



Judi Media

Capabilities + Credibility

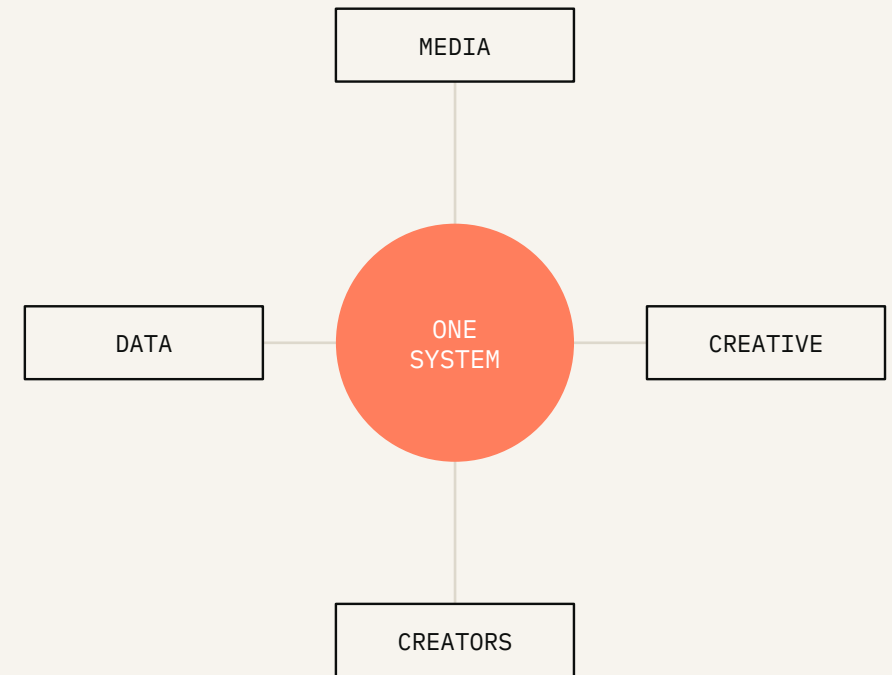
MEDIA · CREATORS · CREATIVE · DATA

Four functions. One system. One number.

Judi Media is an independent media and creator marketing agency. We plan, buy, and measure paid media across social, search, and programmatic, and we run creators as a media channel with the same discipline.

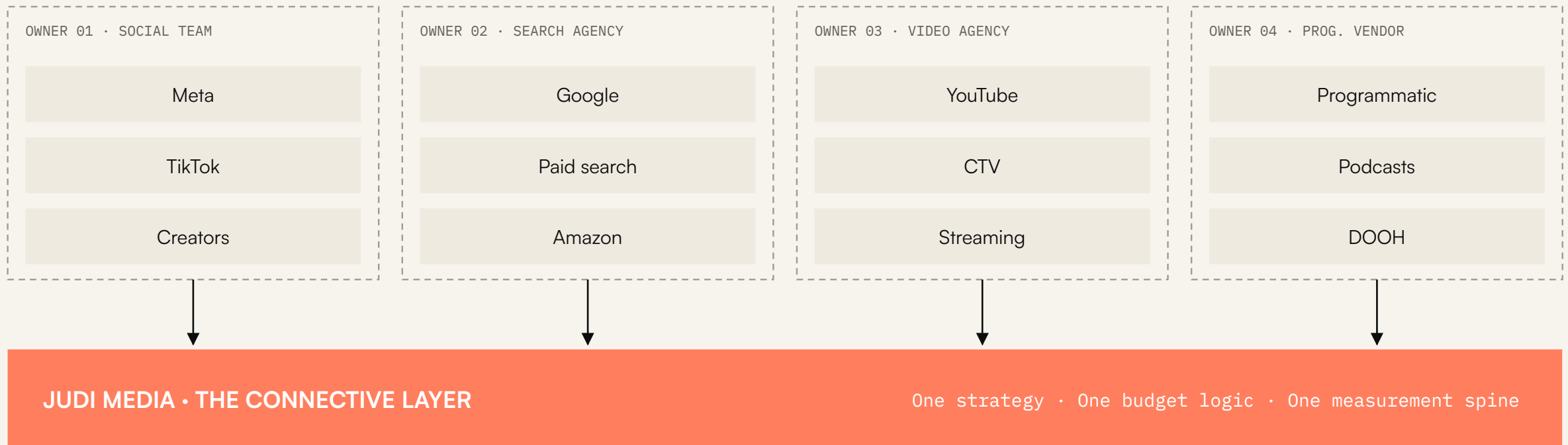
The four functions that decide performance, media, creative, creators, and data, usually live in four different rooms. At Judi they answer to one plan, one budget logic, and one scorecard.

We hold a simple view: the only honest measure of advertising is the business outcome it creates. Every capability in this document exists to move that number.



Attention fragmented. Most media plans didn't.

Your customer moves through a dozen paid environments every day. Most brands still buy them as separate line items, with separate teams, separate creative, and separate scorecards.



The next efficiency gain is not another channel. *It is the connections between the ones you already buy.*

Six disciplines, built to work as one.

