



# Diversity, Equity & Inclusion at Gupta Media



01.

Introduction

02.

Snapshot of our Path  
to Improved Diversity

03.

Beyond the Data.  
Inclusion & Belonging

04.

Looking Ahead





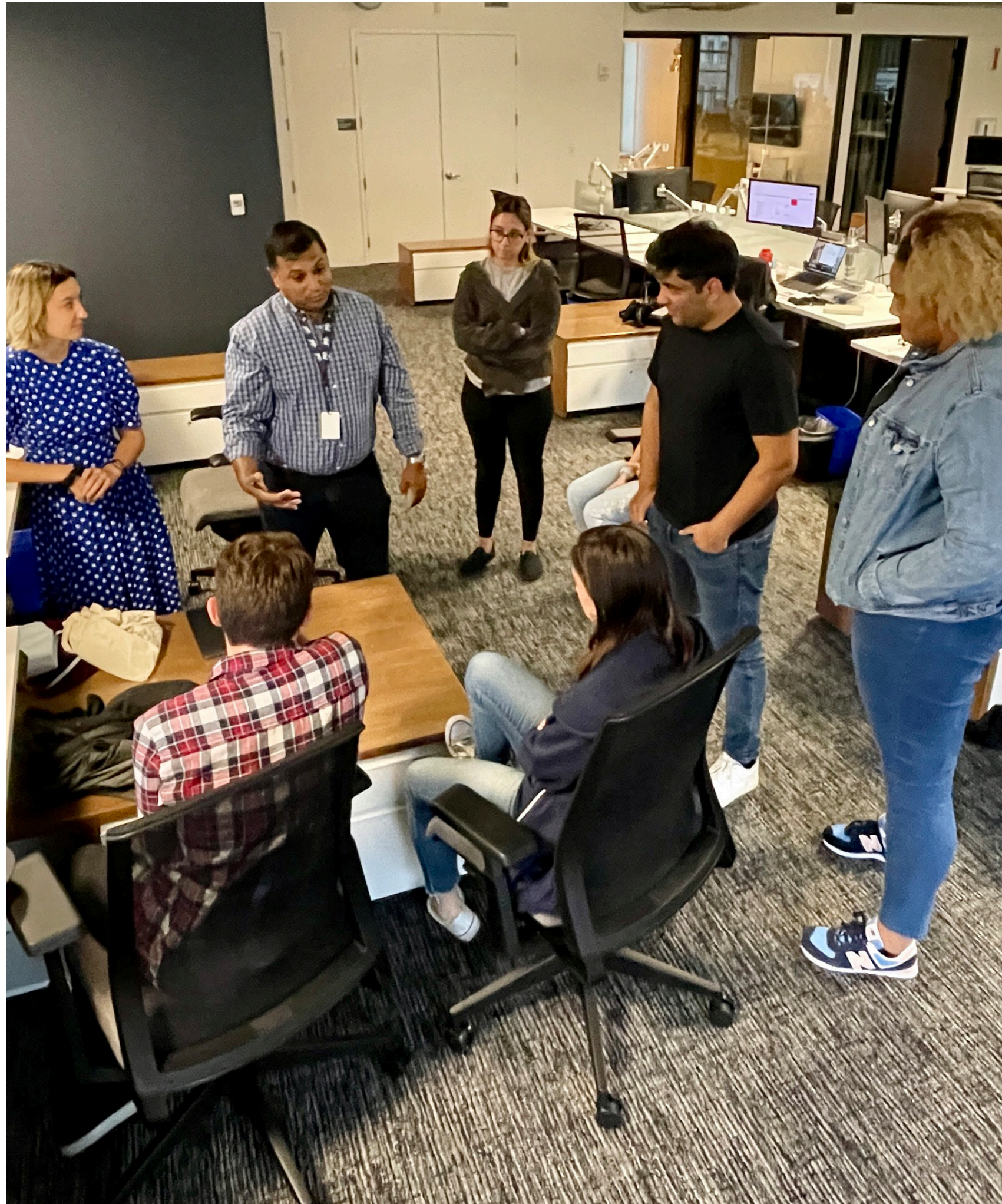
At Gupta Media, we pride ourselves on tackling hard challenges. Our commitment to Diversity, Equity, and Inclusion was no different.

While our focus has historically been on ensuring client success, in 2020 we set out on a challenge of our own — to build a more diverse, equitable, and inclusive organization. We knew we had work to do, but set the stake in the ground, committed to improvement and held ourselves accountable. There is much to celebrate as we share our 2022 progress report but, like effective evergreen campaigns, there is still plenty of room for growth.

To compile the data delivered in this report, we utilized our BambooHR HRIS and ATS platforms. It includes all former and current Gupta Media employees, full and part-time, during the periods outlined, as well as tracking all candidates for employment during our hiring process.







The foundation of our Diversity, Equity & Inclusion program is Our Commitment and our Four Core Areas of Focus.

#### OUR COMMITMENT

At Gupta Media, we work hard every day to be better at all that we do — and that includes fostering a diverse and inclusive community that encourages and respects a broad range of backgrounds, experiences, and ideas.

