



CAPABILITIES SHEET

AGENCY PARTNERSHIP
CAPABILITY EXPANSION

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DO MORE FOR YOUR CLIENTS

Agencies excel at understanding their clients, shaping strategy, developing creative, and bringing ideas to market. Source Path Digital helps expand what happens around that work.

We provide **audience intelligence, consumer data, targeting, activation, campaign support, and technical capabilities** that agencies can incorporate into their own client solutions, without having to build every capability internally.

Expand your agency's ability to:

- Bring deeper audience intelligence into strategy and planning
- Build more sophisticated targeting recommendations
- Activate audiences across additional channels and platforms
- Enhance and better understand first-party customer data
- Support specialized client requests without adding permanent overhead



Add expertise when you need it: Bring Source Path Digital into a project for a specific analysis, audience, channel, or technical requirement.

Expand existing services: Add data-driven capabilities around the strategy, creative, media, and client services your agency already provides.

Strengthen client recommendations: Support plans with consumer Personas, Traits, propensity, market intelligence, and audience analysis.

Keep the agency in control: We can contribute deeply to strategy and creative discussions, or operate quietly in the background and execute against the direction you provide.

The result is **more capability for the agency and more value for the client.**

EXTEND YOUR AGENCY'S CAPABILITIES

AUDIENCE STRATEGY & CURATION

Move beyond broad demographics and platform-native audiences with Personas, consumer Traits, behavioral signals, propensity models, geography, and custom audience development.

FIRST-PARTY DATA INTELLIGENCE

Analyze and enhance client customer data to understand the people behind the records, identify meaningful patterns, and uncover growth opportunities.

CUSTOMER ACTIVATION

Prepare and activate audiences for addressable digital, social, streaming video, streaming audio, email, direct mail, and other marketing channels.

SYNDICATED AUDIENCE DATA

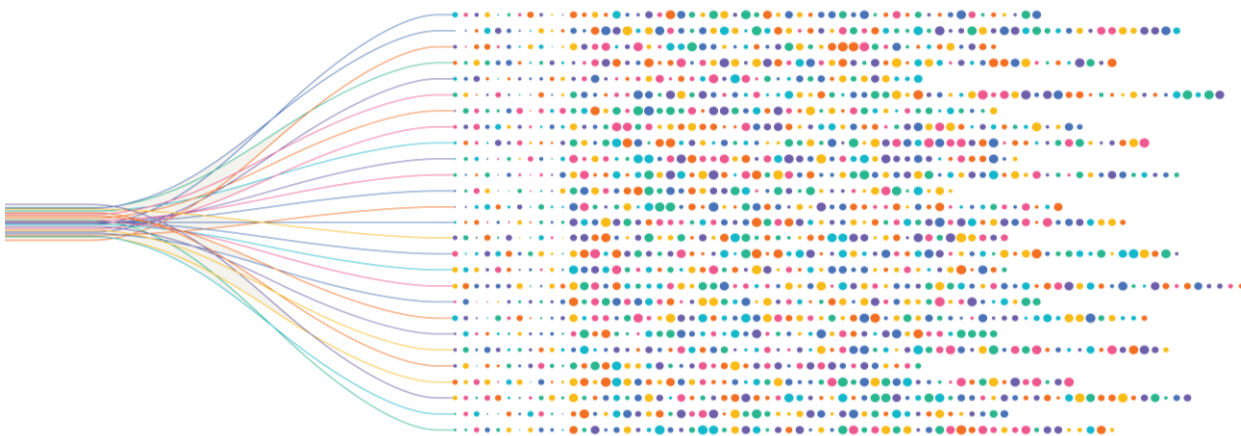
Give media teams access to curated syndicated audiences, including audience data made available through LiveRamp for supported DSP and platform activation.

CAMPAIGN & MARKET INTELLIGENCE

Use audience composition, indexing, geography, customer characteristics, and campaign insights to improve planning and future recommendations.

DATA & TECHNICAL SUPPORT

Tap Source Path Digital for audience processing, data enhancement, hygiene, identity preparation, file workflows, integrations, and other technical needs that may sit outside an agency's core infrastructure.



FROM CREATIVE BRIEF TO AUDIENCE STRATEGY

A strong campaign idea still needs the right people on the other side of it.

Source Path Digital helps agencies connect **creative and strategic thinking with deeper consumer intelligence.**



START WITH THE CLIENT OBJECTIVE

Tell us what the client is trying to accomplish, not which audience segment you think you need.

UNDERSTAND THE PEOPLE

We can analyze the behaviors, Personas, lifestyles, households, motivations, affinities, purchasing tendencies, and other characteristics connected to the opportunity.

BUILD THE AUDIENCE

Translate those findings into actionable audiences designed around the campaign objective.

