

Make your small clients profitable.

The full scope of work on a \$2,000 account, at a fraction of what it costs you today.

THE PROBLEM

A \$2,000 client still needs creative produced, campaigns running across multiple platforms, budgets optimized, and results reported. By the time you cover the designer, the media buyer, and the reporting hours, you're upside down on the account, doing the same work you do on your \$10,000 clients.

WHAT CHANGES

Point Waverunner at a client's website and it covers all three:

It creates the ads. Image, social video, and TV spots built from the client's existing assets.

It runs the campaigns. Buys across channels, allocates budget, and optimizes every 15 minutes.

It reports the results. On-site attribution tracks every visitor, lead, and sale back to the ad that drove it.

WHAT IT COSTS

The first set of ads for any client is free. Drop in their URL and they come back built. Extra variations are priced per unit.

FIRST SET OF ADS	IMAGE AD	SOCIAL VIDEO	TV SPOT
Free	\$0.75	\$12	\$24

A full multi-channel set of extra variations runs under \$75. Media starts at \$30 a day. No contracts, no platform fees, no retainer, and nothing billed back to you.

YOUR NEW MARGIN

On a \$2,000 client at a 30% fee you collect \$600, and the account still takes 15 to 20 hours a month of creative, setup, optimization, and reporting. The labor alone can exceed the fee.

With Waverunner your cost is about a hundred dollars in creative, and your team spends its time on the relationship instead of production.

That's how an underwater client becomes a profitable one.

HOW TO SEE IT

Pick a client, any client. Send us their URL and we'll show you the ads, the channels, and the reporting in a few minutes.