

Less noise. More signal.

Most agencies optimize channels. We align systems. Here's exactly how we build compounding growth—and why it works differently than anything you've tried before.

The Refraction Map

Siloed execution is the #1 reason mid-market brands plateau. Your ads, pages, CRO, and retention aren't separate problems—they're one system. The Refraction Map makes that system visible so every move reinforces the last.

1. Foundation

Strategy, positioning, and the GTM thesis everything else builds on. Get this wrong and every dollar downstream works harder than it should.

2. Growth

Paid acquisition, creative production, and channel strategy. Not just "run more ads"—a system that tests, learns, and scales what works.

3. Experience

Landing pages, CRO, and Performance UX. Every click you pay for deserves a page built to convert it. Most brands leave 20–40% on the table here.

4. Retention

Email, SMS, loyalty, and lifecycle flows. The cheapest revenue you'll ever earn—if you build the system to capture it.

Your team. Not a ticket queue.

You don't get passed between departments. You get a dedicated pod of senior operators who know your brand, your numbers, and your goals—because they're the same people every week.

- **Pod Lead** — owns the strategy and makes sure every channel moves toward the same target
- **Performance Lead** — manages paid channels with a test-and-scale discipline, not a “set and forget” mentality
- **Creative Lead** — produces angles, concepts, and variants designed to win tests, not just look good
- **CRO / Performance UX Lead** — turns traffic into revenue through landing systems, A/B tests, and conversion architecture
- **Lifecycle Lead** — builds the flows, campaigns, and offer systems that turn one-time buyers into loyalists
- **Illuminate Analyst** — keeps measurement honest and makes sure you're optimizing for what's real
- **Client Success** — runs the cadence, manages delivery, and makes sure nothing falls through the cracks

“Fewer handoffs. Higher testing velocity. Clearer accountability. One roadmap across every channel. That's what a pod gives you that a traditional agency never will.”

A rhythm you can feel

Growth doesn't happen in quarterly reviews. It happens in the weekly reps. Here's how we keep momentum without creating meeting overload.

Weekly

Performance memo drops every Monday. What shipped, what's next, where budget is moving. You're never guessing.

Biweekly

Creative review and concept pipeline. You see what's in production, what's testing, and what's winning—before it scales.

Monthly

Roadmap refresh, budget reallocations, and KPI reset. The plan evolves with the data, not on a calendar.

Quarterly

Strategy reset. Big bets. Offer calendar. This is where we zoom out and make sure we're building toward the right horizon.

Measurement that tells the truth

Every agency shows you dashboards. We show you what's actually driving revenue—and what's just taking credit for it. Illuminate is the layer that keeps us honest.

- **Attribution views** — see the full customer journey, not just last-click fairy tales
- **Incrementality testing** — prove which channels drive real lift, not just correlated conversions
- **MMM planning** — model budget scenarios before you spend, not after
- **Budget simulator** — answer “where should my next dollar go?” with data, not gut feel
- **Creative intelligence** — tie creative performance to business outcomes, not vanity metrics

“We don't optimize for clicks. We optimize for lift and profitability. If a channel looks good but doesn't pass an incrementality test, we say so.”

What the first 30 days feel like

No “onboarding phase” that stretches for months. You'll feel the difference in week one.

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- Week 1:** Baselines pulled. Tracking audited. Priorities set. You know exactly where you stand—and where the upside lives.
 - Week 2:** Creative and funnel plan delivered. Landing systems aligned to your top ad angles. The system starts moving.
 - Week 3:** First CRO tests live. Lifecycle quick wins shipped. You're already capturing revenue you were leaving on the table.
 - Week 4:** Illuminate readout drops. Budget reallocation plan delivered. Now you're spending smarter, not just spending more.

Pricing that aligns incentives

We don't charge a percentage of your ad spend. That model incentivizes agencies to spend more of your money. Ours works differently.

- **Flat retainers by scope** — you know what you're paying. No surprises, no scope creep fees.
- **No percent-of-spend** — we win when you grow profitably, not when you spend more.
- **Performance bonus** — tied to mutually defined business KPIs. We eat what we kill.

What we need from you

We keep this simple. Three things make the relationship work:

- **Read-only access** to Shopify, GA4, and ad accounts — we look at everything, touch nothing until we're aligned
- **Margin constraints and goals** — we can't optimize for profitability if we don't know your numbers
- **Decision-making cadence** — we move fast. We need a partner who can keep pace on approvals and feedback.

Growth should compound. Let's build the system that makes it.

Start with a Signal Scan to see where the upside lives, or talk to us about a retainer if you're ready to move.

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