

The Total Economic Impact™ Of Amsive

TOTAL ECONOMIC IMPACT

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COST SAVINGS AND BUSINESS BENEFITS ENABLED BY AMSIVE

A FORRESTER TOTAL ECONOMIC IMPACT STUDY COMMISSIONED BY AMSIVE, JUNE 2026

The Forrester logo is displayed in white, serif, all-caps font within a black rectangular box. The background of the lower half of the page features abstract, flowing green and teal shapes against a black background.

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Table Of Contents

[Executive Summary](#)

[The Amsive Customer Journey](#)

[Analysis Of Benefits](#)

[Analysis Of Costs](#)

[Financial Summary](#)

[TEI Framework And Methodology](#)

[Appendixes](#)

Executive Summary

As media fragmentation makes it harder for brands to reach, engage, and retain customers across channels, organizations need partners that can unify audience intelligence, activation, and measurement. Marketing agencies can help address this challenge through audience-led marketing strategies informed by first-party data, predictive modeling, and AI-enabled optimization, alongside coordinated execution across direct mail, email, paid and organic digital media. By integrating data, media, and analytics within a connected workflow, Amsive can enable help coordinate customer journeys, reduce wasted spend, and improve marketing performance.

Amsive is a data-driven performance marketing agency that integrates audience insights, media execution, and analytics to address challenges related to channel fragmentation and performance measurement. Amsive's Audience Science® capability builds detailed customer profiles to help improve targeting and reduce wasted spend, while Amsive's Xact™ platform can track results and proves which marketing efforts are driving revenue.

Amsive commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) organizations may realize by partnering with Amsive.¹ The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Amsive on their organizations.

40%

**Increase in annual customer growth driven
by performance marketing**

\$4.8M

Net present value (NPV)

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four decision-makers with experience using Amsive. For the purposes of this study, Forrester aggregated the experiences of the interviewees and combined the results into a single composite organization, which is an organization in a highly regulated industry with annual revenue of \$1 billion and 3,000 employees.

Interviewees said that prior to working with Amsive, their organizations relied on multiple specialized agencies across paid media, direct mail, and digital channels, which led to fragmented planning and inconsistent marketing execution. They added that managing those vendors required significant coordination, often limiting visibility into overall performance.

After partnering with Amsive, the interviewees reported more coordinated strategy and execution across channels with digital media, direct mail, paid search, SEO, and email campaigns planned and optimized as part of a unified, audience-led approach rather than managed in silos. Consolidating work with a single partner reduced reliance on multiple agencies and lowered costs, and partners more frequently emphasized stronger performance outcomes and reduced internal lift.

Key Findings

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Accelerated account growth.** By partnering with Amsive, the composite organization experiences stronger, more consistent execution across channels, leading to a 40% increase in annual account growth driven by growth marketing. Integrated audience strategy, media activation, and measurement supports more targeted, effective campaign scaling, reducing cost per acquisition (CPA). Over three years, this benefit is worth a risk-adjusted \$4.3 million to the composite organization.

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- **Productivity lift for marketing teams.** By centralizing campaign management and analytics with Amsive, the composite's marketing team reduces hands-on coordinating and manual analysis, resulting in 20% time savings for the staff involved in performance marketing and growth. When taking into account the cost of employee labor, these time savings are valued at \$529,000 over three years.
- **Elimination of legacy agency costs.** Consolidating paid media, direct mail, digital, and analytics work onto Amsive enables the composite to retire several legacy agency relationships. This reduced overlapping fees and redundant services, resulting in \$3.6 million in eliminated agency costs.

Unquantified benefits. Benefits that provide value for the composite organization but are not quantified for this study include:

- **Improved visibility and reporting.** The composite organization gains clearer, more timely insight into campaign performance through Amsive's centralized dashboards and reporting. With consistent metrics across channels, the composite organization can understand which campaigns or channels are working and communicate results internally.
- **Additional efficiencies from Amsive's deep industry expertise, particularly with highly regulated industries.** Amsive provides the composite organization with an account team well-versed in the rules and constraints of the composite's industry, helping it build out compliant campaigns. This reduces legal risk, avoids delays from approvals, and lets teams launch campaigns faster with confidence.
- **Stronger support for value-based bidding.** Amsive helps connect customer data to ad platforms so the composite organization can optimize for high-value customers, not just clicks or conversions. With these capabilities, the composite organization can boost return on ad spend and gear marketing efforts more closely with revenue and lifetime value targets.
- **Advanced modeling improves targeting and spend efficiency.** Amsive builds out and applies predictive modeling, audience intelligence, and performance insights to help the composite organization refine targeting strategies beyond standard demographic or behavioral segments. With better response modeling, value-based bidding support, and customer value analysis, the composite improves spend efficiency and more precisely activates its audience.

