

 mdrivo

Vision Mission and Values



Vision

To transform performance marketing into the most valuable advertising channel



Core Values

- All in for the greater good
- Figure outers
- Positive influencers



Mission

Become an indispensable consumer acquisition engine for leading US brands, by connecting engaged people with positive buying experiences



The Story behind our Vision, Mission and Values

We all are very proud of Madrivo's success, but more importantly, the way we achieved it. We wanted to define why and how we got to where we are today, and make sure we grow with clearly defined vision, mission and core values without compromise.



Vision

Transform performance advertising into the most valuable marketing channel

Always start with the WHY

Before we discuss HOW we got here, it's important to understand WHY. Why does Madrivo even exist? Great companies like Tesla, Apple and Amazon have an inspiring purpose beyond the products and services they offer. Sticking to their vision helped these companies make a real impact on the world.

Starting with the WHY helps us define what we want to do and how we do it. When the WHY is big enough, everything else comes into place. And we have a big WHY. Why do we get up every morning and work so hard to make Madrivo what it is today? All of us have our individual reasons for contributing to Madrivo's success, but WHY do we exist as a team? What's the real purpose of Madrivo?

We've already made a significant impact on some of the world's largest brands, by managing and scaling their performance channel. We work very hard, every day, to transform performance marketing into the most valuable marketing channel for our current brands, and for all leading US brands who aren't utilizing performance marketing to its fullest potential.



How do we deliver this purpose?

Our Impact on the world is pretty significant: Madrivo has delivered upwards of 45 billion impressions, over 120m visitors, and more than 10m leads/sales to our brand partners. These are only ads, but imagine the magnitude of the amount of consumers' lives we're touching.

We understand our large impact, our responsibility to utilize our ads to add value to consumers' lives. This is important because consumers are flooded with fraudulent, non-compliant, deceptive and predatory offers from advertisers. Internet advertising is very young and has low barriers to entry. This creates opportunities for amoral operators to target innocent victims. We only work with brands that give consumers a positive buying experience, and we monitor all offers to protect our clients and the consumers. We serve the most relevant ads, with the right message at the best time to engaged consumers. We want to become an indispensable part of reputable brands' growth strategy, and be their reliable source of scale and opportunity.

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How do we behave?

Our Core Values describe the set of behaviors within our team; it's how we do things. Understanding the Core Values that are exercised by our A players and got Madrivo to where it is today, helped us define how we will do things moving forward, without compromise.

Madrivo insists on being the best career option for our people, empowering them to live their best lives. We maximize the potential and impact of every Madrivo-ite by living by our Core Values.

Our core values guide us in every aspect: Searching for new talent, hiring the people who fit certain characteristics, promoting, incentivizing and holding each other accountable. We adapt and change quickly based on Market conditions. However, the Core Values are steady and here to stay. We have a dream team, and we're determined to keep it that way and not tolerate anything less as we grow. With these Core Values and our focus on results, nothing can stand between us and a fun, meaningful and fulfilling environment. We are all in for the greater good, we are figure outers, and we are positive influencers!

Core Values

- **All in for the greater good** - We go above and beyond for our team and clients
- **Figure outers** - We innovate and find solutions
- **Positive influencers** - We drive everything in a positive direction

All In For the Greater Good

We go above and beyond for our team and clients

- For the greater good above selfish interests
- Always do what is right for the right reasons
- 100% Commitment
- We go above and beyond with everything we do
- We have an ownership mentality
- We put all our chips on the table
- We focus on results
- We have Madrivo blood
- Ambitious to be the best
- Push ourselves to achieve goals, evolve and break boundaries
- More than a job – a lifestyle (#madrivolife)
- Commitment to the journey
- Loyalty
- Always engaged
- Always looking to excel, advance and grow

Figure Outers

We innovate and find solutions

- Solution-oriented
- Willing to learn
- Innovate new ways to do things
- Visionary
- Fail forward
- Google it!
- Resourceful
- Critical thinkers
- Embrace change and adapt quickly
- Take risks, entrepreneurship mentality
- Lead the industry with new approaches

Positive Influencers

We drive everything in a positive direction

- In every conversation, every email, every interaction
- In our industry
- With our co-worker's
- With our clients
- For our consumers
- We express gratitude
- We truly care about each other
- We are humble
- We have and assume good intentions
- HAAAAY!!! (happy to be here)
- Mentor/train/share knowledge
- Mindful of how we show up
- We encourage positive conflict

How do we communicate?

Conflicts are encouraged in Madrivo. In order to avoid resentment and artificial harmony, everyone on the team is expected to address issues directly with the person and with the communication agreements.

Communication Agreements

- **Solution-oriented & focused on a positive outcome**
- **Speak up without fear of retribution**
- **Disagree & commit**
- **Never, ever, ever judge**
- **Replace blame with ownership mentality**
- **Talk directly to the source**
- **Allow for difference in Personality styles**
- **Ask for time if feeling anxious**
- **Get on a call! Digital communication is often misinterpreted**
- **Help people speaking up to feel safe**
- **Be vulnerable 10% beyond your comfort zone**
- **Apologize when appropriate by letting go of ego**
- **Ask permission to give feedback, to share observations, to help improve**
- **Assume good intentions, come from a good place**



**Madrivo,
Delivering Trusted
Performance Advertising,
While Always Putting
People First.**