

GAIN



REBEL THINKING
REAL RESULTS

Services Definitions

2025/26



About us

About GAIN

Our mission, who we are, global reach

Why GAIN

Our differentiators, our e2e offering, and accreditations

Ways of working

Our Services

AI Products Overview

Spirea

Lupine

Contact us

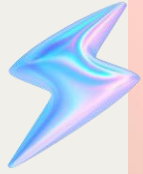
About us

GAIN®



GAIN

We are pioneers in
partnering with public
sector organisations to...



Who we are

DELIVER SERVICES THAT TRULY WORK FOR PEOPLE



GAIN

CREATIVE × DATA × TECH

We believe the greatest impacts come from human ingenuity and creativity, powered by robust data and tools.



GAIN

A little about us

One company



650 people **worldwide**

Five specialisms



Unlimited potential

THIS BRINGS DEEP GOVERNMENT EXPERTISE



Paired with innovation, knowledge and skills from wider sectors and specialisms.

Meaning strategic excellence that's focused on not only meets standards but challenges thinking and demonstrably improves outcomes for citizens.

Deep insight from top-tier collaborations

We work hand-in-hand with the biggest names in the industry to stay ahead of the curve. As a Premier Partner with Google and Meta (placing us in the top 3% of agencies), and an official TikTok Marketing and Shop Partner, we gain early access to exclusive features, platform betas, and deeper data insights - all of which help us deliver smarter, more impactful work.

Being partners with leading tech and marketing organisations allows GAIN to offer CLC significant advantages in digital

transformation, outreach, and analytics. As an Amazon Advertising partner, GAIN can supercharge e-commerce, reach niche audiences, and optimise cross-platform campaigns for CLC. Premier Google Partnership grants access to advanced tools and campaign insights, ensuring search, display, and YouTube activities deliver measurable outcomes.

Our Klaviyo Partnership could help elevate CLC's email automation and personalisation, driving journey-based student communications and nurturing alumni connections.

amazonadvertising

PREMIER Google Partner

Meta Business Partner

2025 Microsoft Advertising Partner

klaviyo PARTNER

Acquia Preferred Partner

TikTok Marketing Partners

tagger by Sprout Social

Google Partner
PREMIER 2025

Google Trends

Circle Member
SQUARESPACE

shopify partner

PartnerStack

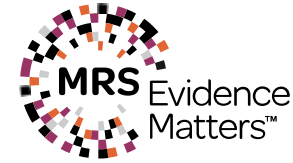
Accreditations and professional communities