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

- **Amsive ongoing costs.** The composite organization incurs a retainer for working with Amsive as well as additional Amsive costs based on media spend. Over three years, these costs amount to a risk-adjusted \$3.6 million.
- **Internal labor dedicated to Amsive rollout.** The composite dedicates employee time to managing the Amsive kickoff process, including integrating first-party data, configuring its platforms with Audience Science and Xact, and aligning campaigns across channels. These labor costs are worth a risk-adjusted \$39,000.

The financial analysis that is based on the interviews found that a composite organization experiences benefits of \$8.4 million over three years versus costs of \$3.6 million, adding up to a net present value (NPV) of \$4.8 million and an ROI of 134%.

"Account growth and brand [awareness] are the two areas I need the most, and those are where Amsive has really delivered. ... I'm extremely happy with the relationship, and working with Amsive has genuinely made my department better."

SVP of marketing, financial services

Key Statistics

\$8.4M

Benefits PV

\$4.8M

Net present value (NPV)

<6 months

Payback

134%

Return on investment (ROI)

Benefits (Three-Year)



The Amsive Customer Journey

Drivers leading to the Amsive investment

Interviews			
Role	Industry	Region	Annual Revenue
SVP of marketing	Financial services	North America	\$2 billion
Marketing strategist	Financial services	North America	\$2 billion
Chief digital officer	Office supplies	North America	\$1 billion
Acquisition manager	Healthcare	North America	More than \$5 billion

Key Challenges

Interviewees noted that before partnering with Amsive, their organizations experienced a fragmented marketing setup built around multiple specialized agencies — separate agencies handling direct mail, digital, paid media, and organic channels. Interviewees shared that each agency planned and executed independently, with limited coordination or shared benchmark goals. This inconsistent approach led to a few common challenges:

- No economies of scale across fragmented channels.** Interviewees shared that each agency ran its campaigns in isolation, which meant that their organizations were paying for separate audience data pulls, creative production, and analytics for each channel. For example, a customer who received a direct mail piece had no connection to the digital retargeting campaign running simultaneously. The result was redundant spend, inconsistent messaging, and the inability to shift budget toward what was actually working. The SVP of marketing at a financial services organization described the pain point: “We were paying retainers to five different agencies for media planning, so there were no economies of scale. Everything was fragmented — this one doing this, another doing that. ... I wanted consolidation. I didn’t think we needed to do an RFP because we already had multiple relationships, and I figured one of them would probably work. When we went through the process, Amsive stood head and shoulders above the other options.”
- Internal team time consumed by vendor coordination instead of strategic work.** Interviewees shared that, with multiple agencies to manage, their marketing teams spent a significant portion of their week on status calls, asset routing, and reconciling conflicting reports from different agencies. Campaign launches required weeks of coordination across agencies that did not interact with one another. Some interviewees also noted that it was difficult to track simple metrics like CPA without manual data aggregation across multiple sources. The acquisition manager at a healthcare organization described the legacy issues: “Before partnering with Amsive, our execution across channels was more fragmented and required significant internal coordination across vendors, creative reviews, timelines, and reporting. We needed a partner with strong direct-response capabilities that could manage multichannel execution and provide clear, consistent performance measurement across acquisition and retention.”
- Legacy agencies lacked deep industry expertise.** Some interviewees noted that their previous marketing agencies were primarily generalists serving clients across dozens of verticals, with many not understanding the regulatory constraints of financial services, healthcare, or insurance marketing dynamics. As a result, interviewees shared that campaign recommendations were generic rather than informed by industry benchmarks, and their organizations’ teams had to spend time educating their own agencies on basics that specialized partners would already understand. Interviewees in highly regulated industries also noted that limited familiarity with governance requirements and advertising regulations often slowed campaign execution, requiring additional legal and compliance review.

Solution Requirements

The interviewees searched for a solution that could:

- Increase new customer acquisition while reducing CPA.
- Leverage audience intelligence to identify, prioritize, and activate high-value audiences across channels, replacing the guesswork of legacy agency approaches.
- Consolidate to a single agency partner across multiple customer channels, including direct mail, digital media, paid search, SEO, and email.
- Reduce internal team time spent on vendor management and coordination.
- Provide industry expertise to support compliant, effective marketing.

“Amsive is our largest marketing partner, and we rely on them for both direct mail and digital. Before Amsive, those efforts were managed separately. Bringing them together to reach the same prospects across channels has fundamentally improved how we execute and measure acquisition.”

