AlwaysOn Digital Celebrates 10 Years of Building Successful Ad Business Around Core Values

Transparency, integrity, and a relentless focus on results continue to define independent advertising advisory



AlwaysOn Digital

NEW YORK, NY, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- AlwaysOn Digital, an independent media execution provider helping brands and agencies achieve marketing excellence, is celebrating 10 years of building a sustainable advertising business that practices its values to help both clients and employees succeed.

Founded by president Kym Insana in 2016, AlwaysOn Digital was built on a single conviction: people do their best work when they're not forced to choose between their careers and their lives. Over the past 10 years the company has grown into a successful independent, full-service media execution provider thanks largely to that belief. As a result, brand clients and employees remain with AlwaysOn for longer than the industry average, avoiding the churn that most small agencies struggle with.

“I’m incredibly proud of how AlwaysOn has grown over the past decade while still maintaining its core values,” said Insana. “We measure success by more than revenue numbers. It matters how long our employees stay with us, and how happy they are to work here. Transparency, integrity, and a relentless focus on results define everything we do. That’s why clients initially sign with us and that’s why they remain for several years.”

AlwaysOn’s team of experts has decades of hands-on experience in media planning and buying, helping them interrogate every decision in the planning stage, ensuring that when it comes to campaign execution, every campaign meets client goals. This commitment has led to great work for dozens of clients, including Johnston & Murphy, VisitGreenvilleSC, and United States Air Force.

AlwaysOn has always defined itself as a place where employees can maintain a work-life balance. The company has allowed employees to go fully remote since day one, long before the industry accepted it. The team spans the country, sets their own schedules, and is measured on results, not hours logged or seats filled. Across the team you'll find parents of young kids, people who built full careers from wherever they live, and senior professionals who joined specifically because of this balance-first culture.

About AlwaysOn Digital
AlwaysOn Digital is an independent, full-service media execution provider that combines purpose and performance. Since 2016, our woman-owned company has produced unique marketing strategies for Fortune 100 advertisers by working directly with brands and their agencies. Our core values of transparency, integrity, and a relentless focus on results define everything we do, guiding our team of experts as they help advertisers reach their campaign goals across every channel. The winner of an Effie Award for marketing excellence, AlwaysOn is headquartered in New York.

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