#### OUR FOUR CORE AREAS OF FOCUS

01. Eliminating bias in hiring and compensation
02. Commitment to fostering allyship and anti-racism
03. Supporting an inclusive company culture
04. Promoting corporate community and civic participation





01

Introduction

02

Snapshot of our Path  
to Improved Diversity

03

Beyond the Data.  
Inclusion & Belonging

04

Looking Ahead





DIVERSITY

# Report card on our path to broader diversity.



Over the past two years, our commitment to eliminating bias and building a more inclusive culture has resulted in an increasingly diverse and intersectional team make-up that more fully represents the community and organizations we work in and with.

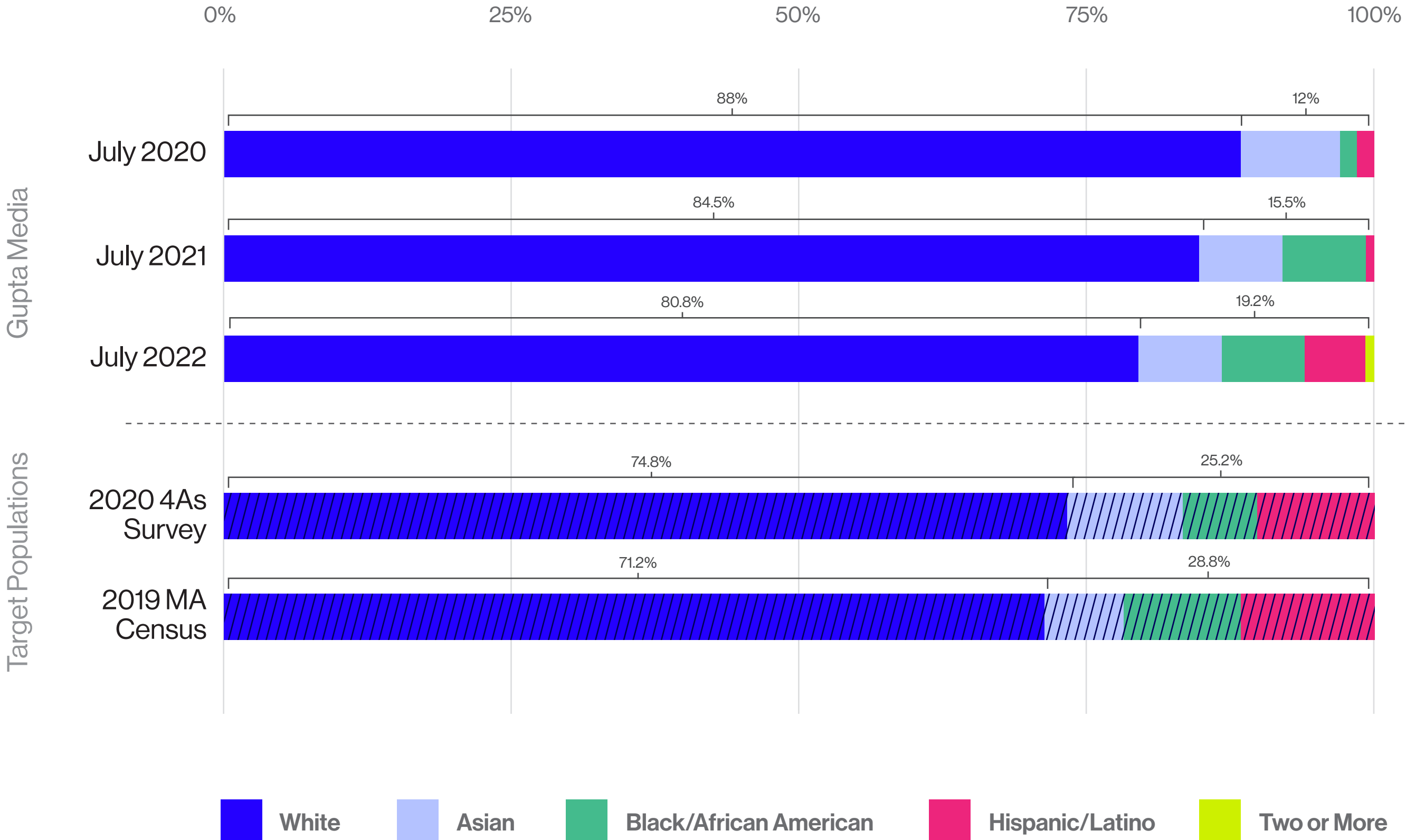
For data purposes, we asked staff to identify across the categories of Asian, Black, Hispanic/Latino, Indigenous, Two or more races, or White. We established a goal of reaching a minimum of 25% representation of racially marginalized groups, often referred to as BIPOC (Black, Indigenous, and People of Color) by the year 2025.

The 25% target was identified as our initial minimum target based on the overall racial makeup of Massachusetts where Gupta Media is headquartered and where 94.5% of our employees reside. Our current trajectory puts us on a positive path to reach and exceed this goal by 2025.