INFORM THE MESSAGE

When useful, audience insights can help the agency understand what distinguishes different groups and which motivations, products, benefits, or themes may deserve creative consideration.

ACTIVATE

Prepare audiences for the channels and platforms being used in the campaign.

The agency keeps ownership of the idea. Source Path Digital helps put **better audience intelligence** behind it.

AS MUCH **OR AS LITTLE** SUPPORT AS YOU NEED

Every agency works differently. **Our role can change** with the project.

BEHIND THE SCENES

Give us the specifications and let us handle audience development, processing, activation, or technical execution.

AUDIENCE RESOURCE

Bring us a client brief and use Source Path Digital to research, analyze, and recommend the strongest audience strategy.

STRATEGIC COLLABORATOR

Invite us into planning discussions when deeper consumer intelligence can strengthen strategy, positioning, targeting, or campaign design.

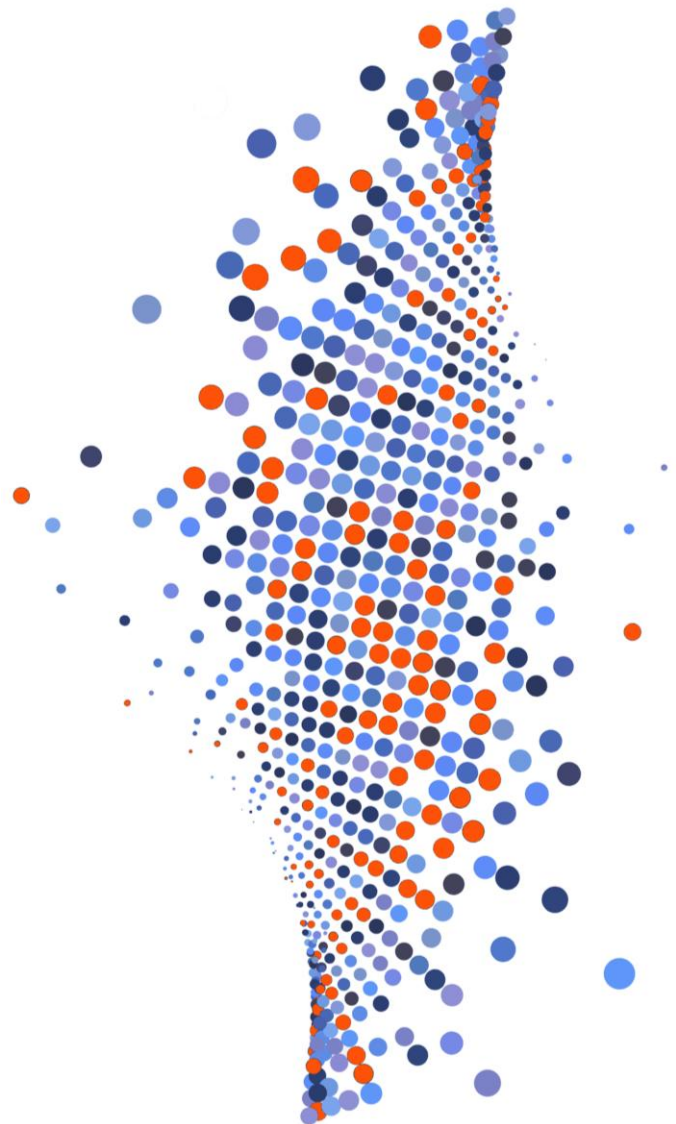
CREATIVE INPUT

Use Persona and Trait intelligence to help inform messaging, offers, content themes, and creative direction while your team retains creative leadership.

EXTENDED DELIVERY TEAM

Use Source Path Digital capabilities as an extension of your own team when a client opportunity requires expertise or infrastructure you do not need to maintain internally.

You decide where our role begins and ends.



CREATE MORE VALUE WITHOUT BUILDING MORE OVERHEAD

Client needs do not always fit neatly inside an agency's existing service model. Building every capability internally can require **new staff, technology, licensing, data relationships, and operational processes.**

Source Path Digital gives agencies another option where you can **use the capabilities when the opportunity requires them.**

That can help agencies:

- Pursue opportunities outside their traditional service footprint
- Add sophistication to proposals and client presentations
- Respond to specialized client requests
- Introduce new revenue-generating services
- Reduce dependence on one-off vendors and disconnected solutions
- Scale delivery without scaling permanent infrastructure at the same rate

BUILT FOR THE ENTIRE CLIENT LIFECYCLE



WIN: Strengthen pitches and proposals with market intelligence, audience sizing, Personas, consumer Traits, targeting strategy, and activation options.

PLAN: Use data to define priority audiences, markets, opportunities, messaging considerations, and channel strategies before launch.