01

Paid Media

Planning, buying, and optimization across social and search.

Meta • Google • TikTok • YouTube • Amazon • LinkedIn • Snapchat • Retargeting

02

Programmatic

Reach beyond the walled gardens.

Display • Online video • CTV / OTT • DOOH • Audio • Podcasts • PMP strategy

03

Creator Marketing

Creators run as a media channel.

Strategy • Casting • Negotiation • Usage rights • Amplification • Reporting

04

Creative

Performance creative built for the feed it runs in.

UGC • Short-form video • Static + motion • Iteration • Creative testing

05

Strategy + Consulting

The plan before the platforms.

GTM planning • Channel strategy • Budgets • KPIs • Testing frameworks

06

Data + Measurement

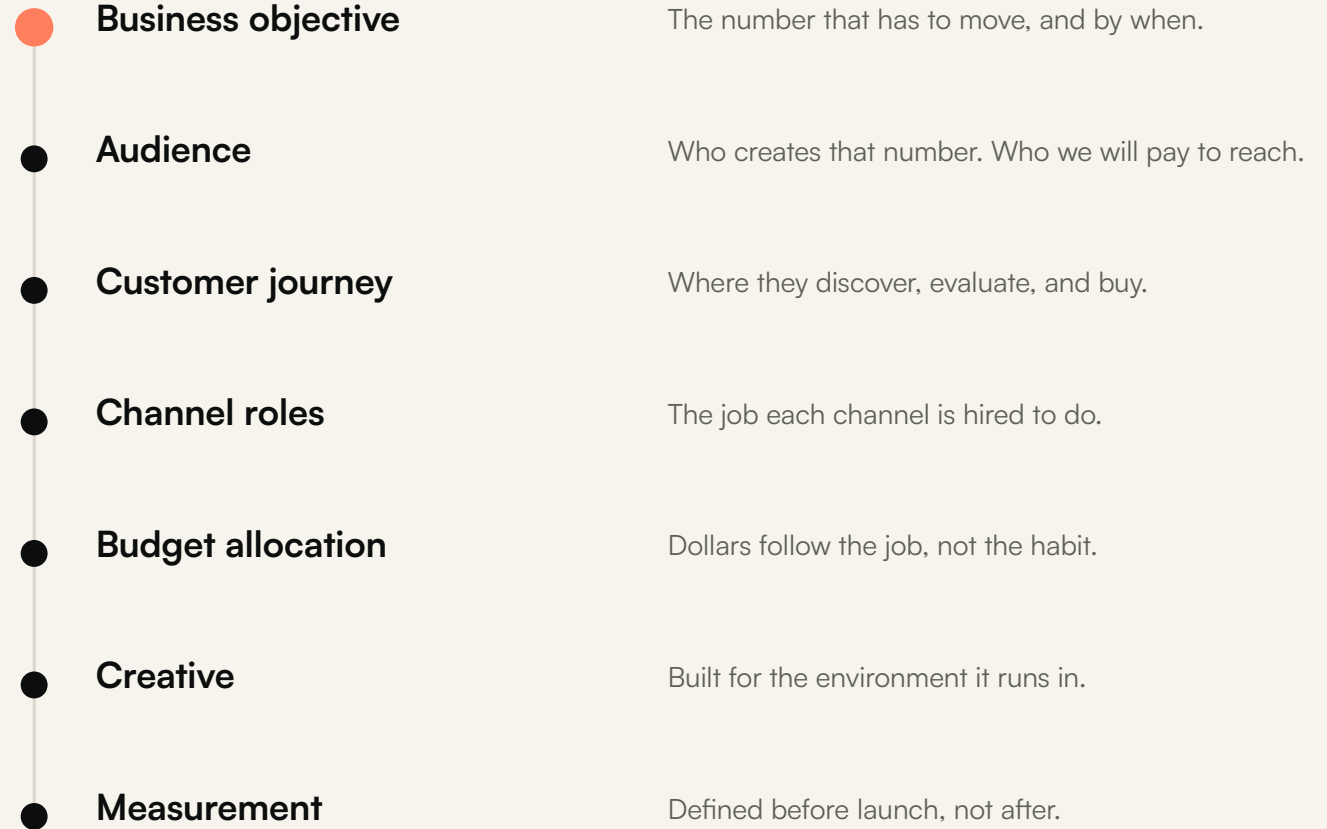
One ledger for every media dollar.

BigQuery • GA4 • Looker Studio • Attribution • Incrementality • Executive reporting

Full service inventory available on request.

Plans start with the business problem. Platforms come last.