# Racial Diversity Year-Over-Year (All Staff)

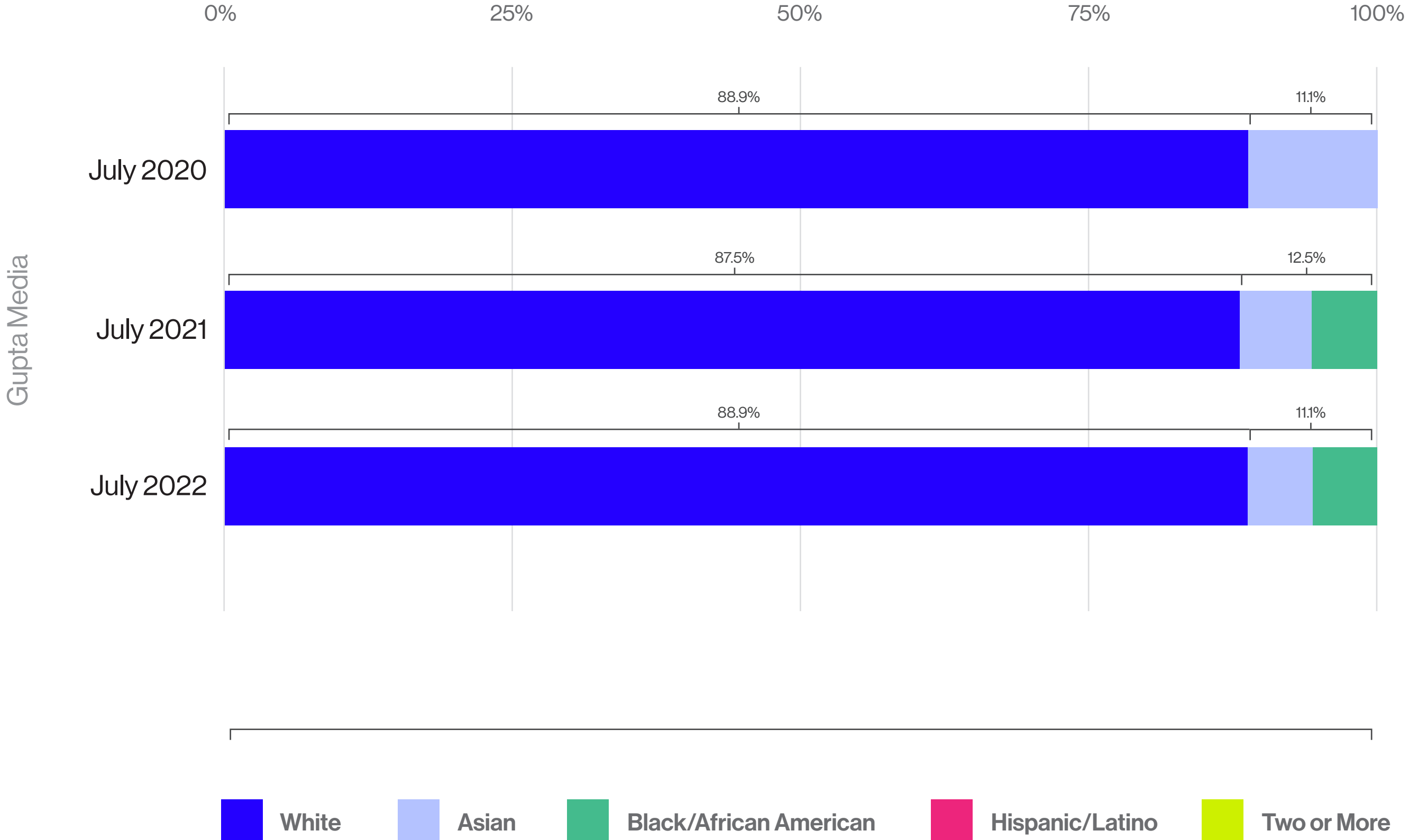


**RACIAL DIVERSITY**

July 2020 - July 2022 saw continued growth in our overall BIPOC make-up, increasing from 12.0% to 19.2% overall. According to the 2020 4As Diversity and Gender Survey (165 agencies representing more than 40,000 employees) 25.2% of employees identify as BIPOC, while the 2019 Massachusetts census found 28.8% of the population identify as BIPOC. Our goal at Gupta Media is to move toward and achieve 25% or higher BIPOC community.



