads don't appear next to content that could harm how people see your brand.

Reporting & Insights

Questions to Ask	Why It Is Important
What tools or dashboards will we use to access reporting?	All agencies provide campaign wrap-up reports, but the key benefit of digital advertising is the ability to gather results and optimize tactics as the campaign is live. To do that, dashboards and regular reporting are essential.
Do you integrate with Google Analytics or other third-party platforms?	Seamless integration with your analytics tools helps you validate performance and track metrics that matter to your business.
Do you provide custom reporting based on my business goals?	Not all campaigns should be measured the same way. Custom reporting ensures you're seeing results through the right lens.

How often will we meet to review campaign performance?	Regular performance check-ins help ensure alignment and allow for agile adjustments.
Can you walk me through what happens after a campaign goes live?	You must understand the ongoing optimization process, checkpoints, and who you expect to hear from.

Performance & Optimization

Questions to Ask	Why It Is Important
Which KPIs do you track, and how do you interpret them?	Standard KPIs such as CTR, CPA, bounce rate, and time on site reveal critical insights about creative effectiveness, landing page quality, and user experience. But they're just the starting point. A strong partner should explain those metrics and how to act on them.
Will you work with us to define custom KPIs that align with our business goals?	Custom KPIs tie campaign performance to your unique objectives, such as qualified leads, cost per conversion, or return on ad spend. You want to work with an agency that is both willing and able to create custom KPIs for targeting and optimization purposes that reflect what success looks like for your brand.
Do you A/B test all creatives and tactics?	Every ad shown and impression purchased is an opportunity to learn and improve. Your agency should continuously A/B test creatives.
How soon after launch do you begin reporting and optimizing?	Early performance signals matter, as they'll provide insight into all campaign criteria and strategy. Your agency should begin optimization within two weeks of launch, ensuring your campaign improves quickly and your budget isn't wasted.
How do you decide which campaign elements to optimize first?	Optimization should be intentional, not reactive. Understanding how an agency prioritizes changes, whether targeting, creative, placements, or budget allocation, reveals how strategic and data-driven they are in improving performance without wasting ad spend.

5. Channel Specific Questions

Each media channel brings its own challenges, tools, and strategic considerations. This section goes beyond general agency capabilities to help you evaluate how well a partner understands the nuances of specific tactics, from CTV and paid search to influencer development and foot traffic attribution. Whether your goals are brand awareness, engagement, or conversion, these deeper dives will help you identify agencies with the expertise to execute effectively across every channel in your mix.

CTV Questions

Questions to Ask	Why It Is Important
What targeting strategies do you support to ensure I only reach my ideal audiences as much as possible?	Effective CTV campaigns depend on precise audience targeting. Using household-level data, behavioral and intent signals, and contextual alignment ensures your ads reach the right viewers in the right mindset, maximizing relevance and minimizing wasted spend.
How do you ensure brand safety?	CTV spans many platforms, and not all content is appropriate for every brand. Your agency should apply safeguards like contextual targeting and vetted inventory sources to protect your brand reputation while maintaining campaign effectiveness.
Can you scale across all CTV environments (AVOD, FAST, Roku, etc.)?	Viewership is fragmented across apps and platforms. Your agency must be able to reach audiences wherever they're watching, including through companion banners and lookalike modeling, to maximize reach without sacrificing targeting precision.
How do you drive performance?	Performance requires more than impressions. Tactics like sequential messaging, retargeting, and time-of-day optimization help reinforce your message, boost recall, and drive conversions, turning passive viewing into measurable results.
Measuring CTV campaigns is notoriously difficult. How do you manage them?	CTV measurement is evolving. Look for an agency that combines platform analytics with brand lift studies, conversion tracking, and foot

	traffic attribution to give you a clearer view of what's working and how to optimize in real time.
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Digital Audio