ACTIVATE: Turn approved strategies into addressable audiences across digital and offline channels.

LEARN: Analyze customers, audiences, markets, and campaign results to uncover patterns that can improve future planning.

EXPAND: Use what is learned to identify new audiences, services, cross-sell opportunities, and client growth strategies.

One partner can support the agency from initial opportunity through ongoing optimization, while the agency remains at the center of the client relationship.

WHAT MAKES SOURCE PATH DIGITAL DIFFERENT?

Source Path Digital was built to complement agencies, not compete with the value they already provide. We bring together **consumer intelligence, audience curation, activation capabilities, syndicated data, and technical execution** in a way agencies can flex around their own strengths.

Our role is intentionally adaptable:

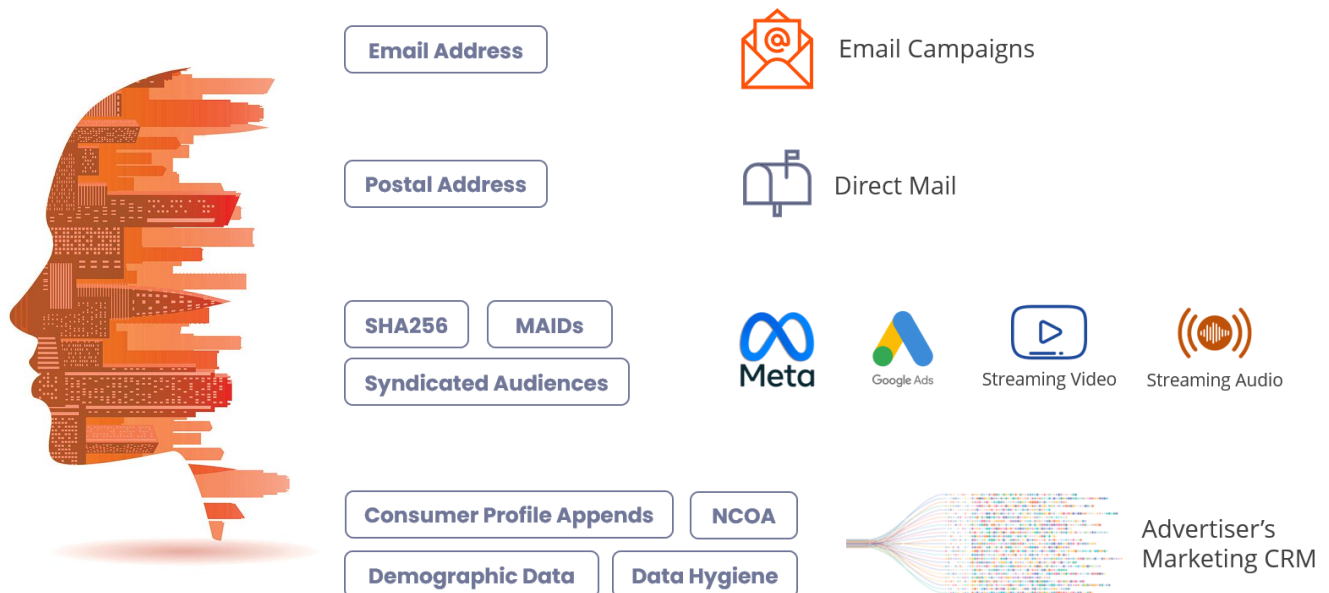
- Bring us in early or after the strategy is defined
- Use us for one capability or several
- Let us collaborate directly with your team or work behind the scenes
- Use our analysis to strengthen creative and strategy without surrendering ownership of either
- Scale our involvement up or down as client needs change



Your agency brings the client knowledge, strategy, creative vision, and relationship. We add capabilities that help you take those ideas further.

CUSTOMER ACTIVATION

How Audience Data Powers Campaigns



LET'S EXPLORE WHAT'S POSSIBLE

Agencies should not have to choose between **turning down an opportunity and building an entirely new capability from scratch.**

Source Path Digital gives agency teams access to audience intelligence, consumer data, activation infrastructure, and technical expertise they can bring into client engagements when needed.

Sometimes that means helping shape the audience strategy from the beginning. Sometimes it means supporting the creative team with better consumer understanding. Sometimes it simply means receiving specifications and executing quietly behind the scenes.

The agency decides the relationship. We help expand what the agency can deliver.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

Email: sales@sourcepathdigital.com

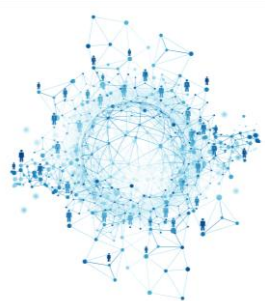
Phone: (866) 666-PATH (7284)

Web: SourcePathDigital.com

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.