



Your Premier Marketing Partner for 40 Years.

Real Strategy. Ideal Customers. Proven Results.



InnoVera
MEDIASM

MARKETING
EVOLVED
INNOVERAMEDIA.COM

Your Premier Marketing Partner for 40 Years.

Real Strategy. Ideal Customers. Proven Results.

InnoVera Media fuels business success by providing creative, dynamic and customized marketing strategies that engage audiences and drive results.

Integrity.

Dedication.

Attitude.

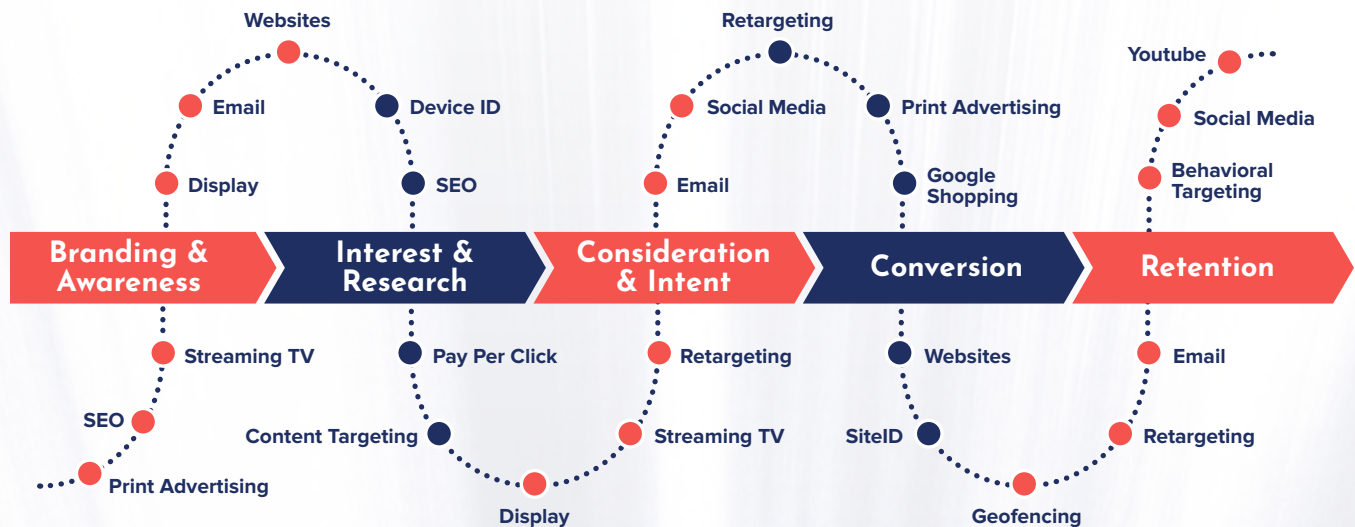
Passion.

Community.



Full-Funnel Strategies

Consumers don't make decisions all at once—and neither should your marketing. The sales funnel maps their journey, and we design campaigns that align with each stage—building awareness, driving consideration, and encouraging action. Every tactic has a purpose. Every step is a chance to grow.



Direct Mail Marketing

Proven, high-impact print that drives brand recognition and trust:

- HomePros Magazine
- SaveOn Inserts
- AutoPros Inserts
- Targeted Postcards
- Saturation Mailers
- Custom Print Campaigns with Call Tracking

Digital Marketing

Data-driven strategies for every stage of the customer journey such as:

- Display & Programmatic Ads
- Local & Organic SEO
- Search Engine Marketing
- Email Marketing
- Geofencing
- Streaming TV & Audio
- Analytics & Reporting

Niche Marketing

Specialized programs tailored to high-intent audiences:

- **HomePros** for home improvement professionals
- **AutoPros Guide** for car dealerships
- **SaveOn** for hyper local businesses
- Neighborhood Targeting/Digital Canvassing
- Lead Generation Programs with Sales Matchback

INNOVERA MEDIA IS THE FORCE BEHIND TRUSTED BRANDS



InnoVera
DIGITAL™

InnoVera
PRINT™

HOMEPROS

AUTOPROS

SaveOn

REAL CLIENTS. REAL RESULTS.

Explore how integrated strategies deliver growth for real businesses.



Roofing company sees **796x ROI** on email campaign from 445 sales matchbacks & **47x ROI** on streaming TV campaign from 77 matchback sales.



Upscale restaurant's email campaign achieves **24.7K opens** & **3.4K clicks** with monthly promotions tailored to fine dining & wine enthusiasts.



Windows & siding company earns **8.5x ROI** from print ad campaign, prompting strategic expansion.

Contact us today to create a strategy that works for your business.

HEADQUARTERS:

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