Marketing strategist, financial services

“Amsive really put in time and effort to get to know our priorities. They listened to the KPIs and gave us the talent for what our business needed. They really went above and beyond to build trust and deliver results to the business.”

Chief digital officer, office supplies

“We selected Amsive because they support the full direct-response lifecycle — strategy, creative development, media planning and buying, optimization, analytics, and reporting — across both acquisition and retention use cases.”

Acquisition manager, healthcare

Composite Organization

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the interviewees' organizations, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

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- **Description of composite.** The North America-based composite organization has an annual revenue of \$1 billion with 3,000 employees. Much of the composite's revenue comes from returning customers, with each customer having an 80% year-over-year retention rate on average.
- **Deployment characteristics.** The composite begins working with Amsive in Year 1, following a four-month rollout period. The composite works with Amsive on the full range of its growth marketing channels, including direct mail, digital media, paid search, SEO, and email. The composite also collaborates with Amsive for a small subset of its creative development.

KEY ASSUMPTIONS

- \$1 billion in annual revenue
- 3,000 employees
- Highly regulated industry
- Partnering with Amsive on digital media, paid search, SEO, email, and direct mail campaigns

Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Profit growth from new customer acquisition	\$972,000	\$1,798,200	\$2,510,190	\$5,280,390	\$4,255,695
Btr	Marketing labor cost savings	\$212,625	\$212,625	\$212,625	\$637,875	\$528,767
Ctr	Reduced legacy marketing agency spend	\$1,147,500	\$1,606,500	\$1,686,825	\$4,440,825	\$3,638,204
	Total benefits (risk-adjusted)	\$2,332,125	\$3,617,325	\$4,409,640	\$10,359,090	\$8,422,666

Profit Growth From New Customer Acquisition

Evidence and data. Interviewees reported that working with Amsive improved new client acquisition by creating tighter coordination across direct mail, digital media, paid search, SEO, and email programs, resulting in more consistent prospect engagement. The interviewees also noted that Amsive’s Audience Science approach enabled more precise audience prioritization, response modeling, and coordinated targeting across channels, helping their organizations focus marketing spend on the prospects most likely to convert while reducing wasted spend. More broadly, interviewees shared that Amsive provided their organizations with an audience-led orchestration model, in which audience data guided how marketing is executed across channels, aligning decisions around channel mix and measurement.

- The SVP of marketing at a financial services organization broke down how Amsive’s cross-channel coordination and visibility has improved their marketing efforts: “Our targeting is better now, because Amsive has full visibility across [every channel]. We’re now targeting the same people across channels. Previously, we had one agency doing upper-funnel targeting and a different audience being mailed, and those groups didn’t always line up.”
- The same interviewee went on to describe how consolidating agencies led to account growth: “We’ve seen tremendous growth simply from this consolidation [to Amsive]. It’s allowed us to focus on net new client growth like never before. I wouldn’t give 100% of the credit to Amsive, but we saw net checking grow by 3,500 clients in 2025, when for the past 10 years we had been negative.”
- The SVP of marketing also called out how Amsive allowed their financial services organization to better target small businesses, which was a challenge with their legacy combination of performance marketing agencies: “Another big benefit from Amsive has been on small business acquisition. We had been using a prospect list from [one of our previous agencies] that was meant to mirror what we do on the consumer side, but honestly, it just wasn’t good. The way small businesses were identified in our account base was terrible. Amsive brought in a list, and the difference was night and day.”
- The marketing strategist at a financial services firm estimated an even sharper increase in account growth: “Since working with Amsive, we went from about 7,000 new accounts per year to more than 12,000. I would attribute those benefits largely to Amsive’s strategic recommendations to us. When we benchmark performance against other acquisition programs, Amsive consistently delivers stronger results. That performance has earned them a lot of credibility internally.”
- The chief digital officer at an office supplies distributor agreed that consolidating from multiple campaigns to a few highly effective Amsive-driven campaigns helped them acquire more customers: “They took us from more than 70 shopping campaigns down to five or six highly effective ones, which yielded real results. ... With Amsive, we effectively doubled our new customer acquisition in paid media.”

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- The same interviewee provided more context on the account growth, noting that Amsive enabled them to avoid oversaturating existing customers, saying “Amsive helped us shift our entire paid media strategy toward incrementality, making sure we invested in acquiring new customers rather than over-targeting existing ones.”
- The acquisition manager at a healthcare company noted that Amsive’s Audience Science and modeling capabilities led to them spending more marketing dollars on prospects that are likely to convert: “The feather that Amsive has in their cap is their modeling and their data. ... Our marketing dollars go further because we are able to spend money on people that are more likely to respond.”