# Racial Diversity Year-Over Year (Management)

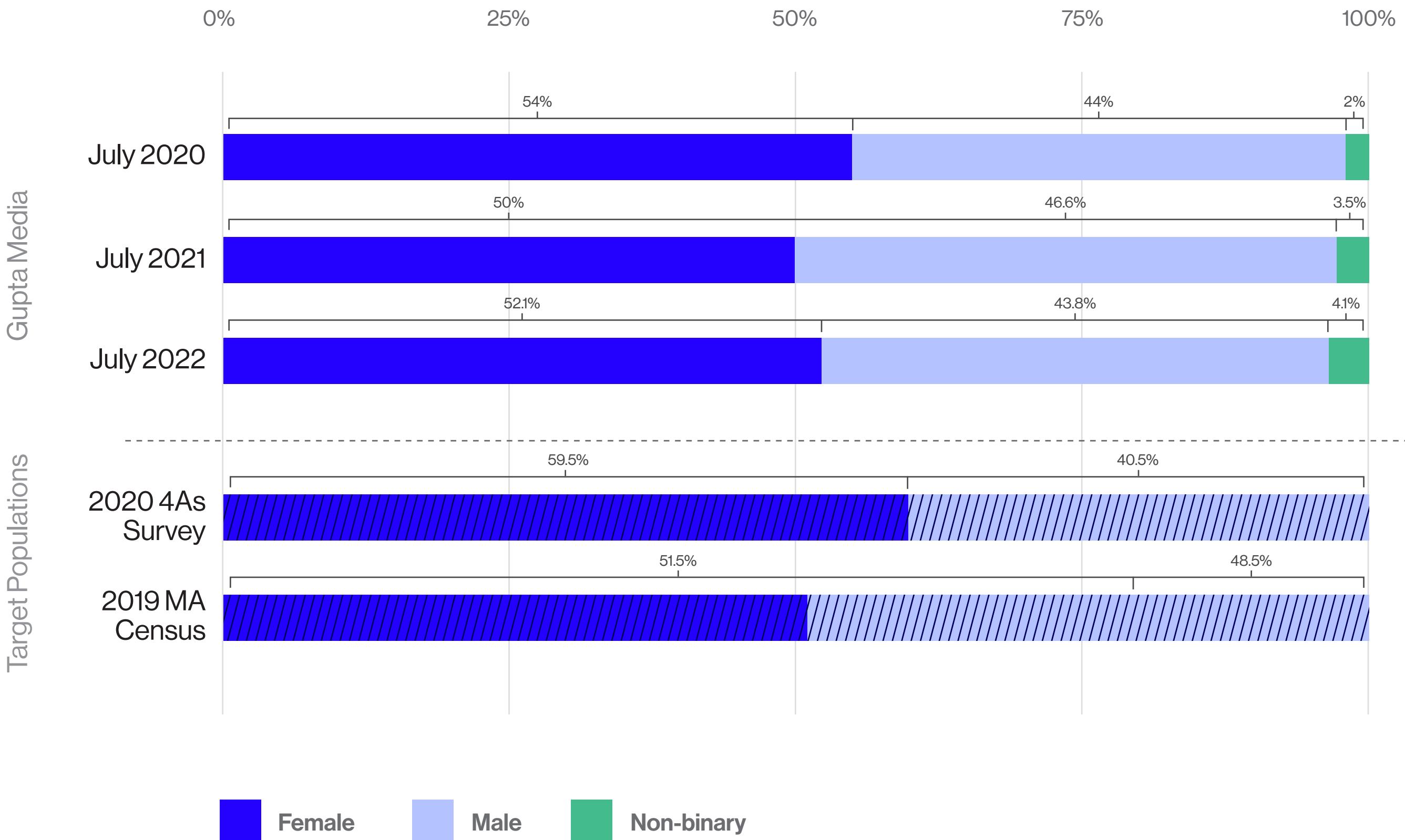


**RACIAL DIVERSITY**

As a management team, during 2020-2022 we experienced some transition within the group but the net result was relatively flat within our BIPOC make-up. As we look ahead to the overall agency growth, expanding professional development opportunities for racially marginalized groups remains a continued area of focus to ensure we are on the path toward broader representation.



