



Client monthly budget:

<R70K

>R70K

>R150K

Retainer
(fixed fee)

Commission
(% of media budget)

Performance
(% of revenue)

Infinity LOOP Phase 1: Analyse & Advise

Omni-channel digital audit.	✗	✗	✓
Competitor benchmarking analysis.	✗	✗	✓
Opportunity cost identification and GAP analysis.	✗	✗	✓

Infinity LOOP Phase 2: Plan & Predict

Digital strategy and route-to-market media distribution channel planning.	✓	✓	✓
Predictive analytics and KPI goal setting.	✓	✓	✓
Sales and revenue forecasting (ROI strategies).	✗	✗	✓

Infinity LOOP Phase 3: Invest & Optimise

Campaign strategy, engineering and ad creation.	✓	✓	✓
Real-time bid-management & programmatic media buying (ROI/CPA optimisation).	✗	✗	✓
A/B testing, retargeting and omni-channel, multi-device attribution analysis and optimisation.	✗	✗	✓

Infinity LOOP Phase 4: Measure & Deliver

Advanced business intelligence and data visualisation.	✗	✗	✓
KPI performance reporting and profitability analysis measurement.	✓	✓	✓
Delivery against targets and KPI goal achievement.	✗	✗	✓

Products included:

Google Ads (Advanced Adwords).	✓	✓	✓
Advanced Programmatic Display.	✓	✓	✓
Advanced Paid Social (Facebook, IG, Twitter and LinkedIn).	✓	✓	✓
Programmatic Video.	✗	✓	✓
Shopping (stock feed integration).	✗	✓	✓
Advanced Website Analytics Management and Reporting.	✗	✗	✓
Conversion rate optimisation (Google Optimise).	✗	✗	✓
Retargeting (Advanced remarketing).	✓	✓	✓
DoubleClick.	✗	✗	✓
Tag management (tracking & measurement).	✓	✓	✓
Advanced business intelligence (weekly data visualisation and reporting).	✗	✓	✓