Voice Of The Customer

Reducing Cost Per Acquisition With Amsive

Interviewees reported that using Amsive’s Audience Science to focus spend on the audiences and messages most likely to convert optimized their organizations’ CPA. They also reported using Audience Science to determine channel mix and message timing, further contributing to a reduction in CPA.

The marketing strategist at a financial services organization noted: “Our cost to acquire has dropped meaningfully since partnering with Amsive, from about \$450 to roughly \$375 per account. Their response modeling helps us determine when digital-only outreach is more effective than direct mail. As a result, we’re acquiring customers at a lower cost while maintaining strong volume.”

The SVP of marketing at a separate financial services organization stated: “We’re at around a \$440 cost per acquisition, while the marketplace is closer to \$559. Amsive has been really helpful in this area because they’ve helped us put together the right weighting across different costs, whether it’s digital or direct mail, so we can better understand how everything is working together.”

According to the chief digital officer at an officer supplies organization, “One of the biggest impacts from Amsive has been a significant improvement in our CPA efficiency.”

The acquisition manager at a healthcare organization noted, “Our cost per acquisition decreased after moving to Amsive, from the mid-\$400s down the mid-\$300s, and it has continued to decline year over year.”

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- Prior to Amsive, the composite organization’s growth marketing channels led to 9,000 new customers being acquired in Year 1. This number grows by 5% each year.
- With Amsive, the composite increases annual account growth by 40% each year. This is driven by marketing channels.
- The composite has an annual retention rate of 80%.
- The net annual value of each of the composite’s customers is \$300.

Risks. The improvement in new account growth will vary depending on:

- The marketing channels, such as direct mail, digital mail, and paid media, that an organization optimizes with Amsive.
- An organization’s baseline annual account growth.
- An organization’s annual retention rate.

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- The net annual value of a customer.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$4.3 million.

“Amsive has helped optimize timing, creative strategy, and channel mix to improve performance and reduce wasted spend — such as shifting mail drop timing closer to decision windows and deploying disruption mailers tied to market events.”

Acquisition manager, healthcare

Profit Growth From New Customer Acquisition

Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Baseline new customers per year driven by growth marketing	Composite	9,000	9,450	9,923
A2	Incremental customer growth driven by Amsive	Interviews	40%	40%	40%
A3	Incremental new customers driven by Amsive	A1*A2	3,600	3,780	3,969
A4	Retention rate	Composite	80%	80%	80%
A5	Retained customers from Year 1	Y1: A3 Y2 and Y3: A5 _{py} *A4	3,600	2,880	2,304
A6	Retained customers from Year 2	Y1: Composite Y2: A3 Y3: A6 _{py} *A4	0	3,780	3,024
A7	Retained customers from Year 3	Y1 and Y2: 0 Y3: A3	0	0	3,969
A8	Total active incremental accounts driven by Amsive	A5+A6+A7	3,600	6,660	9,297
A9	Net annual value per customer	Composite	\$300	\$300	\$300
At	Profit growth from new customer acquisition	A8*A9	\$1,080,000	\$1,998,000	\$2,789,100
	Risk adjustment	±10%			
Atr	Profit growth from new customer acquisition (risk-adjusted)		\$972,000	\$1,798,200	\$2,510,190
Three-year total: \$5,280,390			Three-year present value: \$4,255,695		

Marketing Labor Cost Savings

Evidence and data. Interviewees reported meaningful time savings from working with Amsive, particularly among the interviewees that consolidated performance marketing agencies down to one vendor. They noted reductions in time spent managing multiple vendors, aligning channel plans, and reconciling separate performance reports, with some interviewees also seeing time savings from outsourcing creative development to Amsive.

- The SVP of marketing at a financial services organization reported that moving from multiple performance marketing agencies down to one dramatically boosted productivity: “Clearly, time savings has been a big efficiency from having one agency that

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can do it all. When we had multiple agencies, I often had to go to a market manager to piece together a story. Now, I can go directly to Amsive and say, 'I need this — can you get it for me?' and I get it. That saves time and takes pressure off my team.”

- The same interviewee added that their Amsive account team has industry-specific expertise, helping them more quickly build out marketing campaigns, assess competitors, and track performance: “Because Amsive has deep financial services and banking expertise, they’ve been able to help us track competitive activity, especially around incentives. I can go directly to Amsive, ask what’s happening in the market, and they’ll give me a thorough answer — something I can literally turn around and share with executive leadership. That saves time for me and my team, and it’s been huge.”

The SVP of marketing went on to say that working with Amsive enabled their organization to reduce its annual marketing contractor spend by \$800,000.