# Gender Diversity (All Staff)

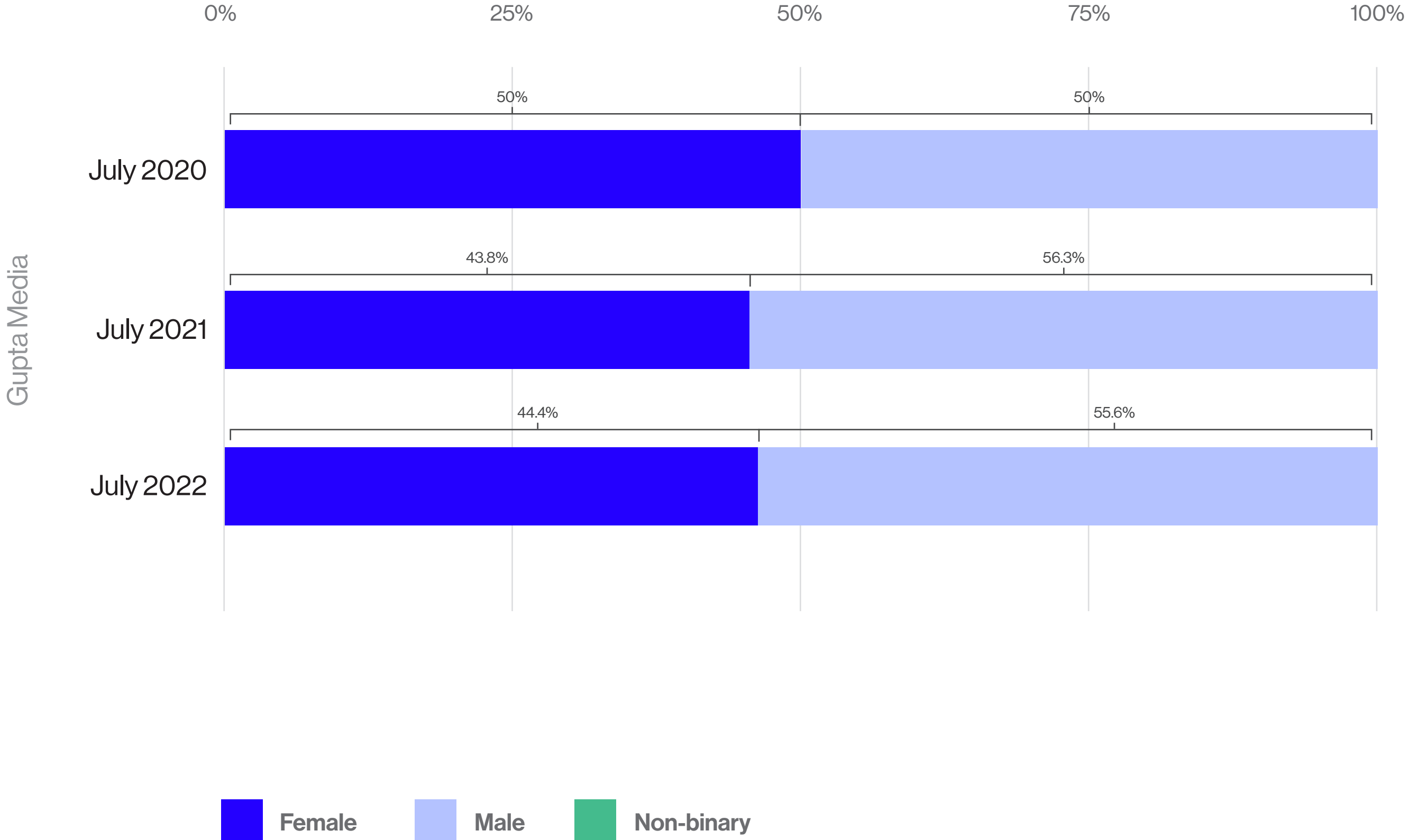


**GENDER DIVERSITY**

On gender, we are well-aligned and balanced with both the general population of Massachusetts, (51.5% female and 48.5% male) and the overall agency community. We also saw a positive increase in team members who identify as non-binary within our organization.



# Gender Diversity (Management)



**GENDER DIVERSITY**

From 2020-2022, our gender profile within our management team shifted due to turnover, moving away from a balanced 50/50 split. Based on our overall corporate gender make-up, this is an area to watch to ensure we are providing and encouraging leadership opportunities within the team who identify as female and/or non-binary.

