

Response Labs is a Digital Engagement and Citizen Experience (CX) agency specializing in secure, data-driven stakeholder communications including paid media.

We empower federal agencies to modernize their public outreach by transforming static messaging into personalized, measurable engagement strategies. Leveraging agile "Campaign in a Box" methodologies and advanced data interoperability, we deliver rapid, low-risk solutions that comply with **Section 508 accessibility standards** and **Executive Order 14058 (Customer Experience)** mandates. From strategy to execution and media buying, we help agencies build trust and drive action within the communities they serve.

Differentiators: Over 30 years of experience with a proven track record in secure, compliant martech stack deployments. Rapid, agile project delivery—on time and on budget. **Secure Data Handling:** Proven experience managing PII for millions of records with strict compliance standards. **Rapid Activation:** Agile methodology ensures quick deployment of campaigns compared to traditional legacy integrators.

Awarded Contract Categories

- **541810:** Advertising Services
- **541613:** Marketing Consulting Services
- **541910:** Marketing Research & Analysis
- **561920:** Conference, Meeting, Event & Trade Show Planning Services
- **541511:** Web Based Marketing
- **541430:** Graphic Design Services
- **OLM:** Order Level Materials

NAICS Codes

- **512110:** Motion Picture & Video Production
- **518210:** Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services
- **541430:** Graphic Design Services
- **541511:** Custom Computer Programming Services
- **541511:** Web Based Marketing
- **541512:** Computer System Design Services
- **541513:** Computer Facilities Management Services
- **541519:** Other Computer Related Services
- **541519:** Information Technology Value Added Resellers
- **541613:** Marketing Consulting Services
- **541810:** Advertising Services
- **541810:** Advertising Agencies
- **541910:** Marketing Research and Analysis
- **541910:** Marketing Research and Public Opinion Polling
- **561920:** Conference, Meeting, Event, & Trade Show Planning Services
- **561920:** Convention and trade Show Organizers
- **611420:** Computer Training
- **541830:** Media Buying Agencies
- **541840:** Media Representatives
- **541850:** Indoor and Outdoor Display Advertising
- **541860:** Direct Mail Advertising
- **541870:** Advertising Material Distribution Services
- **541890:** Other Services Related to Advertising

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Federal Profile

GSA Multiple Award Schedule: 47QRAA24D003U
DUNS: 07-173-8704
CAGE CODE: 8PSU2
UEI: DNU1WLHR1M55

- Small Business
- Available as Prime Contractor or Teaming Partner for Large Business Set-Asides
- Ready to support Surge Requirements
- We accept Government Purchase Cards

Core Competencies

- Trusted data stewards for Fortune 500s and agencies
- Platform agnostic; experts in several marketing platforms
- Salesforce-certified experts with deep integration experience
- Experts in digital marketing
- We power top national brands—using data across platforms to boost awareness, sharpen communication, and fuel 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

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