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BIMA

BRISTOL CREATIVE INDUSTRIES



W3C®

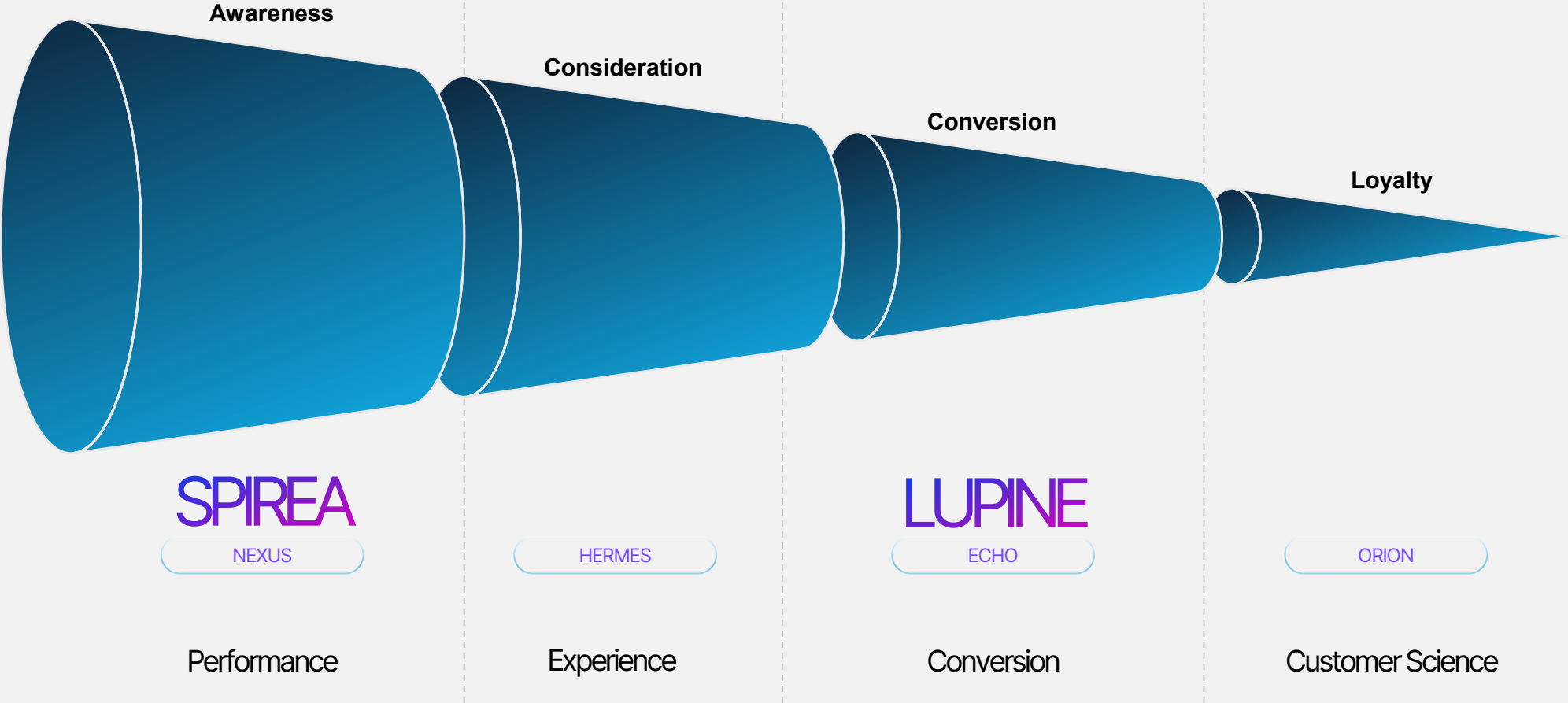
COLLABORATIVE BY DEFAULT

We work as 'One team' with our clients bringing our multi-discipline expertise to deliver real results efficiently and effectively.

Our team of user-centred design, delivery and strategy experts work as one to solve problems from every angle, quickly, collaboratively, and with precision.



PRODUCTS ALIGNED TO THE MARKETING FUNNEL



GAIN

ONE TECH PLATFORM, MANY PRODUCTS

Reusable
Components

Web
Scraping

API
Integration

DOM
Analysis

Video
Analysis

Video
Gen

Ideation

Data
Aggregation

Code
Gen

Dashboards

Apps

ATHENA

ARES

ECHO

ORION

NEXUS

+

GAIN | Q

ATHENA

Components include:

Web Scraping, Image Analysis, DOM Analysis, Ideation, Image Generation and Code Generation.

ARES

Components include:

Web Scraping, Image Analysis, Ideation, Video Gen.

Creating modular components allows us to re-use components across multiple different applications and reinforce them as more applications require them.

GAIN 30 SPIREA

FUELLING RESULTS.
CREATING WHAT
WORKS.

Ingest clients paid social media marketing data across platforms including **Meta**, **Google** and **TikTok**.

Monitoring creative performance based on multiple attributes across our client base.

AI powered creative asset generation of content that's more likely to drive results based on insights derived on years of performance data.