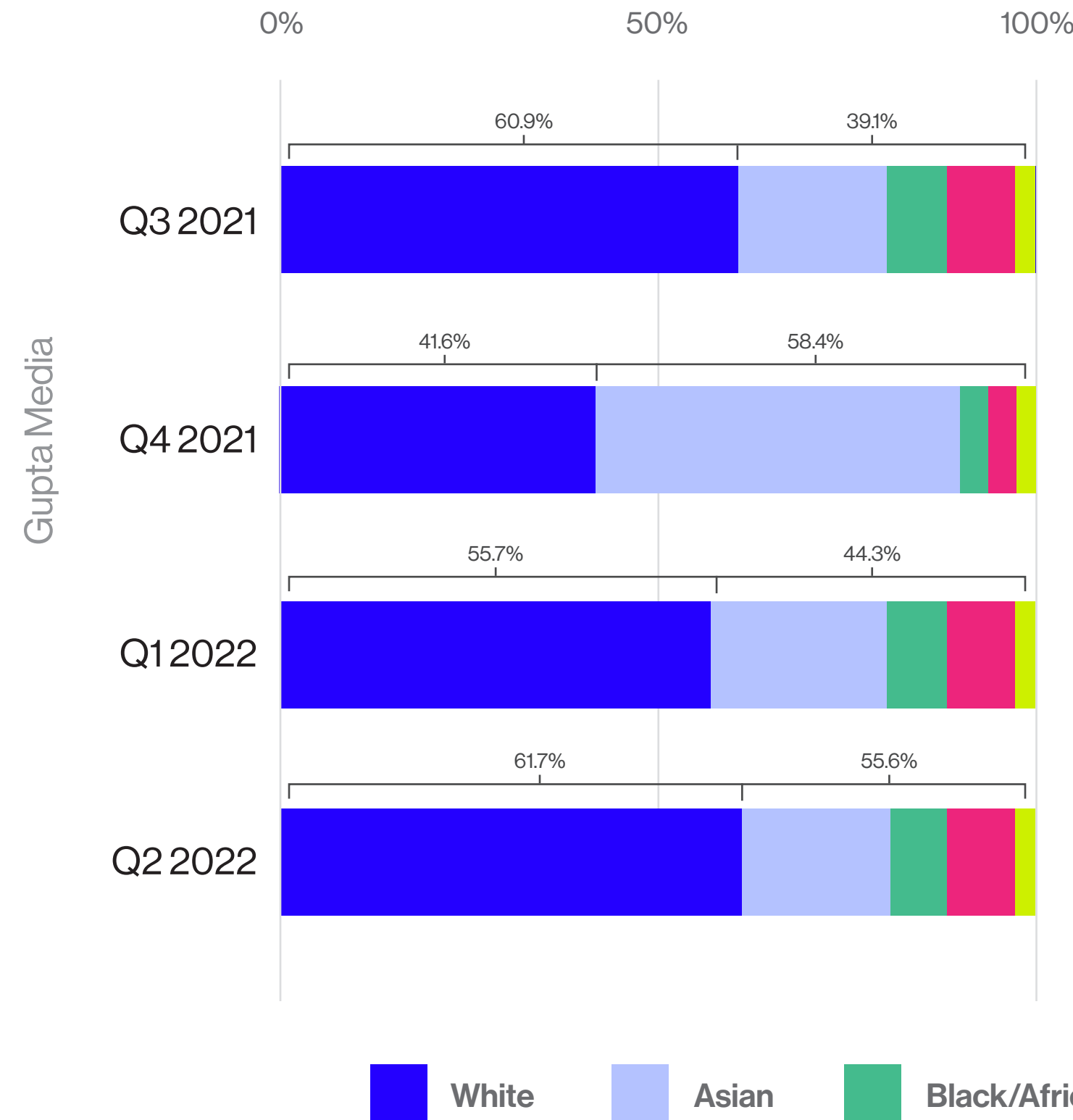


**IMPROVING REPRESENTATION:  
DIVERSITY OF CANDIDATES AND OF NEW HIRES**

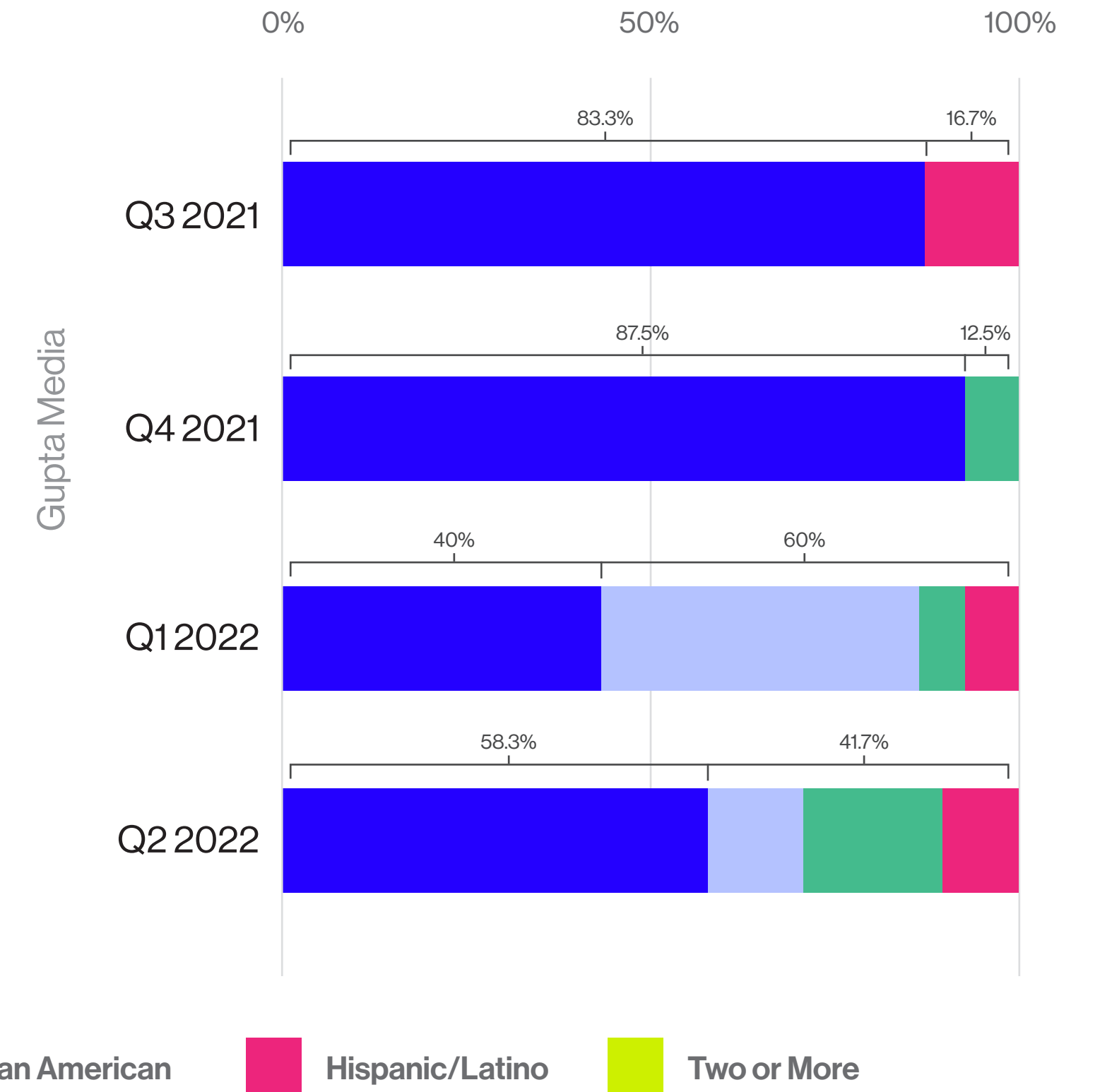
A more diverse and intersectional team starts with the recruitment of a more diverse pool of candidates. Actions, large and small over time, making hiring practices more equitable have a big impact. Through the use of our ATS, we monitor and track our candidate pool, ensuring we are considering a broad range of candidates for all open positions.