Questions to Ask	Why It Is Important?
How do you target the right audience through digital audio?	Audio is a personal, immersive medium. Your agency should use genre, mood, behavior, interest-based signals, and first- and third-party data to reach high-intent listeners in the proper context.
Can you build custom audience segments based on intent or lifestyle?	Custom segments improve precision. Targeting users based on purchase intent or lifestyle behaviors ensures your message resonates and drives meaningful engagement.
Where will my ads run, and how do you ensure brand safety?	Audio spans many platforms, and brand safety is critical. Look for an agency that uses vetted inventory on premium platforms like Spotify, Pandora, iHeartMedia, and Amazon Music to protect your brand while ensuring reach.
How do you ensure ads run in environments with strong listener retention?	Not all inventory is equal. Prioritizing placements with high completion rates ensures your full message is heard, improving brand recall and ROI.
Can you scale across different devices and environments?	Listeners tune in from mobile, desktop, smart speakers, and connected cars. Your agency should help you reach users wherever they are and extend impact with companion banners or lookalike modeling.
How do you track and report on performance?	Audio requires distinct measurement. Your agency should track listens, completion rates, and engagement, and integrate those metrics into your broader campaign reporting.
Can you attribute audio exposure to online and offline outcomes?	Attribution in audio is evolving. Your agency should be able to connect audio impressions to online behavior (like site visits) or real-world actions (like store visits), helping prove the value of your campaign.

PPC: Paid Search, PMAX, and Shopping

Questions to Ask	Why It Is Important
Can you build and manage keyword and product feed strategies across search, PMAX, and Shopping?	Success for paid search and Shopping starts with the right keywords and well-structured product feeds. Your agency should understand how to align targeting with user intent, organize feeds by performance, and refine them to improve efficiency.
How do you write and test ad copy or Shopping headlines?	Strong ad copy, whether text ads in search or headlines and assets in PMAX, helps convert interest into action. Look for an agency that regularly tests copy variations to improve click-through and conversion rates.
Do you create or advise on landing pages and product listings?	Landing pages and product listings must match your ad's tone, offer, and value. Your agency should help optimize these touchpoints to ensure a seamless path to conversion.
How do you manage bids and budgets across these campaign types?	Paid search, PMAX, and Shopping each require different bidding strategies. Your agency should know how to balance automation with control to hit your cost-per-lead or ROAS goals.
What's your approach to Performance Max?	PMAX relies heavily on automation. A strong agency knows how to steer the algorithm using creative inputs, audience signals, and exclusion settings to drive performance.
How do you monitor and refine campaigns post-launch?	Ongoing optimization is essential. That includes managing negative keywords, refining Shopping feeds, refreshing assets in PMAX, and shifting budget to the best-performing tactics.
What KPIs do you track, and how often will we hear from you?	Transparency and cadence matter. Ask how the agency reports on CPC, CPL, ROAS, and other KPIs and how often it provides insight, not just data.
Do you have case studies to demonstrate your expertise and success?	Case studies show that an agency has done this work before—and done it well. A strong, live case study also serves as a form of client

	endorsement, offering real-world proof of the agency's ability to deliver results.
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SEO/GEO Strategy

Questions to Ask	Why It Is Important
How do you develop SEO strategies that align with our business goals?	SEO isn't just about rankings; it should support your broader marketing and business objectives. Your agency should connect keyword opportunities to your audience, offerings, and growth plan.
What's your approach to keyword research and prioritization?	Strong keyword strategy drives discoverability and traffic. Your agency should analyze search volume, competition, and intent to select the most valuable opportunities.
Do you conduct competitor keyword analysis and identify gaps?	Understanding what your competitors rank for helps you find missed opportunities and position your content more effectively in the market
Do you offer content audits and updates for evolving search and AI standards?	Search algorithms and generative AI models are constantly evolving. Your content should be regularly audited and optimized to maintain visibility in zero-click and conversational search environments.
How do you approach on-page SEO?	On-page optimization, from metadata to landing page copy, directly affects your rankings and click-through rates. Your agency should make structured improvements that enhance your authority and performance.
What technical SEO services do you provide?	Issues like site speed, mobile responsiveness, and crawlability can hurt your rankings even with great content. Your agency should proactively identify and resolve these technical barriers.
How do you integrate GEO (Generative Engine Optimization) best practices?	As AI-powered search grows, you need content optimized for conversational and zero-click environments. Agencies that understand GEO can help you adapt and stay visible in new search contexts.