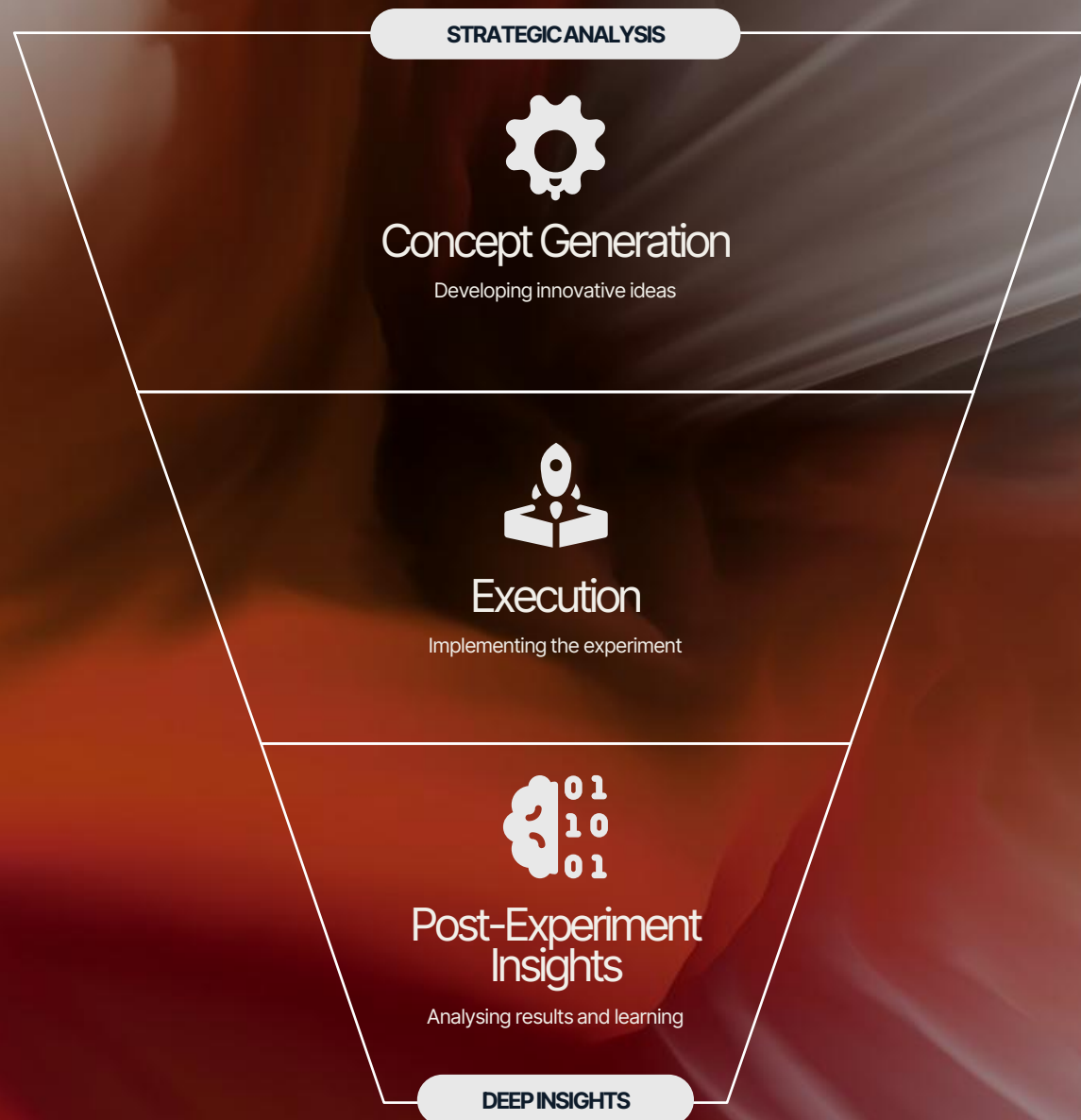
LUPINE

EXPERIMENT WITH IDEAS AT SCALE.

AI Product founded on Conversion's specialist expertise, frameworks, and first-party data.

Clients can run impactful experimentation programs – even with limited existing expertise or resource.

Leveraging a sophisticated network of intelligent agents.



GAIN[®]

Let's **talk**

Ways to get in touch

This is Gain Ltd

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