

Marketing Beyond the Click



The Game-Changing Strategy Your Broadband Services Need

You know your broadband service is indispensable. But great broadband isn't the only factor that builds your success. Getting the word out about your services is especially important.

Effective marketing helps you stand out in this highly competitive industry, establishes recognition and trust, widens your subscriber reach, and elevates your subscribers' experience, all of which boosts your reputation.

With ZCorum and Popsycle Digital you can execute campaigns that will maximize revenue from your commercial and residential subscribers through Connected TV, Display Advertising, and Email Marketing.

Features



Marketing Expertise

We combine technology, data, and media expertise to help businesses take advantage of cutting-edge, omnichannel advertising solutions.



Retargeting

We turn anonymous website traffic into valuable, individual-specific leads by implementing a Website ID solution.



End-to-End Approach

From campaign strategy and creative development to media buying and campaign reporting, we simplify complex marketing strategies.



World-Class Media Strategists

Our team of media strategists have experience with start-ups all the way through global industry leaders.



Data-Centric Approach

Our team of marketing-data experts customize marketing campaigns by leveraging CRM data and third-party data.



Keep Pace with Industry Change

We keep up with the fast-paced marketing landscape, enabling you to access the latest media channels and best practices without expensive ad commitments.



White Label Services

Our skilled team boosts your revenue by offering world-class advertising services under your umbrella.



Seamless Media Buying

We offer a complete media-buying service to ensure you have a smooth and successful marketing experience.



Contact Us

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