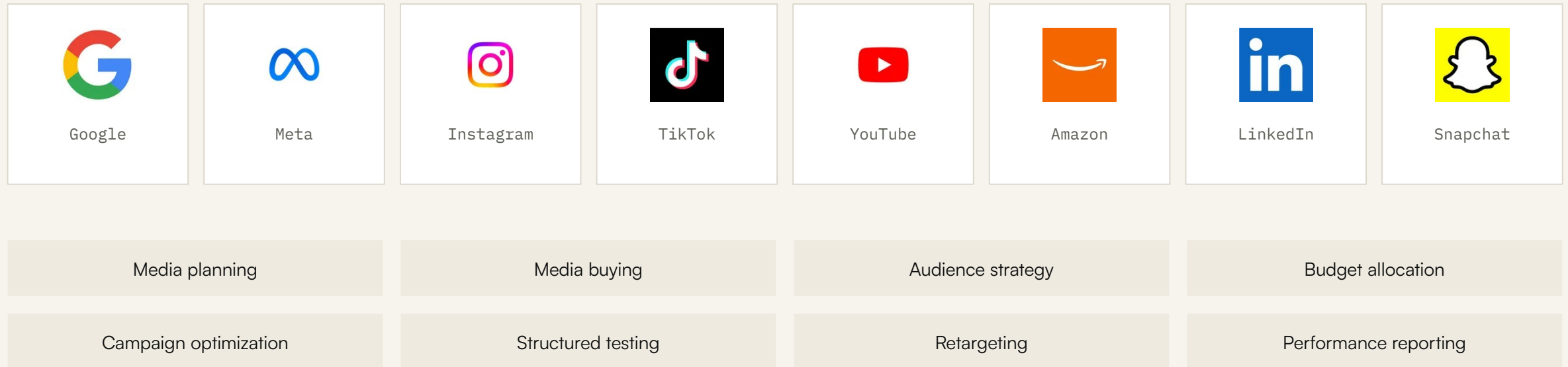
A media plan inherits its quality from the question it starts with. Start with a platform and you get a platform plan. Start with the business and every downstream choice gets simpler and more accountable.



Platforms are the execution layer. They never set the strategy.

Seven platforms. One portfolio.

We manage paid social and paid search as a single portfolio with one marginal-return logic. Budget moves to the next best dollar across platforms, not within the politics of any one account.



Every platform earns its budget monthly. *Nothing keeps spend by default.*

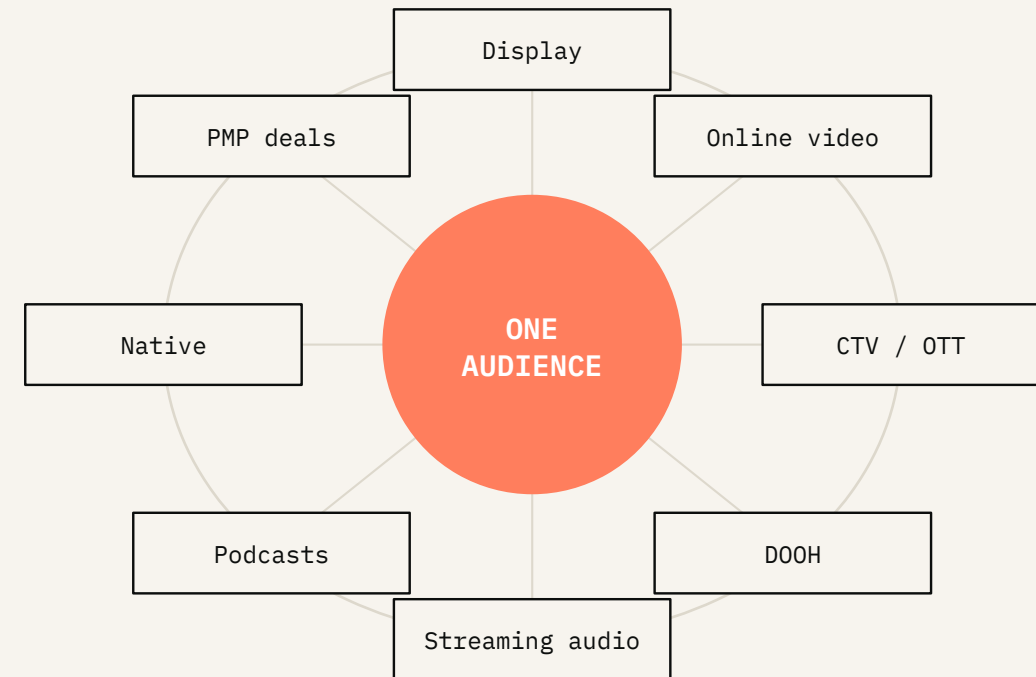
Reach the audience, not just the platform.

One audience definition, activated across every environment it actually lives in. Private marketplace access where premium supply earns its price.