Do you provide readiness audits and brand consultations for SEO and GEO?	A comprehensive audit identifies your site's current state and what needs to be done to future-proof your presence in traditional and AI-driven search.
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Social Media Marketing

Questions to Ask	Why It Is Important
Which platforms do you support, and how do you determine where we should focus?	Social media is constantly evolving, and not every platform fits every brand. Your agency should help you prioritize based on audience behavior, campaign goals, and emerging opportunities across Facebook, Instagram, TikTok, LinkedIn, YouTube, and others.
How do you develop your social media strategies?	Strategy should be grounded in audience insights, brand goals, and content trends. A thoughtful, customized plan ensures your social efforts are aligned with your broader marketing objectives and deliver meaningful impact
Will you create a content calendar that aligns with our seasonal priorities and campaigns?	A well-structured content calendar ensures your social efforts stay relevant and timely, supporting major events, product launches, or sales cycles with consistent, engaging content.
What kinds of content do you create, and how do you tailor it to each platform?	Content that performs on TikTok won't necessarily work on LinkedIn. Your agency should tailor creative formats—short-form video, Reels, carousels, and long-form posts—to fit both the platform and the audience.
How do you optimize social content once it's live?	Social performance improves with iteration. Look for an agency that refines creative using insights like engagement rates, hashtag performance, and best posting times.
Do you offer community management and active engagement services?	Social isn't just publishing, it's a conversation. Monitoring comments, responding to messages, and encouraging user-generated content builds trust, loyalty, and deeper relationships.
How do you approach cross-platform campaigns and trend integration?	Every platform has its own best practices and trends. Your agency should execute coordinated

	strategies across channels while tailoring content to each environment's strengths and expectations.
How do you use paid social to support organic efforts?	With many platforms now pay-to-play, organic reach alone often isn't enough. A strong agency will complement organic content with targeted paid campaigns to boost visibility and engagement.
What is your reporting, and how do you use it to inform strategy?	Monthly analytics should go beyond vanity metrics. Your agency should track engagement, growth, and content performance, then use that data to fine-tune your approach and improve results over time.
Can you share case studies that demonstrate your expertise and success?	Case studies show that an agency has done this work before -- and done it well. A strong, live case study also serves as a form of client endorsement, offering real-world proof of the agency's ability to deliver results.

Social Media Influencer Development

Questions to Ask	Why It Is Important
How do you select influencers, and what criteria do you use?	Choosing the right influencers is critical. Your agency should prioritize engagement rates, content style, and alignment with your brand and audience, not just follower count.
Do you work with both large-scale and micro- and nano-influencers?	A mix of macro, micro, and nano influencers allows you to balance broad reach with niche credibility, which is especially important for local tourism or specialized experiences.
How do you ensure brand safety and content alignment with our values?	Influencers represent your brand. Proper screening ensures they fit your audience, tone, and guidelines, especially for family-friendly or destination marketing.
Do you provide contracting and compliance support?	Clear agreements protect both you and the influencer. Your agency should manage contracts, billing, and deliverables to ensure expectations are met and the process runs smoothly.

Can you help first-time influencers navigate the process?	Many strong local or regional influencers may be new to working with brands. Supporting them through deliverables and best practices ensures better content and fewer issues.
Can you build campaigns around events or seasonal themes?	Event-driven influencer strategies tie content to high-interest moments. This boosts relevance, attracts regional audiences, and drives higher engagement.
Do you handle itinerary planning and coordination with local businesses?	Coordinated itineraries help influencers showcase their destination effectively. Managing logistics ensures a smooth experience and higher-quality content.
How do you manage influencer content and on-the-ground logistics?	Real-time coordination during campaigns is essential for staying on track, solving problems quickly, and ensuring content captures the right experiences.
How do you measure the performance of influencer campaigns?	It's important to move beyond likes and shares. Look for reporting on engagement, impressions, video views, earned media value (EMV), and insights into campaign ROI.
Can you provide real-time or near-time reporting during influencer campaigns?	Live insights help you understand what's working and adjust if needed. This is especially valuable for event-based or time-sensitive campaigns.
Can you share case studies that demonstrate your expertise and success?	Case studies show that an agency has done this work before -- and done it well. A strong, live case study also serves as a form of client endorsement, offering real-world proof of the agency's ability to deliver results.

Foot Traffic Attribution

Questions to Ask	Why Is It Important
Can you track how many users who saw my ad visited a physical location?	Connecting ad exposure to real-world visits helps you measure campaign impact, especially for businesses relying on in-store traffic or local engagement.
How do you collect location data, and is it privacy-compliant?	Your agency should use anonymized, aggregated mobile device data that adheres to

	all relevant privacy regulations. This protects user trust and ensures your brand stays compliant.
Can you measure foot traffic from all media channels, not just one?	Proper attribution requires a channel-agnostic approach. Your agency should connect physical visits to CTV, display, mobile, paid search, and social campaigns to give a complete picture of performance
Can you segment foot traffic data by audience or geography?	Segmenting visitors by location, demographics, or behavior uncovers valuable insights about who your campaign is reaching and what's resonating.
What does your reporting include, and how do you deliver insights?	Look for detailed reports on metrics like visit lift, cost-per-visit (CPV), and performance by creative or region. These insights are essential for optimizing future campaigns and proving ROI.

