



RESPONSE TO RFI · DIGITAL ADVERTISING SERVICES

JSBMedia

Full-funnel paid media for a produce brand: online and offline channels, creative, and measurement, run by a senior-led team.

Submitted October 8, 2026 · Jordan Bratter, Founder, President & CEO · jordan@jsbmedia.io

Q1 · About JSB Media

Paid media agency, nine years in operation. Founder-led, with a senior team that plans, buys, and reports in-house.

All media channels, online and offline: paid search, paid social, programmatic display, video and CTV, audio, and out-of-home.

Creative services: asset design, creative versioning, copywriting, light video editing, and our full AI production suite. Photo and video shoots are scoped separately.

South Florida headquarters, with team members in Houston, California, and New York. Fully remote.

We can start when you need us

Q2 · Interest and fit

INTEREST

Yes. We want to be considered for the shortlist.

RETAINER

We can support the account at \$20,000 per month. Scope is on page 5.

START DATE

We can start whenever you need us. If the retainer and work need to begin in January, we recommend starting onboarding in December.

MEETINGS

We can meet during any of the Pacific business hours, Monday to Friday, 8:00 a.m. to 5:00 p.m.

Q3 · Relevant experience

Alo Drink (alodrink.com)

Objective: brand awareness, retail store traffic, and to a lesser extent ecommerce.

Channels: search (SEM), programmatic, and social.

Our role: JSB was the media lead. We also handled creative versioning.

Results: users up 375%. Site sessions up 367%. Pageviews on key KPI pages up 129%. Measured over the course of one year.

Note: direct retail sales impact was not shared with us, so we cannot report it.

A senior team, with planning and buying in-house

Q4 · WHO DOES THE WORK

Jordan Bratter

Founder, President & CEO

Leads strategy.
Accountable lead on the account.

John Herman

VP of Media Planning

Owens the media plan, channel mix, budget allocation, and buying.

Prudhvi Chappidi

Digital Media and Analytics Director

Owens tracking, GA4, locator analytics, and reporting.

Griselda Merino

Paid Media Project Manager

Runs trafficking, pacing, and day-to-day operations.

Creative team (2)

To be named

Design, versioning, copy, and light video.

Q5 · MEDIA CAPABILITIES: ALL CHANNELS, ONLINE AND OFFLINE

Paid search

Planning, buying, trafficking, and optimization.

Paid social

Meta and TikTok, coordinated with organic social.

Display and video

Programmatic, video, and CTV.

Audio and OOH

Audio and out-of-home, planned and bought in-house.

Retail media

Working through Amazon, Walmart, and Kroger, plus social.

Measure in-store impact, not just clicks

Q6 · Measurement: our recommendation

Included in the retainer. Locator and GA4 tracking by campaign. Meta Conversions API set up at onboarding. A Looker Studio dashboard at no added cost. Locator data comes from Destini, or MikMak if the transition happens.

Option A, geo holdout tests. Test spend in some markets and hold out others to measure in-store lift, using your unit and revenue data by retailer and market. Cost: no added cost beyond the paid media we run in those markets.

Option B, marketing mix modeling. Channel budget allocation over time. We recommend it after two quarters of data. Cost: no third-party costs. We run it in-house with our marketing mix modeling tools.

Prior locator work: we have done this for restaurants, fashion brands, CPG brands, and more.

Q7 · Creative

Included: asset design, versioning and resizing, copy, light video editing, and our AI production suite.

Not included: photo and video shoots, scoped separately.

Recommendation: start from your existing assets, then refresh creative each quarter with new concepts.

Q8 · Working model

One day-to-day contact on your marketing team. We coordinate paid social with your Organic Social Media Specialist.

Weekly and monthly reporting, quarterly reviews, and an annual planning cycle.

Response time: most requests are handled within 1–2 business days at most. Simple requests are same day, unless they come in outside business hours.

\$20,000 a month covers the full scope below

Q9 · Accounts and tools

We work in your Google Ads, Meta, TikTok Ads, GA4, Google Tag Manager, and Search Console accounts. All planning, buying, measurement, and reporting tools are in-house at no added cost.

Q11 · Conflicts

JSB Media has no conflicts with any current or recent client. We do not work with fresh-produce growers.

Q10 · Retainer scope and fees

Included in \$20,000 per month	Excluded or separate
Strategy, planning, buying, trafficking, optimization, reporting, and measurement	Media spend, paid directly by the client
Creative: asset design, versioning, light video editing, copy, and AI suite	Photo and video shoots, scoped separately
Tools, platforms, dashboard, and media billing administration	No added fees. Any third-party cost needs advance client approval