Audience targeting • Geotargeting

Retargeting • PMP strategy

Cross-channel activation • Unified reporting



ENVIRONMENTS WE ACTIVATE

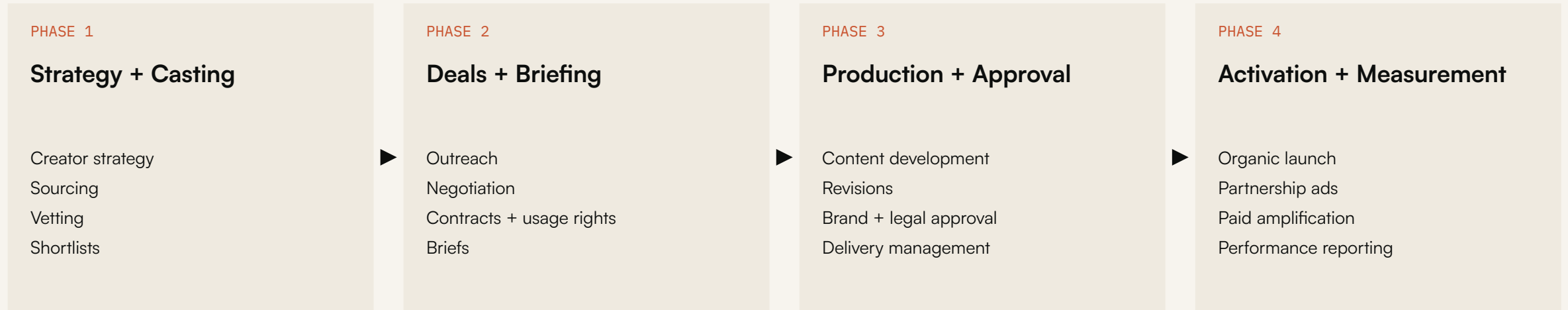




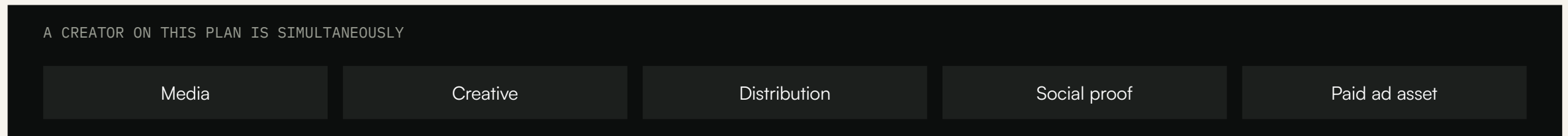
Creators are media.

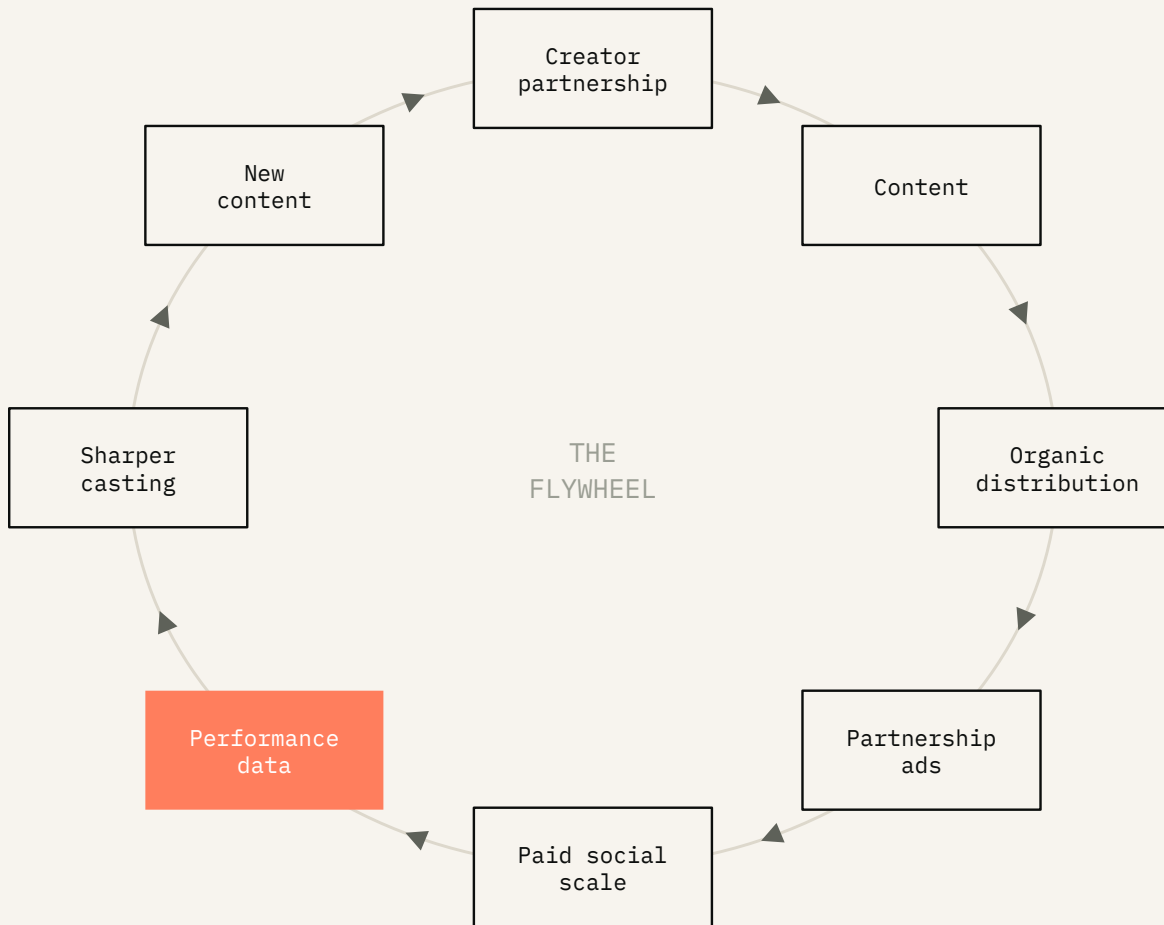
Reach, targeting, and creative in one buy. Run with the same discipline as any channel on the plan.

