



EXPERIENCES REFINED FOR PEOPLE

We have designed our solutions to ensure our clients succeed no matter what challenges or objectives you may be facing. Whether you're looking to improve brand innovation, pull in extra support to help a shorthanded team, understand media attribution on a deeper level, or expand your scope and expertise on a new initiative, we're ready to build a collaborative partnership that drives measurable long-term results.

Our Services

DIGITAL ADVERTISING

Media Planning & Buying, Precision Targeting, Cross-Channel Media Activation, Dashboards & Analytics, Local Marketing Programs, Digital Media Operations

DATA STRATEGY

Powerful Analysis, Evidence Based Analytics, Digital Transformation

DATA-INSPIRED CREATIVE

Rich Media, Trigger Ads, Dynamic Ads, Display Ads, Social Ads, Multimedia Support

WHO WE ARE



Our team of digital specialists, media strategists, programmatic traders, software engineers and creative designers work with brands to translate media, data and creative into tangible, actionable strategies for real people. We are proud to be listed in the Inc. 5000, recognized as a "Great Place to Work", featured on the Black LUMAscape and NMSDC-certified. We were founded in Detroit, are still in Detroit, and believe our city has gifted us with a fundamentally different approach to marketing: experiences refined for people.

Your Competitive Advantage

Ownable Insights

We give you the ability to not only own your First-Party Data, but derive insights from it to distribute to all your agency partners as needed - even if you change agencies, without rebuilding your data.

Data-Backed Passion

Unlike enormous data companies, we were founded by people that love digging through data - and that translates to analytical optimization backed by passion.

Lifetime vs. Lifecycle

KORTX data allows you to create long term relationships with your customers, from when they first learn of your brand, and the entire way through the conversion funnel.

People Over Products

Big data software companies make you fit their products and platforms. We work with your team to best understand your needs, customize our offering for you, and provide staff to work with you.

Education

We believe that everyone should understand what data does and could be doing better - while removing the fear of messing something up.

Flow

We make everything smoother: creative optimization, audience integration, reporting and ROI. We cut out middlemen for streamlined decision-making and easier implementation. You'll basically forget this was stuff you ever worried about.

RESULTS

"Simply put, KORTX has been an invaluable partner and a true extension of our team. We were immediately drawn to KORTX through their expertise in data collection and ability to utilize logic to activate audiences for our various campaigns. We have been impressed by their strategic approach and ability to drive performance across both our general admissions and engineering specific campaigns." - **Director of Marketing, University of Toledo**



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TOLEDO