



SweepLift

SweepLift is the first marketing intelligence platform that seamlessly integrates with top ad platforms, enabling brands to connect with their target audiences, refine ad concepts, and drive sales with tailored strategies.



Company Overview

Born from the innovative corridors of Google and Facebook, SweepLift is the brainchild of a team of digital marketing mavens who shared a collective vision. Our co-founders, originally from Google, were instrumental in the launch of the Google Marketing Platform. Their journey at Google exposed them to the challenges of inadequate audience insights, which often left brands playing a guessing game with their campaigns.

Adding to our powerhouse, our other founding member from Facebook was a co-founder Facebook's Creative Shop. This initiative aimed at aiding advertisers in conducting research to craft more effective and resonant ads for their brands.

Together, we forged SweepLift with a singular mission in mind: to empower brand advertisers. Our platform is designed to create a deeper connection with audiences, experiment with bold creative concepts, and ultimately, launch ads that truly resonate. We're here to ensure that every advertisement isn't just seen, but felt, by its intended audience. Join us in transforming the world of digital advertising.

Problem

SweepLift addresses the challenge advertisers face in effectively connecting with their target audiences on walled-garden ad platforms like Facebook and Google. By offering a direct link to these platforms, SweepLift enables advertisers to experiment with ad concepts, gather authentic feedback, and extract invaluable insights. This approach not only facilitates the crafting of tailored marketing strategies that resonate with audiences, but also aids in the collection of first-party data. Furthermore, through targeted promotions, SweepLift ensures advertisers can generate quality leads, amplifying their return on investment.

Highlights

SweepLift's Milestones and Achievements

Team Building: At the core of SweepLift's success is our remarkable team. We've successfully onboarded industry leaders and top talents, drawing expertise from renowned giants such as Google, Facebook, SAP, and other pivotal tech and marketing entities.

Innovative Platform: Our technical prowess shines through our fully integrated intelligence platform. This platform is adept at seamlessly combining promotions and surveys, enabling swift, cost-effective audience research across both Google and Facebook.

Diverse Client Portfolio: Our effectiveness is validated by the trust of a vast range of brands. From Fortune 500 stalwarts to nimble mid-sized brands and ambitious small

Financial Info

Raising
\$3.5M

Location

New York, NY, USA

Business Stage
Seed

Business Type
SaaS, Enterprise, B2B,
Social Media, Media

Meet the Team



Keith Wright
CEO

brands, many have chosen SweepLift as their partner in refining their digital strategy.

Stellar Partnerships: We've successfully initiated working associations with WPP and Publicis Groupe - the global titans of agency holding groups. Such relationships are a testament to our platform's efficacy and potential.

Market Competitiveness: Our competitive edge is evident. We consistently outperform rival solutions in terms of cost, speed, and audience quality, setting a benchmark that traditional marketing research platforms find challenging to match.

Investment Success: We've secured a robust financial foundation, raising a commendable \$2.5 million from esteemed angel investors. This financial backing underscores the industry's belief in our vision and capabilities.

Influential Roots: Beyond our accomplishments, our origin story, rooted in experience from the world's leading tech and marketing firms, reinforces our position as a vanguard in the realm of digital marketing intelligence.

At SweepLift, our journey has been marked by consistent growth, innovation, and a commitment to pushing the boundaries of what's possible in the digital advertising sphere.

Go-To-Market Strategy

Target Audience: SweepLift's primary focus lies on mid-market and enterprise brands that allocate significant budget towards paid social campaigns. We recognize these brands as the ones that would derive the maximum benefit from our specialized insights and tools.

Content Strategy: To establish our authoritative stance in the market, we are heavily investing in a robust content strategy. By disseminating valuable insights, case studies, and best practices, we aim to position SweepLift as a leading voice in the domain of audience and creative experimentation on digital platforms.

Direct Outreach: Recognizing the importance of personalized connections, we have a dedicated team of business development representatives. These individuals are reaching out to marketing departments across our target brands, ensuring they understand the unique value proposition SweepLift brings to the table.

Sales Process & CRM: To manage our outreach and sales opportunities, we've embraced the Sandler system - a proven methodology for efficient and effective sales conversions. In tandem, we are utilizing HubSpot as our CRM platform, ensuring streamlined tracking and management of all our leads and relationships.

Pinpointing The Right Brands: We give special attention to brands that cater to audiences prominently active on paid social platforms. By focusing on these, we ensure that our solutions directly cater to their specific needs, optimizing their paid social strategies to yield better results.

In essence, our go-to-market strategy is a blend of thought leadership, direct outreach, and technologically-driven management, all while centering our efforts on brands that will most benefit from our unique offerings. Through this approach, we aim to create a lasting impact in the realm of paid social advertising.

What Makes Us Special

Direct Integration with Major Platforms: Unlike many solutions that operate on the periphery, SweepLift is directly integrated with walled-garden giants like Facebook and Google. This ensures real-time, accurate insights directly from the platforms where brands spend significant advertising dollars.

Authentic Audience Insights: SweepLift transcends the surface-level data. Instead of just relying on traditional metrics, it taps into genuine audience feedback, bridging the gap between brands and the very people they aim to connect with.

Tailored for High Spenders on Paid Social: Recognizing the needs of mid-market and enterprise brands that have substantial budgets for paid social, SweepLift offers tools and insights specifically designed to optimize and elevate their advertising campaigns.

Thought Leadership in Experimentation: Beyond being a service, SweepLift positions itself as a thought leader. Through a robust content strategy, it educates brands on audience and creative experimentation, reinforcing its role as a guide in the digital advertising realm.

Efficient Outreach & Management Systems: With the adoption of the Sandler system and HubSpot, SweepLift ensures that its outreach and relationship management are streamlined, organized, and effective.

Focus on Actionable Insights: Instead of just delivering data, SweepLift's platform generates actionable insights. Brands don't just learn about their audience; they discover tangible steps to enhance engagement and drive better results.

Experienced Founding Team: Originating from industry stalwarts like Google and Facebook, SweepLift's founders bring in a wealth of experience and an intrinsic understanding of the digital advertising ecosystem. This expertise reflects in the platform's design, approach, and overall vision.

In a nutshell, SweepLift isn't just another tool in the digital marketing toolbox. It's a specialized instrument designed with precision, backed by industry experts, and driven by genuine audience insights to ensure brands not only connect but also resonate deeply with their target demographics.