Creator marketing is an operations problem. We built the operation.



Contracts, usage rights, exclusivity, and deliverables run through one pipeline. Legal and procurement never chase a creator.





Creator content shouldn't stop at the organic post.

Every post is the start of an asset's life, not the end. Licensed creator content becomes whitelisted ads, paid social creative, and retargeting assets. Performance data feeds the next round of casting, so the engine improves with every cycle.

Usage rights are negotiated up front, *so amplification never stalls.*

Creative is one of your largest targeting variables.

The algorithm shows your ad to the people your creative speaks to. We treat hooks, formats, and iteration velocity as media decisions: developed for the environment they run in, and rebuilt weekly from performance data.

WHAT WE MAKE

UGC

Creator-led ads

Short-form video

Static + motion

Platform-native formats

HOW IT IMPROVES

01

Hook-first briefs

02

Structured variants

03

In-market testing

04

Performance creative analysis

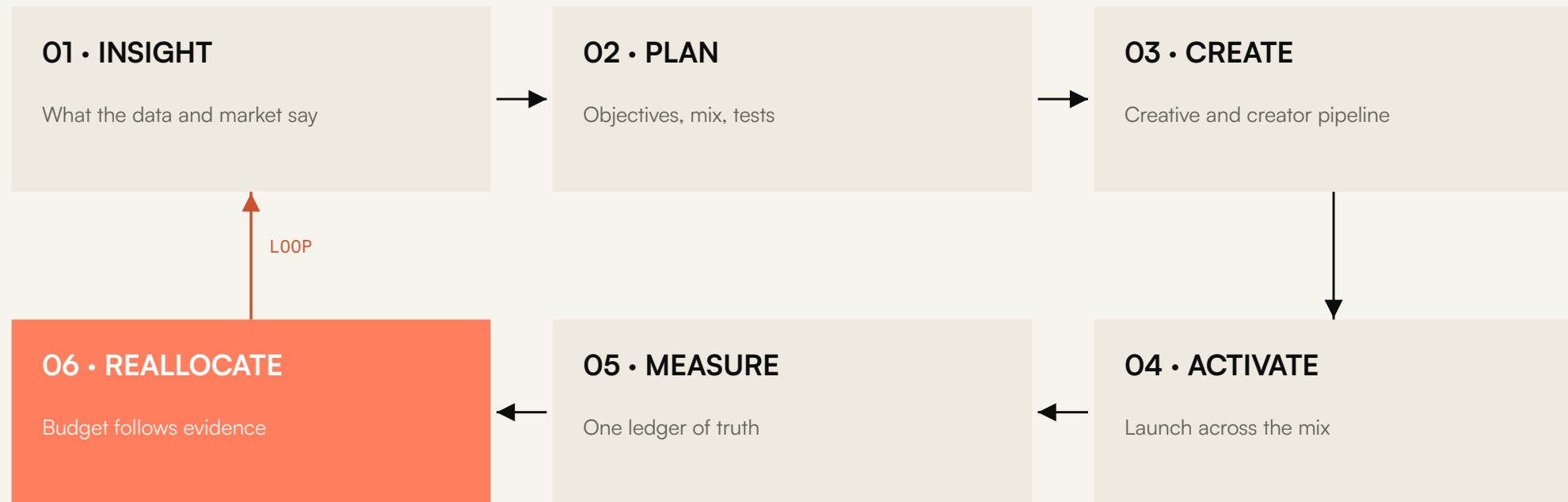
05

Next iteration

Hook. Hold. Payoff. Every brief starts there.

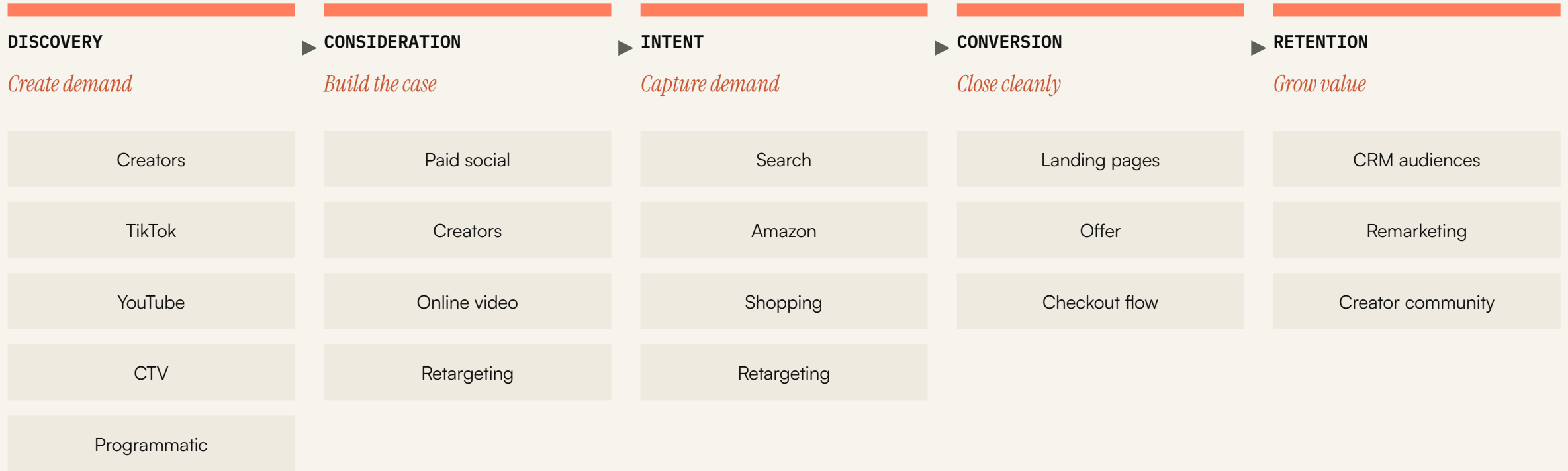
The Judi Operating System.