- The acquisition manager at a healthcare company agreed that Amsive boosted the productivity of their marketing team: “From an operational standpoint, Amsive reduces internal lift by managing creative development, production coordination, media execution, and reporting. This streamlines internal review cycles, reduces cross-vendor handoffs, and improves overall efficiency.”
- The chief digital officer at an office supplies organization added that their Amsive account manager handled much of the busy work around launching and measuring campaigns, going on to say: “Amsive brought on an analyst specifically for our team. ... Amsive likely saves us 40 to 60 hours per week of analyst time by supplementing our team with strong analytical expertise.”

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization has 15 employees dedicated to managing growth marketing campaigns and vendors.
- With Amsive, these employees see a 20% productivity lift.
- The average fully burdened annual salary for a marketing FTE is \$105,000.
- Forrester applies a 75% productivity recapture to account for the fact that not all hours saved are redeployed productively.

Risks. The marketing time savings will vary depending on:

- The size of the marketing team.
- The number of marketing tasks and campaigns that are managed by Amsive.
- The fully burdened annual salary for marketing employees.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$529,000.

20%

Productivity lift for marketing team

“We tried to create an internal media team, and it just wasn’t working, so we dumped our outside retainer costs and funded Amsive. Amsive is our media team now. ... I’m extremely happy with the relationship. Working with Amsive has genuinely made my department better.”

SVP of marketing, financial services

Marketing Labor Cost Savings

Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Marketing FTEs dedicated to managing campaigns and vendors	Composite	15	15	15
B2	Marketing productivity lift with Amsive	Interviews	20%	20%	20%
B3	Fully burdened annual salary for a marketing FTEs	Composite	\$105,000	\$105,000	\$105,000
B4	Productivity recapture	TEI methodology	75%	75%	75%
Bt	Marketing labor cost savings	B1*B2*B3*B4	\$236,250	\$236,250	\$236,250
	Risk adjustment	↓10%			
Btr	Marketing labor cost savings (risk-adjusted)		\$212,625	\$212,625	\$212,625
Three-year total: \$637,875			Three-year present value: \$528,767		

Reduced Legacy Marketing Agency Spend

Evidence and data. Some interviewees noted that their organizations were able to eliminate their spend with other agencies by consolidating all their marketing channel management (e.g., direct mail, digital, SEO, creative development, email, and paid media) to a single agency with Amsive.

- The SVP of marketing at a financial services firm noted that — in addition to its \$800,000 in eliminated contractor spend — their organization significantly reduced its legacy retainer costs from consolidating to Amsive: “Once we completed the RFI [request for information], we saw about a 33% drop in the annual retainer we would have been paying if I could consolidate everything with Amsive.”

The interviewee went on to say that their organization’s total Amsive costs are roughly \$600,000 less than its legacy retainer spend.

- The marketing strategist at a separate financial services firm noted that Amsive costs are comparable to the sum of the costs of their organization’s previous agencies, but that Amsive is more effective in driving customer acquisition. The interviewee also noted that Amsive helped lower other areas of wasteful media spend: “With Amsive, we apply a response model that helps us determine whether to go after a prospect via direct mail or save money by going after them through digital only. That’s been really effective, and it has helped us eliminate wasteful spend.”
- The acquisition manager at a healthcare company agreed that Amsive helped them uncover a range of cost savings opportunities, including a recent example about reducing focus group spend: “Amsive has reduced barriers and increased flexibility by enabling faster pivots and alternative approaches. Examples include replacing a proposed \$25,000 focus group

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with insights derived from existing surveys and research and executing rapid-response disruption mailers tied to market events.”

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization’s legacy marketing agency fees are \$1.7 million in Year 1 and grow at a rate of 5% per year.
- The composite eliminates 75% of its legacy agency spend in Year 1 due to working with Amsive and eliminates the remainder by Year 2.

Risks. The legacy agency cost savings will vary depending on:

- The marketing channels, such as direct mail, digital mail, and paid media, that an organization optimizes with Amsive.
- An organization’s legacy agency spend.
- The terms of an organization’s contracts with legacy agencies, the notice periods required, and the speed at which legacy costs can be retired.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$3.6 million.

