



ONLINE  
SERVICES

***Performance-Based, E-Commerce Partner***

***Change your marketing spend from a  
hopeful expense into a dependable investment.***

# We Work at the Nexus of AI & Human Insight

## AI is a powerful engine, but it is not a complete strategist.

Our process:

- **AI is unrivaled at speed, scale, and pattern recognition.** It's useful in crunching data and identifying round-the-clock optimization opportunities.
- **Human Experts (our "secret weapon") translate raw data into nuanced, actionable strategies.** This analysis provides the critical strategic context for a bespoke plan yielding the most profitable results.



# Our Expertise

## A Full-Suite E-commerce Partner

### Marketing & Acquisition

- **Targeted Ad Campaigns:** Find more customers
- **Automated Customer Nurturing:** Stay top-of-mind with emails, SMS and push marketing
- **Customer Retention Rewards:** Keep customers happy

### Web & E-Commerce

- **Sales Acceleration:** Optimization to boost sales
- **Go-Mobile:** Roughly 60% of all e-commerce sales globally happen on mobile
- **Enhanced Commerce:** App Setup, e-Store Sales and Security, and more

### Social Media

- **Authority Content & Blogging:** Build expertise and trust.
- **Credibility Builder Programs:** Gain endorsements from key influencers and ambassadors
- **Audience Building:** Grow your social media profile and expand your reach

### Branding & Messaging

- **Brand building:** Increase awareness
- **Refined storytelling:** Develop content that resonates and builds relationships with customers
- **SEO:** Increase your brand's online search ranking

# Improved Return On Ad Spend (ROAS)

## Consistently averaging 5X ROAS for our clients

Return on Ad Spend (ROAS) measures the amount of revenue earned for every dollar spent on an advertising campaign.

Determining the effectiveness and efficiency of advertising campaigns is easy. Simply divide the revenue generated from a campaign by the cost of the ads.

Our average 5X ROAS isn't a hopeful projection; it's our track record.

**ROAS =**  
**Revenue Attributable to Ads**

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**Cost of Ads**  
*A 5:1 ROAS means we generate, on average, \$5 in revenue for every \$1 spent on advertising.*

# Performance-Based Fees

## Risk and Reward: A True Partnership

We don't believe in charging for effort; we charge for results. SB shatters the traditional agency model by putting our own incentives on the line utilizing performance-based fees. We don't just ask our *clients* to invest; we also commit to the outcome.

This means our compensation is based on measurable results rather than hours or effort and ensures our success is aligned with our client's success.

**SB Compensation =**  
**Client Revenue X**  
**% of Performance**

*We only win when you win.*

# Agency Comparison

## *Performance Based Agency*

**Risk Elimination:** Clients pay for results (sales, leads, conversions). We assume the financial burden and risk.



**Zero Waste:** Every dollar is tied to revenue and growth. This eliminates the wasteful guesswork and unmonetized activity inherent in upfront retainers.



**Accountability:** SB incentives align with client profit. Our success is contingent upon your success.

## *Traditional Agency*

**Unacceptable Risk:** The client shoulders high-risk, upfront payments with no guaranteed ROI.



**Billed for Effort, Not Earnings:** Client pays for agency activity (hours, "effort," retainers) which guarantees a profit, regardless of results.



**Vague Metrics:** Focus is diffused, often tied to vanity metrics (impressions, reach) that fail to translate into value.

# SB Leadership

## Nic Shackleton



Co-Founder. A visionary leader focused on the powerful synergy of AI and human experience to drive market-beating results for SMBs.

Nic is a high-impact operations executive known for seamlessly bridging the creative vision with analytical execution. His leadership style was forged large companies including Amazon, Microsoft, Starbucks, and Cricut. Nic specializes in driving transformative change and yielding quantifiable improvements for clients.

## Jake Bychak



Co-Founder. The architect of our performance-based model, ensuring we are a true partner to our clients.

Jake is a seasoned marketing and strategy executive focused on one goal: driving revenue growth for clients. With a proven track record, Jake specializes in crafting and implementing data-driven strategies that expand revenue and prepare businesses for scale. Jake's superpower is developing clear strategy and delivering tangible results.

# And a Powerhouse Team

**Our team has decades of proven success in a wide range of industries, including:**

- Fortune 500 corporations
- High-growth retail brands
- Mission-driven non-profits
- Large-scale advocacy campaigns
- Emerging brands and start-ups

This unparalleled versatility ensures we not only understand your unique needs but can also apply cross-industry best practices to accelerate your results.

**We offer an unrivaled range of skill sets to tackle tough challenges and create measurable growth.**

## **Strategic Creative & Brand**

Creating distinctive brand identities that capture attention and SEO-optimized content that converts

## **Technical Integration & Digital Growth**

Building scalable, secure, and user-friendly digital platforms to maximize sales

## **Customer Experience & Operations**

Reduce overhead, improve productivity and turn more visitors into customers



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**Let's talk about how we can connect your brand to  
more customers and increase revenue.**

**[sbbonlineservices.com](http://sbbonlineservices.com)**