The same loop runs on every account, so performance is a process, not a heroic effort.



Most agencies stop at measure. *The loop only compounds when budget actually moves.*

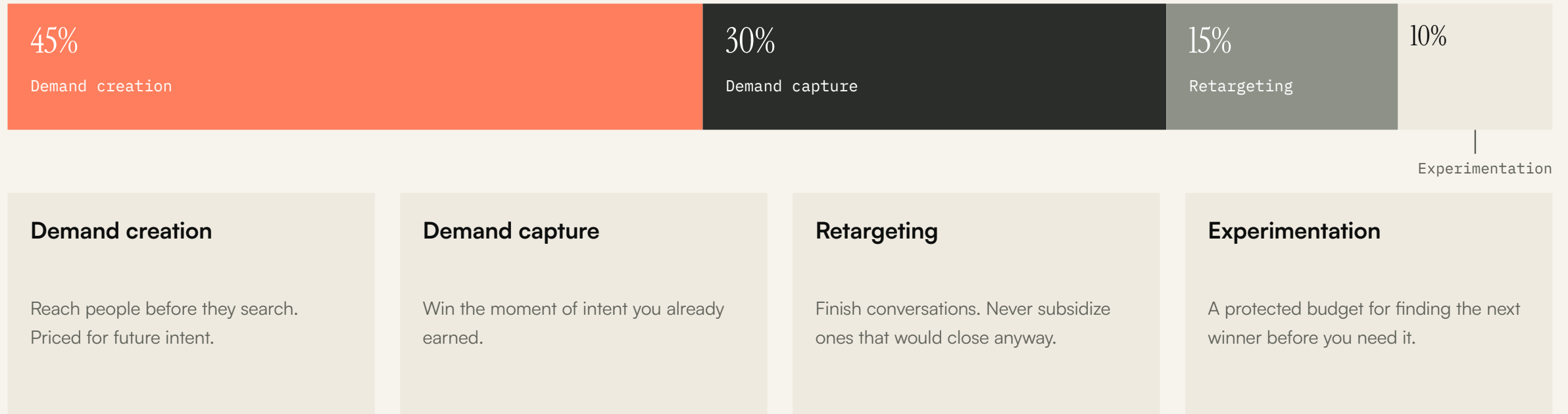
Channels have different jobs. We assign them.



A channel judged on a job it was never hired for reads like a failure. *Assigning jobs first keeps the plan honest.*

Not every dollar should do the same job.

ILLUSTRATIVE FRAMEWORK



Illustrative framework. Actual allocation is built from your economics, seasonality, and category.

More channels don't create growth. *Better allocation does.*

Random testing produces anecdotes. Structured testing compounds.

Audience

Segments, lookalikes, first-party pools

Channel

Where the next dollar works hardest

Creative

Hooks, formats, angles, creators

Offer

Price framing, bundles, incentives

Landing page

Message match and friction

Placement

Feed, story, stream, screen

THE DISCIPLINE

One variable.

One hypothesis.

One decision rule.

Budget moves when the answer is in.