Through this effort, over the past four quarters, 45% of all applicants and 33% of all new hires identified as a member of a racially marginalized group, an increase of 5% over the prior year.

Diversity of Candidates: Q3 2021 - Q2 2022



Diversity of New Hires: Q3 2021 - Q2 2022



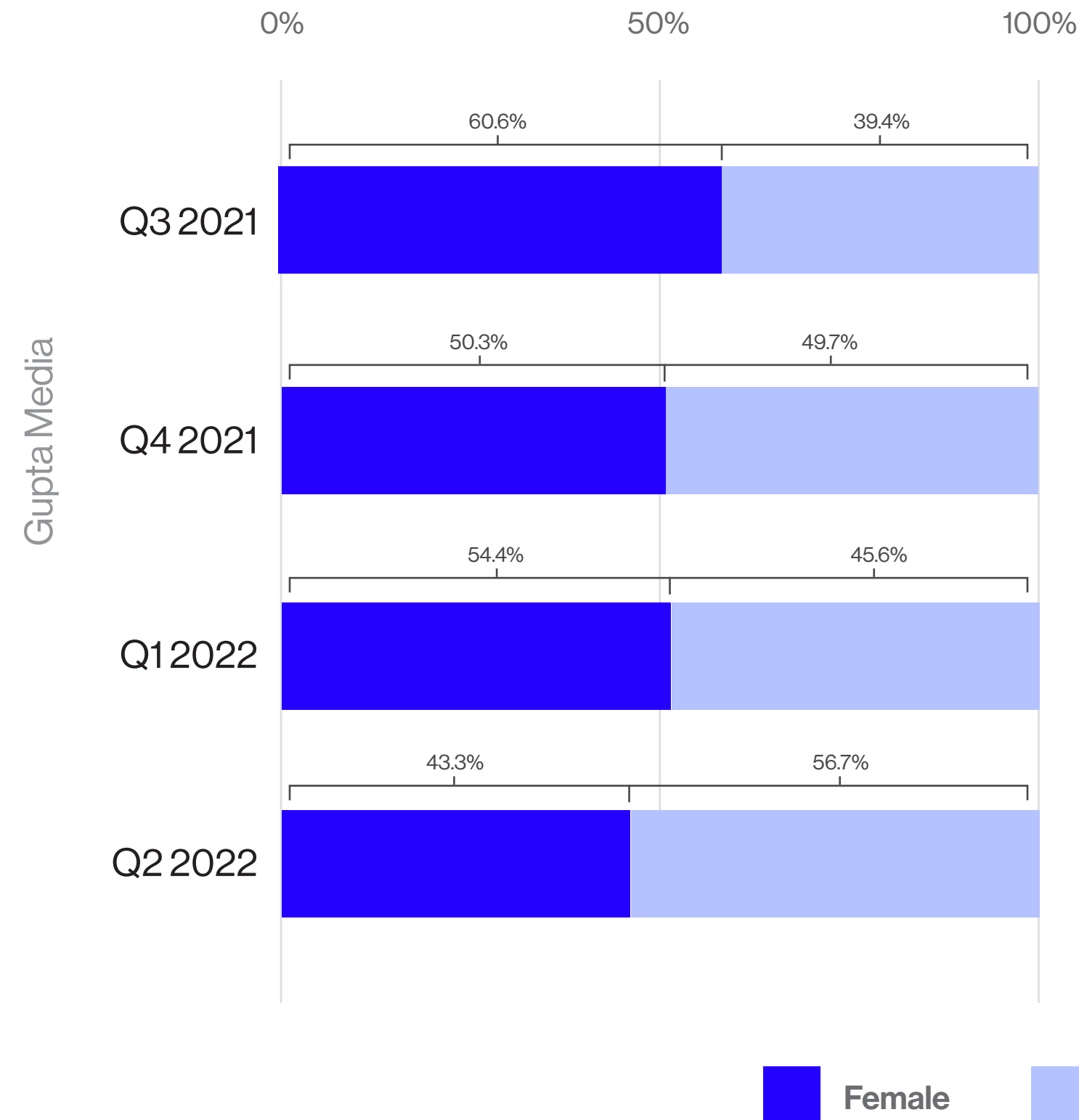


**IMPROVING REPRESENTATION:  
CANDIDATES BY GENDER AND HIRED BY GENDER**

As we look toward gender, over the past year, our candidate pool has been representative of the our target MA population with an average of 52% female and 48% male. However, our hiring trend has skewed more heavily female, with 59.5% of all new hires being female, 35.7% as male, and 4.8% as non-binary.

Currently, for our candidate data, EEO reporting does not include non-binary selections of gender and are unable to be included beyond “Decline to Answer”. For our new hire data, employees have self-identified their gender identity.

