

leapfroginteractive

LFI is a privately owned, full-service digital agency with a passion for big ideas executed with granular precision.

Our talents span the breadth of digital ideation and execution. LFI builds online brand strategies, digital and social marketing campaigns, and revenue generation programs that leverage the power of digital marketing. Since opening in 1999, LFI has grown to over 60 employees and has enjoyed 5 consecutive years on the Inc. 5000 list of fastest growing companies.

How We Think

Successful brands fall in love with their consumer. Too often brands consider this a one-way-street, waiting for the consumer to embrace them. We believe the love-struck brand is the most likely to exceed consumer expectation and become a permanent part of their lifestyle.

What We Do

We create experiences knowing that consumers engage with messages on their own terms and never in a single-medium vacuum. By breaking down traditional and digital boundaries, LFI helps integrate the customers' brand journey into their daily digital interactions.

Why LFI?

Our confidence stems from a broad range of capabilities and experience that is grounded in research, analysis and evidence. Conversion focused, we understand that successful brands grow through sales. LFI provides a stakeholder's perspective, sweats the details, and cares deeply about everything we deliver.

What We Offer



Advertising + Search

- +Brand Positioning + Strategy
- +Target Market Identification + Analysis
- +SEO/PPC/Mobile
- +Print, Television, Radio Advertising
- +Email, Affiliate, Guerilla and Direct Marketing
- +Media Planning + Buying



Creative + UX

- +Big ideas
- +Brand Storytelling and Visual Identity
- +Concept Platform Creation
- +Campaign and Destination Creative
- +Consumer Engagement and UX Design
- +Content Planning
- +User Scenario and Focus Group Analysis



Research + Analysis

- +Consumer Research, Insights, and Target Market Analysis
- +Demographic, Geographic, Psychographic, and Behavioral Research
- +Media Research, Analysis, and Strategy Development
- +Benchmarking, Multi-variant and A/B split Testing and Optimization
- +Site, Mobile, Social and Overall Campaign Analytics
- +User Path and Conversion Tracking

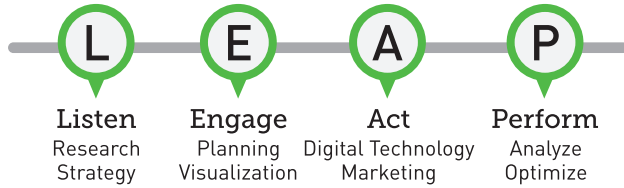


Technology

- +Emerging Platform Strategy
- +Mobile, Tablet + App Design and Development
- +Digital, Retail, POP, and POS
- +CMS, E-Commerce and Custom Integration
- +Website Development

Our Process

Tested and honed over years of learning, our L.E.A.P process speaks to a heritage of both innovation and applied best practices. A four-stage methodology, this collaborative process allows for complete transparency and real team integration.



over **150** AWARDS

Over the last 18 months we've won awards for business growth, creativity, campaign results and technology innovations. Plus, LFI garnered a top 25 ranking for its search programs.

	Strategy	SEO	Social Media	PPC / Media Buying	Content Marketing	e-commerce	Mobile / Tablet	Web / CMS	E-mail
	✓	✓	✓		✓		✓	✓	
	✓	✓	✓	✓	✓		✓	✓	✓
	✓	✓		✓		✓		✓	✓
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	✓	✓	✓	✓	✓	✓	✓	✓	✓
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