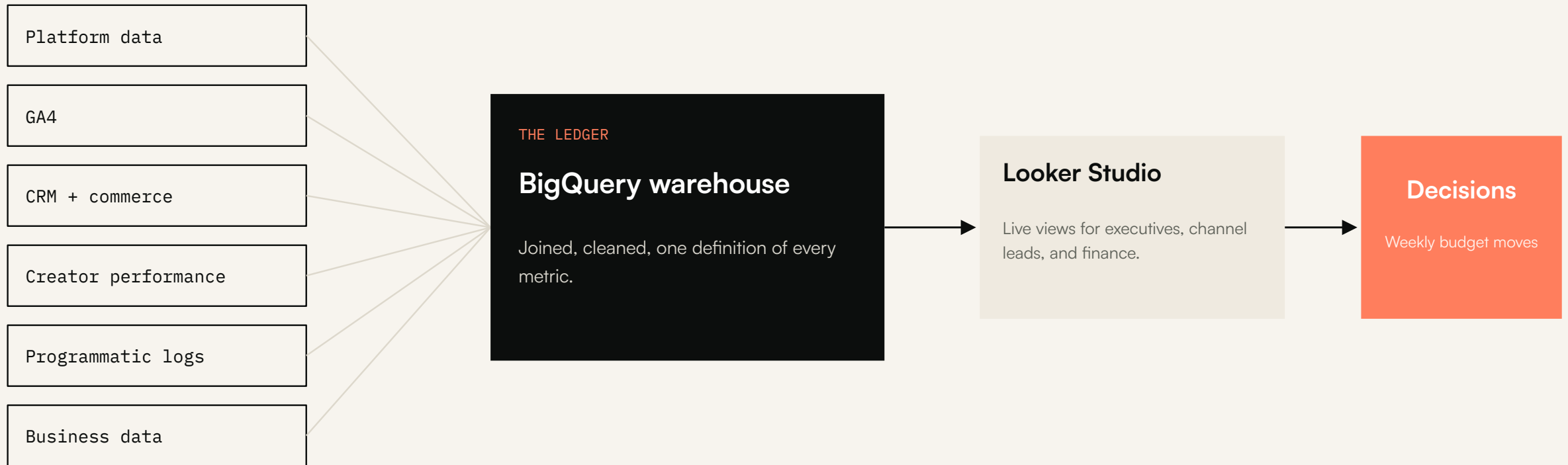
Every result is written to the learning ledger, so a lesson is never bought twice.

We test before we assume. *Then the budget follows the evidence.*



If we can't measure it,
we won't scale it.

One ledger. Every channel answers to it.



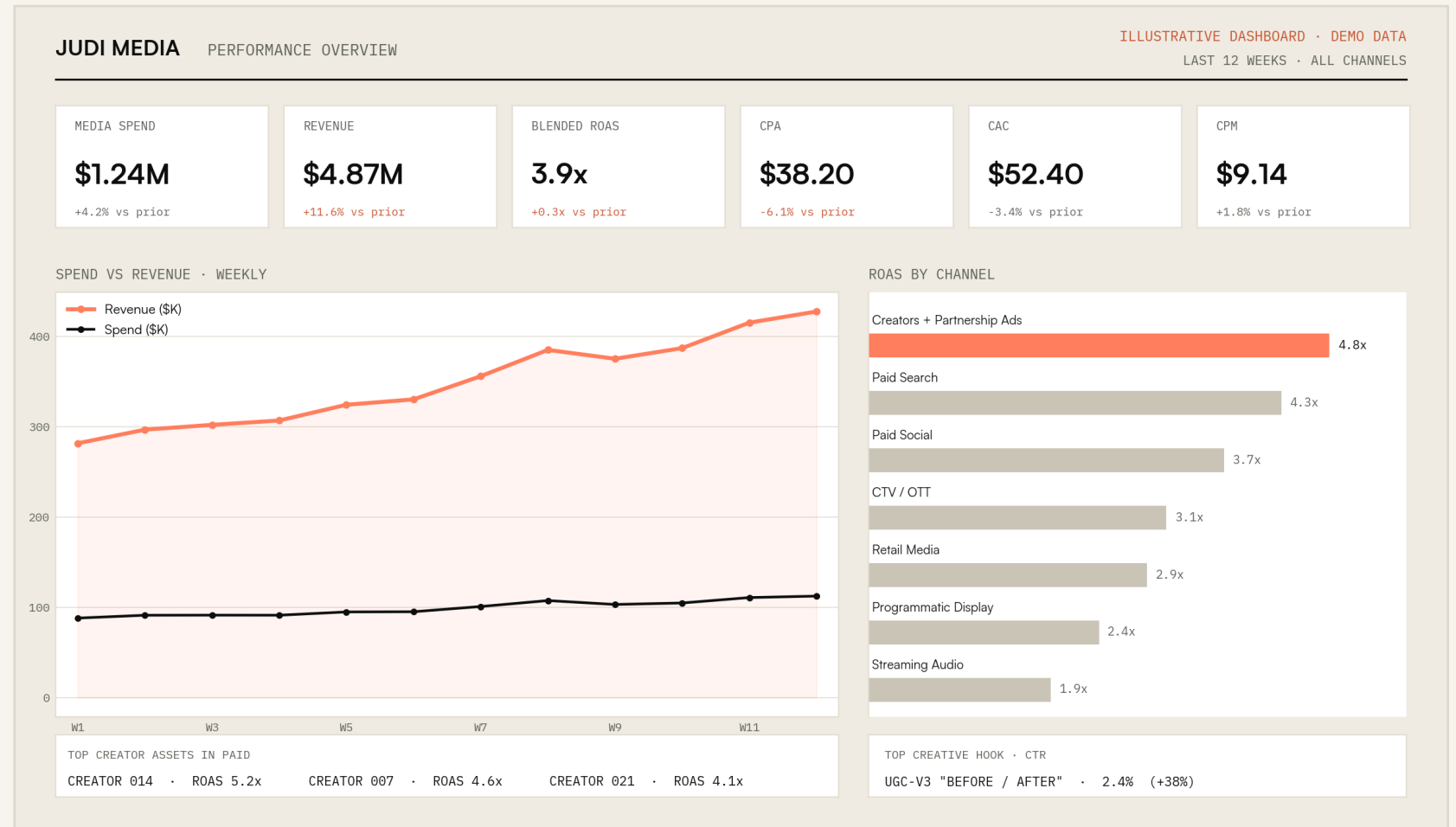
You own the stack. Accounts, data, and dashboards stay in your name from day one.

