



2017

YEAR IN REVIEW

 **NORTHERN**

Canada's Leading Digital Agency



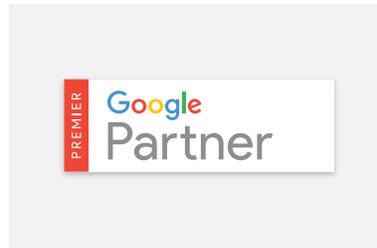
PART 1

NORTHERN ACHIEVEMENTS

2017 was filled with outstanding achievements, exciting
new projects and talented new team members!



TECHNOLOGY PARTNERS



50+ NEW CLIENTS



See the full list—

NORTHERN.CO/PORTFOLIO



20+ NEW WEBSITES

EMAIL MARKETING

ONE BILLION

EMAILS SUCCESSFULLY DELIVERED ✓

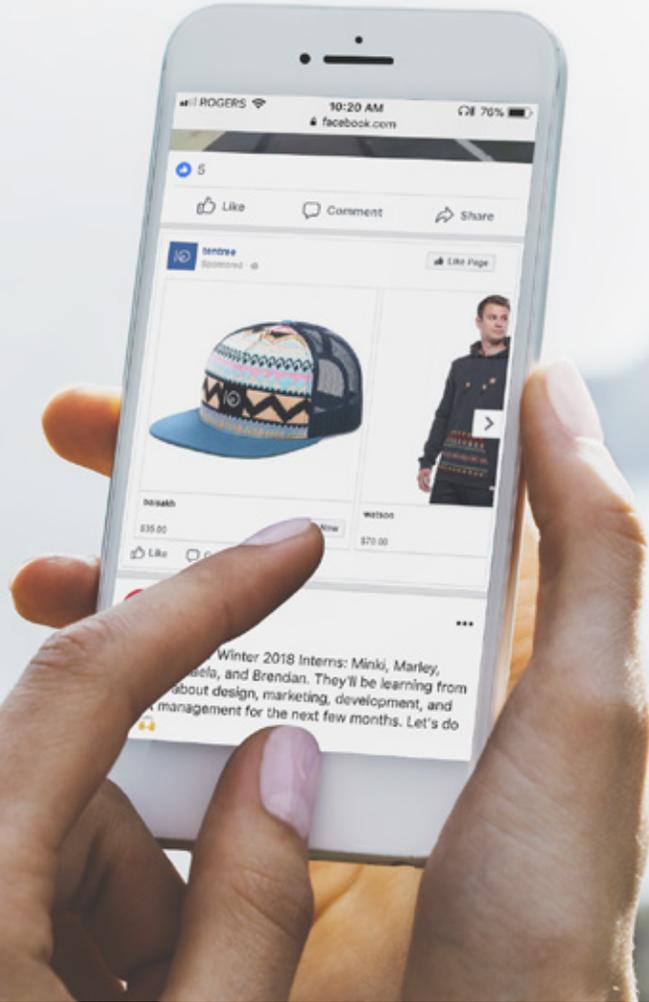
UP TO

132%

LIST GROWTH



DIGITAL ADVERTISING



550+ MILLION

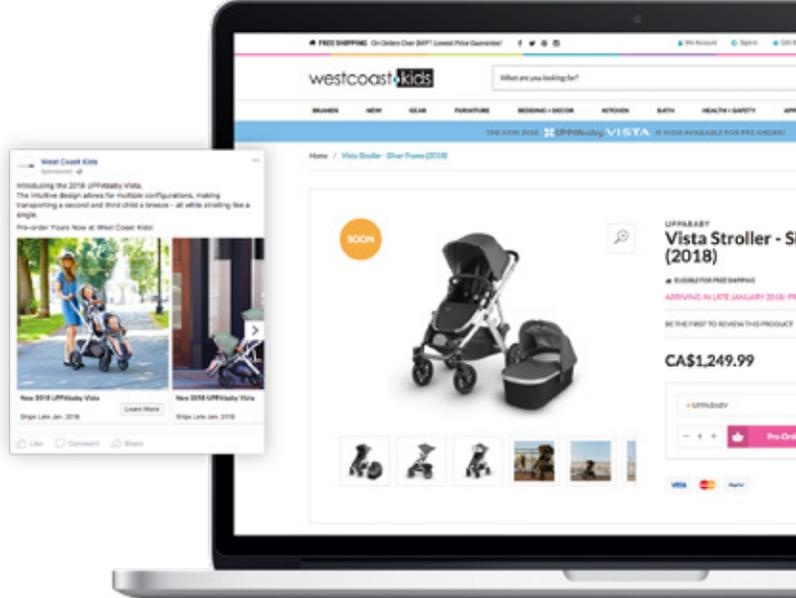
NUMBER OF TIMES OUR ADS WERE VIEWED



westcoast kids



UPTO
2,500%
RETURN RATE ACHIEVED



SEARCH ENGINE OPTIMIZATION

10+ MILLION

ORGANIC SESSIONS DRIVEN TO OUR WEBSITES



NO BRIGHT



PART 2

NORTHERN CARES

In 2017, we launched NCares, a platform for our corporate philanthropy and charitable initiatives.