Reduced Legacy Marketing Agency Spend					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Legacy marketing agency spend	Composite	\$1,700,000	\$1,785,000	\$1,874,250
C2	Reduction in legacy agency spend with Amsive	Interviews	75%	100%	100%
Ct	Reduced legacy marketing agency spend	C1*C2	\$1,275,000	\$1,785,000	\$1,874,250
	Risk adjustment	↓10%			
Ctr	Reduced legacy marketing agency spend (risk-adjusted)		\$1,147,500	\$1,606,500	\$1,686,825
Three-year total: \$4,440,825			Three-year present value: \$3,638,204		

Unquantified Benefits

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Improved visibility and reporting.** Interviewees shared that partnering with Amsive gave them clearer, more actionable performance dashboards that connected media activity directly to business outcomes, rather than isolated channel metrics. Several noted that Amsive’s reporting and transparency made it easier to identify what was working in real time, escalate issues quickly, and communicate results to internal stakeholders and leadership. The SVP of marketing at a financial services firm described the value: “Because Amsive can do it all and they have our data, we’re able to get a much better view of cost per acquisition than we had before. Having the same agency handling digital, traditional, and everything in between — and helping us make sense of the data instead of pulling it together from different agencies — has been a big benefit.”
- **Additional efficiencies from Amsive’s deep industry expertise, particularly within highly regulated industries.** Interviewees reported that their Amsive account teams brought specialized expertise in regulated sectors, including financial services and healthcare, helping their organizations navigate governance requirements, advertising restrictions, and approval processes with greater confidence and speed. Interviewees from organizations in the banking space highlighted how Amsive’s fluency

with FDIC advertising guidelines and SEC review standards added immediate value, as Amsive proactively built compliance safeguards into campaign planning. This depth of knowledge reduced back-and-forth with legal and compliance teams and gave stakeholders confidence that campaigns could scale without introducing regulatory risk. The marketing strategist at a financial services firm noted, “[Our Amsive account manager] is deeply grounded in the industry, and that industry knowledge is important to us.”

The same interviewee went on to say: “It’s very helpful that Amsive understands the internal governance processes. If you’re not familiar with how model use is regulated in the banking industry, it could be problematic, and we have gone through that with other agencies. Amsive has that awareness of how different advertising platforms have different rules for how we can target because we’re a financial services organization.”

- **Stronger support for value-based bidding.** One interviewee reported that Amsive helped shift their programs away from purely volume-based KPIs toward more meaningful value signals, such as qualified leads, conversions aligned to lifetime value, or downstream revenue indicators. They shared that Amsive’s guidance on bid strategies enabled platforms to optimize toward the metrics that actually mattered to the business. The chief digital officer at an office supplies seller shared: “One of the newer initiatives Amsive enabled for us was value-based bidding. It requires LTV [lifetime value] modeling and technical execution, and it’s not something that would have been possible without a partner like Amsive.”
- **Advanced modeling improves targeting and spend efficiency.** Interviewees noted that Amsive’s use of sophisticated audience modeling, predictive analytics, and performance insights helped refine targeting strategies beyond standard demographic or behavioral segments. This resulted in reduced wasted spend, more precise reach, and stronger performance at similar or lower budgets. The marketing strategist at a financial services firm described the improvements in modeling: “The modeling work has been really well done. We have an internal model risk management team that reviews all our models, and they’ve been very happy with the methodology and the documentation around how the model is built and used. Our business intelligence team has actually learned from that, which has been a great outcome.”

“Part of the value is from the quality of the attention that Amsive gives us. They are in lockstep with us, and they will fight to make sure they’re giving you the level of service that you demand. They have been patient partners helping us along the way.”

Chief digital officer, office supplies

“If asked to justify investment by executive leadership, we rely on channel-level performance metrics — spend, leads, applications, enrollments, CPL [cost per lead], CPA, and year-over-year benchmarks — which together provide a clear ROI narrative.”

Acquisition manager, healthcare

Flexibility

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Amsive and later realize additional uses and business opportunities, including:

- **Improved creative generation and promotion.** Some interviewees reported working with Amsive on creative generation, noting that Amsive unlocked stronger creative performance by giving their organizations direct access to proven, data-driven expertise. Some interviewees described using Amsive as a partner to develop creative materials, while others reported that their teams made their own creative but Amsive gave them guidance on how to optimize its performance. The SVP of marketing at a financial services organization stated: “[Amsive] gives us insights you only get when someone looks across everything, not just one or two campaigns. For example, they explained how platforms like Facebook are prioritizing creative differently and told us we needed three to five or even six truly different creative concepts — not just swapping images. That’s the kind of guidance I would have never gotten before, because no one had full visibility across the entire program.”
- **Better performance in AI answer engines.** Interviewees also noted new opportunities to optimize their organizations’ content for AI-driven search engines. With Amsive’s guidance, the interviewees’ organizations adjusted how content was structured, written, and tagged so it could be more easily understood and surfaced by AI search tools. The acquisition manager at a healthcare organization company reported, “[Amsive] has also helped keep our team informed on evolving search and AI-driven discovery trends, which has influenced how we think about content strategy.”