Reporting a CMO can read in three minutes.

Live Looker Studio views for executives, channel leads, and finance. One number never argues with another, because every view reads from the same ledger.

ALWAYS ON THE PAGE

Spend • Revenue • ROAS • CPA
CAC • CTR • CPM • Conversions
Channel • Creative • Creator



Illustrative dashboard rendered with demo data.

Reporting isn't the deliverable. Decisions are.

01	What happened	The numbers, without spin.
02	Why it happened	Drivers isolated from noise.
03	What we learned	Written to the learning ledger.
04	What we're changing	This week's reallocation.
05	What happens next	The test now in market.

Every review ends with *an action, an owner, and a date.*



Proof, not promises.

Our case studies follow one format: problem, insight, action, result. Metrics appear only when verified.

A regional automotive group, ready to scale demand.

PROBLEM Grow sales without letting acquisition costs grow with them.

INSIGHT In-market buyers shop by vehicle class, not by ad account. Structure media the way customers shop.

ACTION Full-funnel programmatic across display, video, and CTV with vehicle-class campaign structure and engagement-based buying, tightened quarter over quarter.

24-month engagement. Results from the client's lead and cost reporting.

RESULTS

2.4X

Monthly leads, from 500 to 1,200

-43%

Cost per lead, from \$124.35 to \$71.27

Calls and form fills combined, measured across a 24-month window.

SHEGLAM runs creators as a channel, not a series of one-off posts.

PROBLEM Launch beauty products with creator content strong enough to carry paid social, not just organic buzz.

INSIGHT One post is a moment. A cast of creators with paid usage rights built into every agreement is a media channel.

ACTION A 15-creator program across TikTok, Instagram, and YouTube for the Tube Primer Collection, with whitelisting negotiated up front, followed by a second flight for the HAIR Volume Boost launch.

Two campaign flights in 2026. Performance reporting is shared in client reviews.

THE PROGRAM

15

Creators cast, contracted, and cleared for paid usage

3

Platforms: TikTok, Instagram, and YouTube

SHEGLAM Partnership Ads
live in-market

Selected partnerships.



GAMING

SHEGLAM

BEAUTY

Capitol

ENTERTAINMENT



Colorado State University
ONLINE

HIGHER EDUCATION



OPEN LOCK
MARKETING

AGENCY PARTNERSHIP

Additional references available on request.

Specific reasons, not slogans.

01

Integrated by design

Media, creative, creators, and data on one team and one plan. The gaps between vendors are where budgets leak.

02

Creators plus media, one roof

The creator program feeds the ad account by design. Most agencies bolt one onto the other.

03

Platform-agnostic allocation

We sell no inventory and rep no platform. The mix is built from evidence.

04

Measurement before scale

The ledger is live before the first dollar of scale, so growth decisions are never arguments.

05

Senior operators

The people who plan the work run the work. Direct access, no account-team relay.

06

Independent and interoperable

We work alongside incumbent agencies and in-house teams, at decision speed, not holding-company speed.

Platforms are tools.

Creators are media.

Creative is targeting.

Data is feedback.

Profit decides what scales.

The people in the room.



Judi Sakpo

FOUNDER

Leads strategy and client engagements across media, creators, creative, and measurement. One point of contact from plan to report.

Small team, senior attention. *Specialist partners plug in per engagement.*



Ava Praeter

REVENUE OPERATIONS

Runs the systems behind the work: pipeline, reporting, and the operating cadence clients feel every week.

How an engagement runs.

01

Discovery

Business economics
Goals
Current performance
Customer + creative
Data access

02

Strategy

Channel plan
Measurement design
Budget architecture
Testing roadmap

03

Build

Tracking
Campaign structure
Creative pipeline
Dashboards

04

Launch

Staged activation
across the mix

05

Optimize

Weekly iteration
and reallocation

06

Scale

Capital moves toward
demonstrated opportunity

We treat client budgets like *investment capital*.

The first 90 days earn the next year.

DAY 0

DAY 30

DAY 60

DAY 90

DAYS 0-30

Audit + foundation

- Account and data audit
- Tracking and ledger live
- Journey map
- Creator shortlist
- Baseline report

DAYS 31-60

Testing + learning

- Structured tests in market
- First creator flight
- Creative iteration v2
- Weekly decision cadence

DAYS 61-90

Optimization + scale

- Reallocate to winners
- Scale proven creators + creative
- Lock the measurement routine
- Quarter-two plan

We commit to the work and the cadence. Performance targets are set together once your data has spoken.

THANK YOU

Attention is a currency. So spend it wisely.

The goal was never more media. It is more business per media dollar.

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