

CAPABILITY STATEMENT

Response Labs is an award-winning Digital CRM & Loyalty Marketing Agency that specializes in using customer data and segmentation to build meaningful relationships with consumers through digital communications. As a team of innovative, data-driven problem solvers for our commercial, government, and association clients, Response Labs is the go-to digital agency for gaining market share, improving customer acquisition and retention, and driving engagement.

CORE COMPETENCIES

- Stewards of data for our Clients ranging from start-ups to enterprise-level companies and government agencies.
- Access to the leading entity in programmatic media via our premier partnership with The Trade Desk.
- Platform agnostic; experts in several marketing platforms with a thorough understanding of data best practices.
- Experts in Salesforce and digital marketing with 75+ years of experience. We support some of the biggest brands in the country, leveraging their customer data across platforms to improve awareness, optimize communications, and drive growth.

SERVICES

- Advertising, Marketing & eCommerce
- Salesforce Partner and Solutions Integrator
- Enterprise-level Email, SMS, and Push
- Data Modeling & Segmentation
- Media Buying & Planning
- Marketing Technology Stack Management
- Complex Technical Project Management

DIFFERENTIATORS

- The Trade Desk Premier Partner
- Salesforce Consulting & Integration Partner
- HubSpot Partner



CERTIFICATIONS

- Salesforce Certified: Administrator, Marketing Cloud Consultant, Email Marketing Specialist, Sales Cloud Consultant
- The Trade Desk Edge Certified
- AdRoll Programmatic Agency Partner
- Google Agency Certified
- Meta Agency Certified
- HubSpot Certified

MARYLAND STATE CERTIFIED

- Small Business Reserve

PRIMARY CODES

- **Contract Vehicle:** Multiple Award Schedule
- **DUNS:** 07-173-8704
- **CAGE CODE:** 8PSUZ

NAICS CODES

- **541810** - Advertising Services
- **541613** - Marketing Consulting Services
- **541910** - Marketing Research and Analysis
- **561920** - Conference, Meeting, Event, & Trade Show Planning Services
- **54151ECOM** - Electronic Commerce & Subscription Services
- **541511** - Web Based Marketing
- **541430** - Graphic Design Services
- **541810ODC** - Other Direct Costs for Marketing & Public Relations Services

PAST EXPERIENCE