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Total Economic Impact Approach](#)).

“We’re also excited about the new answer engine optimization piece that we’re starting with [Amsive]. They have a person on their team who’s very well respected in the AI space and that thought leadership has been a big part of the value.”

Marketing strategist, financial services

“We expect benefits to continue growing over time as targeting, creative, and timing are further refined through Amsive’s ongoing performance insights and benchmarking.”

Acquisition manager, healthcare

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Dtr	Amsive ongoing costs	\$0	\$1,365,000	\$1,433,250	\$1,504,913	\$4,303,163	\$3,556,076
Etr	Internal labor costs for initial Amsive rollout	\$38,500	\$0	\$0	\$0	\$38,500	\$38,500
	Total costs (risk-adjusted)	\$38,500	\$1,365,000	\$1,433,250	\$1,504,913	\$4,341,663	\$3,594,576

Amsive Ongoing Costs

Evidence and data. Interviewees reported incurring Amsive costs, which were based on marketing spend for Amsive-driven campaigns as well as a retainer cost. Total costs also varied depending on which marketing channels interviewees' organizations worked with Amsive. Pricing may vary. Contact Amsive for additional details.

Modeling and assumptions. The composite partners with Amsive on digital media, paid search, SEO, email, and direct mail campaigns. The organization also works with Amsive on a limited set of creative development work, but much of the composite's copy is still built internally. Collectively, Forrester assumes the composite incurs costs of \$1.3 million in Year 1 of using Amsive, with costs growing 5% each year as the organization's deployment grows more mature.

Risks. An organization's Amsive costs will vary depending on:

- The volume of media spend on campaigns built with Amsive.
- The specific marketing channels that Amsive supports.

Results. To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$3.6 million.

"We're required to formally review vendors every three years, but when that milestone came up for Amsive, we were so happy with the results that we decided not to review them."

Marketing strategist, financial services

The Total Economic Impact™ Of Amsive

Amsive Ongoing Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
D1	Amsive commission and service costs	Composite		\$1,300,000	\$1,365,000	\$1,433,250
Dt	Amsive ongoing costs	D1	\$0	\$1,300,000	\$1,365,000	\$1,433,250
	Risk adjustment	15%				
Dtr	Amsive ongoing costs (risk-adjusted)		\$0	\$1,365,000	\$1,433,250	\$1,504,913
Three-year total: \$4,303,163			Three-year present value: \$3,556,076			

Internal Labor Costs For Initial Amsive Rollout

Evidence and data. Interviewees reported that some internal labor was required to kick off the partnership with Amsive, including data ingestion into Amsive’s Xact platform, alignment on audiences and key performance indicators, set up of testing frameworks, and collaboration to launch optimized creative.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite has four marketing FTEs in charge of launching the Amsive partnership.
- Each FTE dedicates 25% of their time to rolling out Amsive.
- The implementation process takes four months to complete.
- The average fully burdened annual salary for a marketing FTE is \$105,000.

Risks. Internal labor costs for implementing Amsive will vary depending on:

- The size and complexity of an organization.
- The marketing channels, such as direct mail, digital mail, paid media, that an organization optimizes with Amsive.
- The fully burdened annual salary for marketing employees.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$39,000.