6. Orange 142 Services

Orange 142 is built to meet the needs of modern marketers—whether you're launching a brand, scaling campaigns, entering new channels, or upgrading your digital infrastructure. This section outlines our full range of services across three core areas: Marketing Services, Media Solutions, and Web Development.

We don't just execute marketing programs and advertising campaigns; we connect strategy to outcomes. From custom audience development and full-funnel media planning to SEO, email, and creative production, our teams work across disciplines to ensure every element of your marketing is aligned, optimized, and driving results.

This section can be used as a reference when comparing agencies or assembling a scope of work. It describes our capabilities and the areas where we deliver measurable value.

Marketing Services

Branding & Strategy	<ul style="list-style-type: none">• Brand Identity Development• Campaign Planning• Positioning Strategy• Messaging Strategy• Marketing Communications Development
Content Development	<ul style="list-style-type: none">• Strategic and authentic content that communicates your brand promise• Copywriting• Blog content• Landing page development• Visual storytelling• Video and creative assets
Influencer Development	<ul style="list-style-type: none">• Influencer Strategy & Selection• Contracting & Compliance Support• Influencer Development & Nurturing• Event Driven Influencer Campaigns• Itinerary Planning & Coordination• Content Creation & Campaign Management• Performance & Tracking
Email Marketing	<ul style="list-style-type: none">• Campaign design and copywriting• Audience segmentation and personalization

	<ul style="list-style-type: none"> • CRM integration and automation workflows • Reporting, optimization, and deliverability consulting
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Media Solutions

End-to-End Campaign Planning	<ul style="list-style-type: none"> • Audience development • Custom KPIs • Creative development & testing • Campaign execution • Ongoing optimization • Retail reporting • Insights reporting
Supports all Campaign Types	<ul style="list-style-type: none"> • Awareness / Branding • Performance • Customer reactivation • Social Media
Audience Strategy	<p>Custom audience development:</p> <ul style="list-style-type: none"> • Key capabilities: Geo, In-Need (behavioral), demographic • Retargeting • Curated
Creative Services	<ul style="list-style-type: none"> • Ad creatives • Custom landing pages
Media Acquisition	<p>End-to-end campaign planning:</p> <ul style="list-style-type: none"> • Campaign planning • Inventory acquisition strategy (direct buy, programmatic open market, programmatic Deal ID) • Optimization
Channel Directory	<ul style="list-style-type: none"> • Desktop • Mobile • CTV • Digital audio • Social media • GEO • PPC (Paid Search, PMAX, Shopping) • Emerging channels
Reporting & Attribution	<ul style="list-style-type: none"> • Performance & analytics • Custom reporting • Insights development • Foot traffic attribution

Web Development Services

Digital Audit	<ul style="list-style-type: none">● Conduct a comprehensive site evaluation covering UX, SEO, analytics, performance, and competitive positioning.● Identify key challenges and surface new opportunities based on findings. Use insights to guide strategic next steps and recommendations for improvement.
Brand Refresh	<ul style="list-style-type: none">● A visual refresh of your existing website● Updated UX and modern design
Site Redesign	<ul style="list-style-type: none">● A full redesign with structural upgrades● Improved performance● New user experience features, often paired with a new CMS or tech stack
Replatform	<ul style="list-style-type: none">● Backend migration or tech stack upgrade, such as switching to WordPress, Shopify, or integrating with HubSpot or a CRM, without a full frontend redesign
E-commerce Enablement	<ul style="list-style-type: none">● Support for Shopify, WooCommerce, and Amazon Storefronts● Setup● Platform integration● Plugin configuration● Real-time data sync for inventory, CRM, and order systems.
Maintenance & Support	<ul style="list-style-type: none">● Ongoing site maintenance to improve performance● Content updates● Update security● Ideal for teams without in-house dev support or those looking to future-proof their investment.
Add-On Services	<ul style="list-style-type: none">● SEO & GEO optimization● Copywriting & creative● AI chatbots & live chat● CRM and API integrations● Analytics dashboards and more

7. About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

Want to learn how this can work for you? Orange 142 helps businesses of all sizes navigate and maximize emerging advertising channels with strategic guidance and best practices. Let's connect to explore the right approach for your goals. [Contact us today!](#)