Extra Life



Community Cleanup



Run for Rocky



London Humane Society



Habitat for Humanity

NORTHERN CARES

To date, the Northern team has volunteered, donated, and organized events to support the people and organizations in our community.



4,000+
hours spent volunteering



\$500,000+
raised & contributed



25+
organizations supported

PROUDLY SUPPORTING



Learn more about our charitable initiatives—

NORTHERN.CO/NCARES

PART 3

TEAM UPDATES

We welcomed 12 new faces to the Northern team,
helping us serve more clients and drive more results.





BROOKE



KAYLA



COLTON



KYLE



BRENT



ERIC



ANDREW



ADAM



CHRIS



TINA



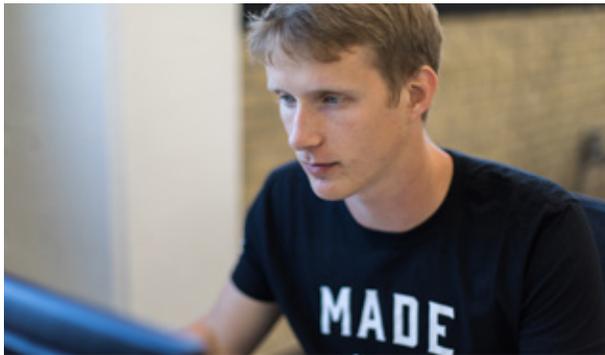
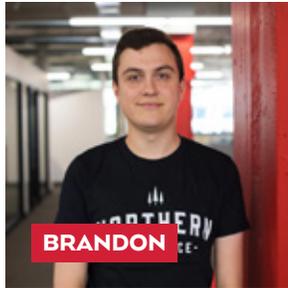
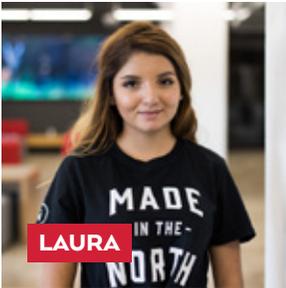
MARIKA



ELISHA

INTERNSHIP PROGRAM

With the launch of our revamped internship program, we brought 8 interns on board to work with our team and gain hands-on experience.



PART 3

AWARDS

Hard work and dedication paid off in 2017, with the Northern team recognized by some of the industry's most prestigious partners and awards.



AWARDS



Search Engine Land's Landy Awards Finalist

1 of 5 finalists in the Best Mobile Search Initiative category



Google Premier Partner Awards Finalist

1 of 3 Canadian agencies shortlisted in North America



20 Under 40 Award Recipient

Michael DeLorenzi



Canada's Next 150 Award Recipient

Michael DeLorenzi

Learn more about our awards—

NORTHERN.CO/BLOG



Michael DeLorenzi
President & CEO,
Northern Commerce

#idnont20

MUSIC HALL

Top 20 Under 40 Awards Ceremony

PART 3

OUR CULTURE

Between launching new websites and executing marketing campaigns, our team took some time to relax and have fun together.





Bingo Nights



Fanshawe Speaker Panel



Halloween Party



The Great Northern Race



Secret Santa



Ice Cream Truck



Mexico Leadership Summit



Goodah Truck



Colin's 5th Year Anniversary



Ellie, Northerner-in-Training (right)



