NOVUS NEXT

We are an independent media planning and buying agency that specializes in highly customized, locally targeted media of all types. No one is better at driving traffic where you need it—be it to physical locations or online.

OUR DIFFERENCE IS YOUR COMPETITIVE ADVANTAGE

WE PLAN WITH LOCAL GRANULARITY

Minimize waste while zeroing in on your best prospects.

BUILT FOR RESULTS, CUSTOMIZED TO YOUR KPIs

+19% ROAS
Optimized market-level strategy for retail furniture client.

-11% CPMs
for TV/radio buys for major fast food restaurant client.

-60% CPL
and lead volume grew +358% for retirement living client.

UNIFIED DIGITAL FOR HOLISTIC, REAL-TIME OPTIMIZATION

One powerful trading desk that reaches all biddable channels.

FASTER, DEEPER INSIGHTS

50k store- and trade area-level datapoints automated for rapid decisioning.

THE NOVUS PHILOSOPHY

Geography is destiny; where people live, work and play is inextricably linked to every aspect of life—from the teams they cheer, to how much money they make, to how they are motivated by media.

FEATURED CLIENTS

COLUMBUS
DOLLAR TREE
indeed flex
Kentucky Fried Chicken
LID
MASSACHUSETTS CLINIC
WALGREENS
Wendy's

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