**Testimonials**

As a part of a 2022 audit with an external partner, we received anonymized feedback from clients and partners. Here are a few highlights:

* “The whole multicultural landscape has been a big priority. We have certain commitments we need to reach but we also want to reach those consumers genuinely and authentically where they’re consuming media. I think Sabio has an awesome value prop and something that we always consider when selecting partners to work with.”
  + Associate Manager, Integrated Planning, Advertising Services
* “Being able to reach multicultural audiences is a huge consideration as to why we partner with Sabio because while we are trying to target the total market, each multicultural audience has their own goals. Sabio’s targeting capabilities are a huge advantage.” – Paid Media Manager, Advertising Services
* “Almost everyone has a BIPOC strategy line on their plan and that strategy is vastly expanding. It’s a wise philosophy [for Sabio] to go to market with.”
  + VP Media, Advertising Services
* “I love that the Sabio team is always proactively recommending things, new ideas, and they reach out to share their product development, targeting ideas, and anything else we should keep an eye out for. Super communicative and interactive – I love that.”
  + Pain Media Manager, Advertising Services
* “Their biggest strength is within their people. They’re very communicative in the sense that they’re always showcasing their newest offerings that they have on the table or if there’s something that we’re concerned with, they’re always quick to get us answers.”
  + Senior Negotiator, Digital Partnerships, Advertising Services