Dogs of Northern, Halloween



Canada's 150th Anniversary



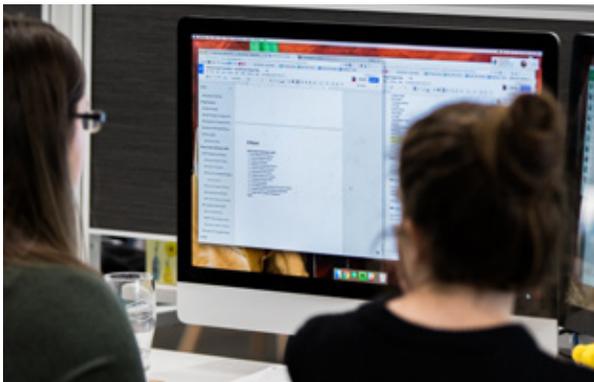
TALKS

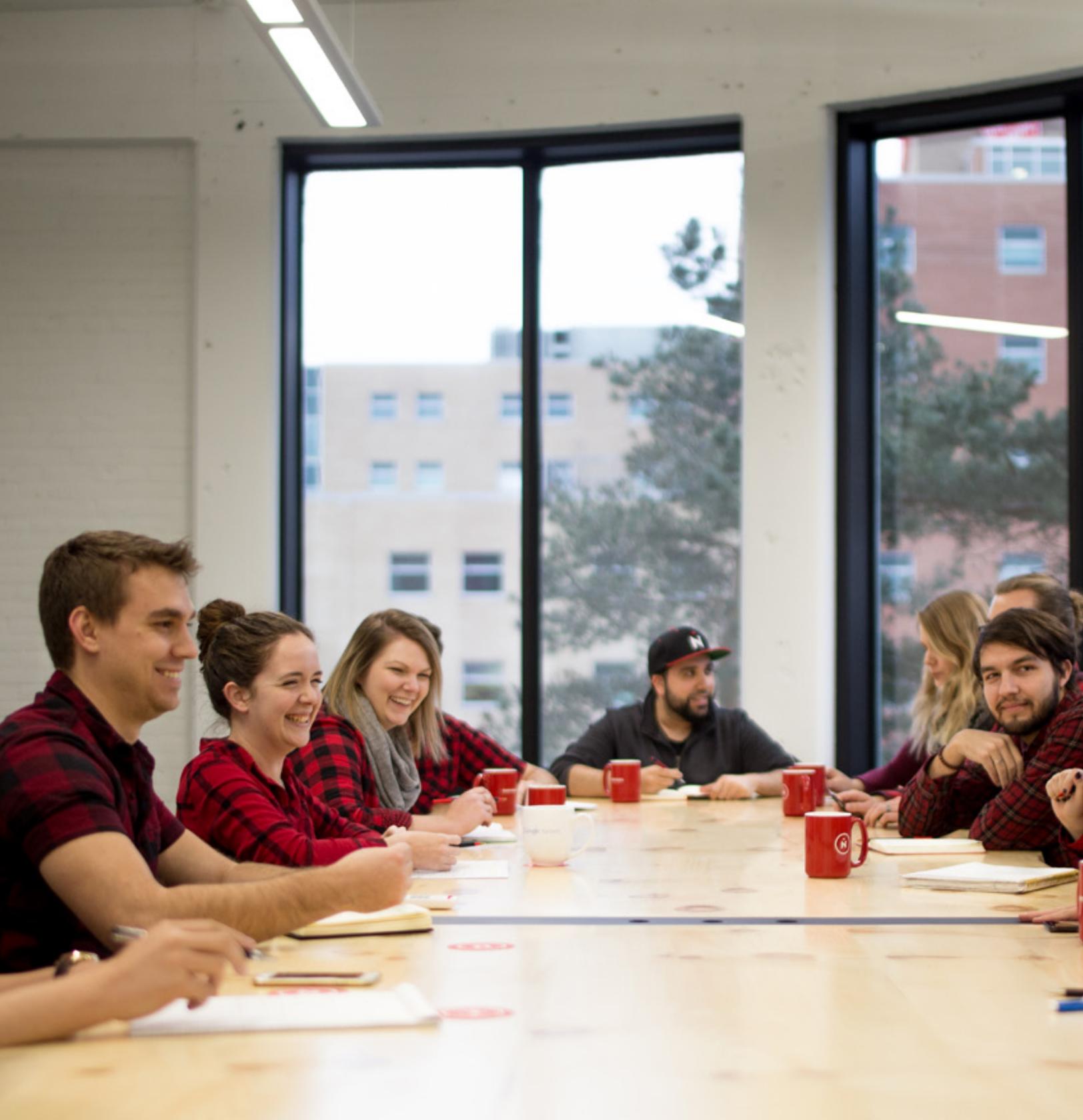
This new speaker series gives the opportunity to share ideas and knowledge across the company, with inspiring and engaging presentations given by our team members.

MENTORSHIP PROGRAM



We thrive on collaboration. With our new mentorship program, team members create connections and share expertise across departments so we can continue to grow as a team.





HERE'S TO ANOTHER AMAZING YEAR IN 2018!

NORTHERN



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