

FACT SHEET

1508 is the marketing consulting firm that specializes in MFM™ (Metric-Focused Marketing). Our mission is to make every marketing dollar each client spends accountable so that they can maximize their Return on Marketing Investment (ROMI).

Founded in 2004, 1508 was formed by a group of 20+ year direct marketing veterans who wanted to take the innate accountability built into DR and find ways to translate it across all marketing expenditures. In just a few short years we have generated hundreds of millions of dollars for our clients, and have reached ROMI as high as 1,800%.

Location:

4048 Sonoma Hwy, #4, Napa, CA 94559, 415-876-1508

Year Founded:

2004

Consultancy Type:

Full-service marketing consultancy with a heavy bent toward Return on Marketing Investment

Capabilities:

Research and sophisticated data analytics through strategic planning and oftentimes tactical implementation across nearly all media.

Client Experience:

3Com	Avaya	Cisco	Marriott	Suzuki
Acura	Bally Total Fitness	Chicago Tribune	SBC	United Airlines
AARP	BP Amoco	Harley-Davidson	Sandoz	Verizon
Aetna	BankOne	Hilton	Searle	Wachovia and many
Allstate	Cancer Treatment	Honda	Sears	other blue-chip clients.
Artis Capital	Centers of America	Immersa Marketing	State Farm	
Audi	Chicago Tourism	Lucent		

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