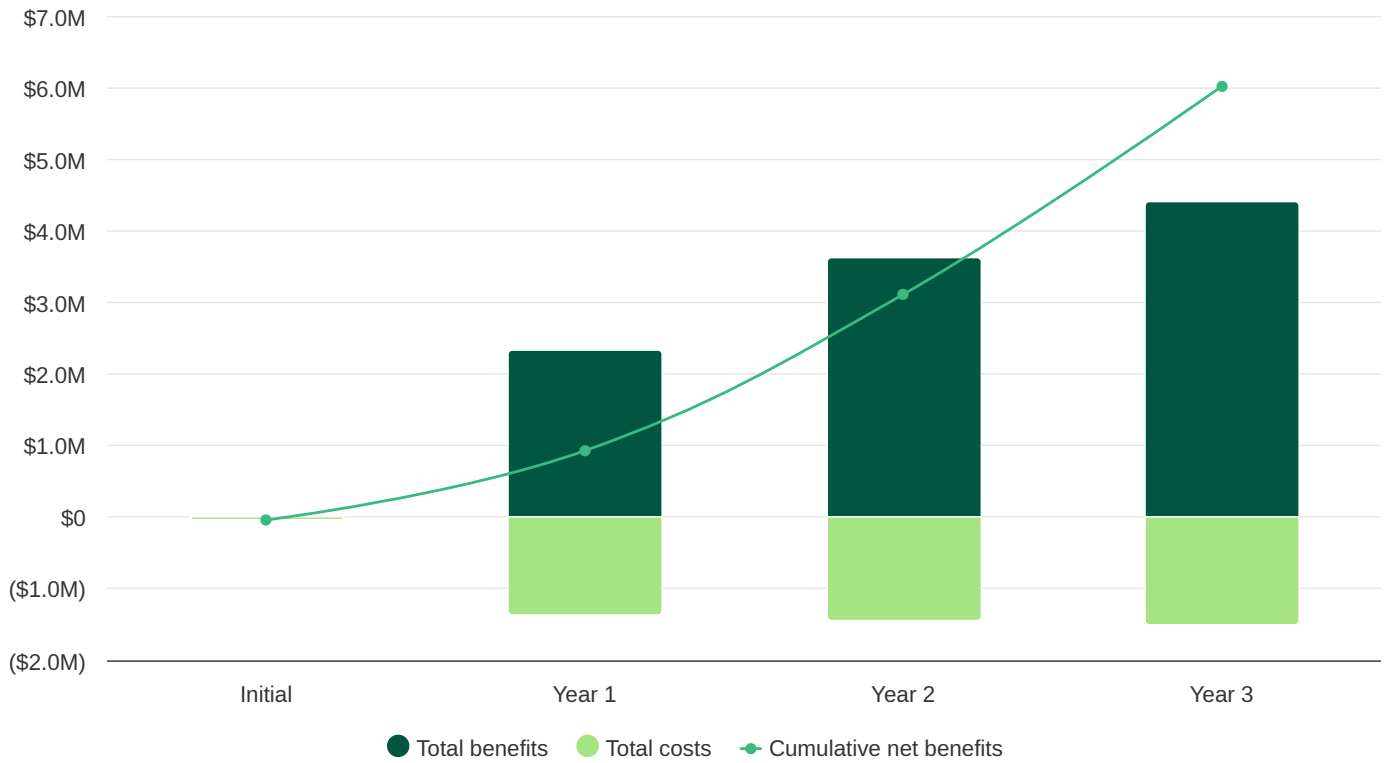
The Total Economic Impact™ Of Amsive

Internal Labor Costs For Initial Amsive Rollout						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
E1	Marketing FTEs dedicated to launching Amsive partnership	Composite	4			
E2	Share of time dedicated to Amsive rollout	Composite	25%			
E3	Length of initial rollout period (months)	Composite	4			
E4	Fully burdened annual salary for a marketing FTEs	Composite	\$105,000			
Et	Internal labor costs for initial Amsive rollout	$E1 \cdot E2 \cdot (E3/12 \text{ months}) \cdot E4$	\$35,000	\$0	\$0	\$0
	Risk adjustment	110%				
Etr	Internal labor costs for initial Amsive rollout (risk-adjusted)		\$38,500	\$0	\$0	\$0
Three-year total: \$38,500			Three-year present value: \$38,500			

Financial Summary

Consolidated Three-Year, Risk-Adjusted Metrics

Cash Flow Chart (Risk-Adjusted)



Cash Flow Analysis (Risk-Adjusted)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$38,500)	(\$1,365,000)	(\$1,433,250)	(\$1,504,913)	(\$4,341,663)	(\$3,594,576)
Total benefits	\$0	\$2,332,125	\$3,617,325	\$4,409,640	\$10,359,090	\$8,422,666
Net benefits	(\$38,500)	\$967,125	\$2,184,075	\$2,904,728	\$6,017,428	\$4,828,090
ROI						134%
Payback						<6 months

Please Note

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

TEI Framework And Methodology

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Amsive.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Amsive can have on an organization.

Due Diligence

Interviewed Amsive stakeholders and Forrester analysts to gather data relative to Amsive.

Interviews

Interviewed four decision-makers at organizations using Amsive to obtain data about costs, benefits, and risks.

Composite Organization

Designed a composite organization based on characteristics of the interviewees' organizations.

Financial Model Framework

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

Case Study

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see [Appendix A](#) for additional information on the TEI methodology.

Glossary

Total Economic Impact Approach

Benefits

Benefits represent the value the solution delivers to the business. The TEI methodology places equal weight on the measure of benefits and costs, allowing for a full examination of the solution's effect on the entire organization.

Costs

Costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

Flexibility

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

Risks

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

Financial Terminology

Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PVs of costs and benefits feed into the total NPV of cash flows.

Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

Payback

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendixes

APPENDIX A

Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

APPENDIX B

Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

Disclosures

Readers should be aware of the following:

This study is commissioned by Amsive and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Amsive.

Amsive reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Amsive provided the customer names for the interviews but did not participate in the interviews.

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