Candidates by Gender: Q3 2021 - Q2 2022



Hired by Gender: Q3 2021 - Q2 2022





01

Introduction

02

Snapshot of our Path  
to Improved Diversity

03

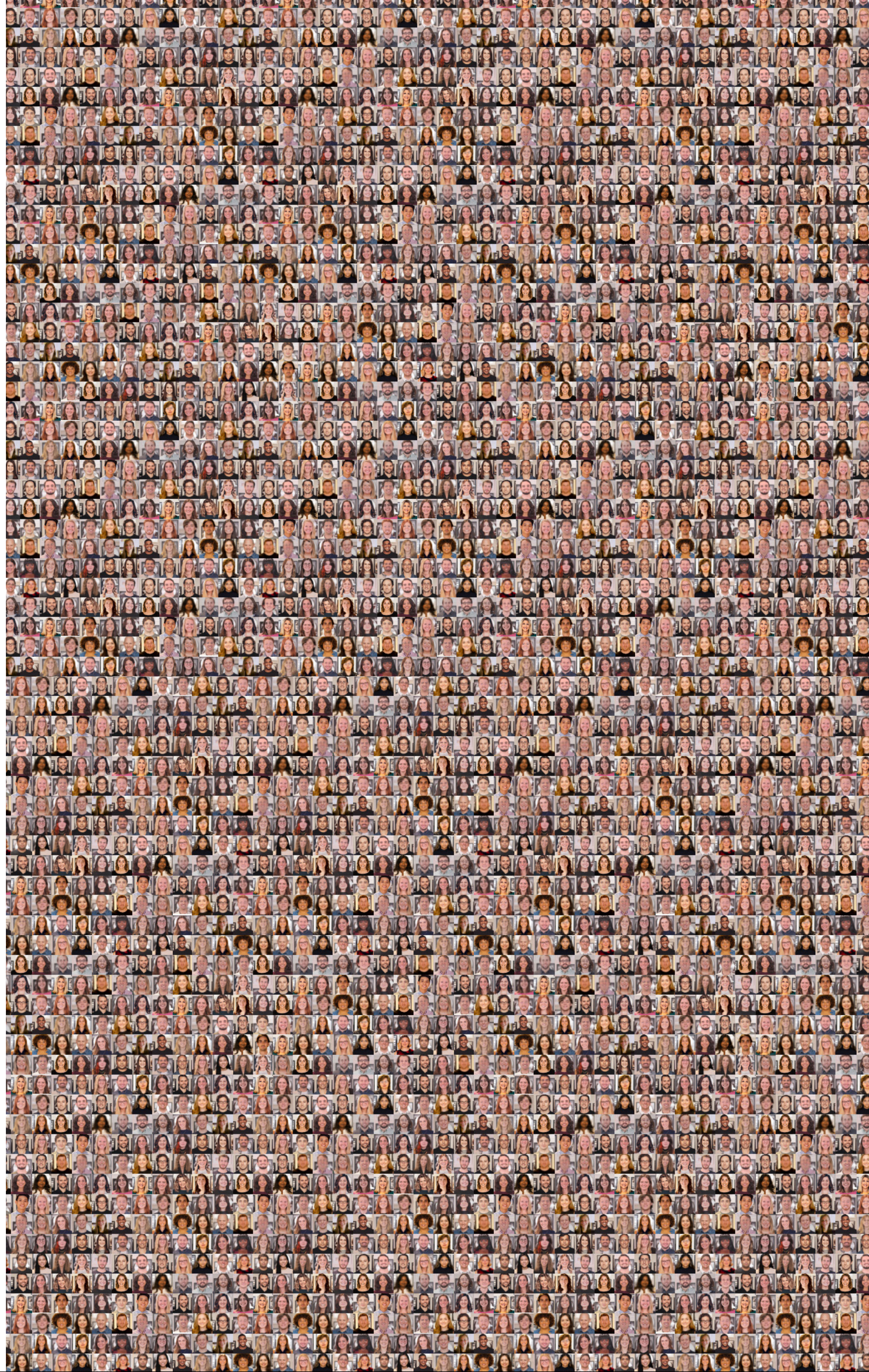
Beyond the Data.  
Inclusion & Belonging

04

Looking Ahead







While the data behind our progress are important to share, and key to measuring our progress, it only tells a part of the story.

Equity and inclusion must be woven into the fabric of an organization to be successful in becoming and maintaining a broadly diverse and inclusive community. Through our Four Core Focus Areas, we are excited for the ongoing cultural progress we have seen through the following initiatives.





## EMPLOYEE RESOURCE GROUPS

Our Employee Resource Groups (ERGs) represent our diverse team, fostering a community of inclusivity and belonging at Gupta Media. These groups are founded and led by employee volunteers and play a fundamental role in creating space among team members who share a common background, whether through race, orientation, or other common traits, supporting education and sharing resources. In 2022, we saw the launch of our third ERG — Tapestry@Gupta — joining Rainbow@Gupta and Wellness@Gupta and bringing our ERG count to three.





# TAPESTRY

EMPLOYEE RESOURCE GROUP  
@guptamedia

Gupta Tapestry empowers and celebrates the BIPOC (Black, Indigenous, and People of Color) community that comprises Gupta Media. With the support of allies, Tapestry enables and encourages anti-racist action through community outreach, education, and advocacy. Our backgrounds are varied, mixed, and typically can't be boiled down to one place, one skin color.

Our makeup is a patchwork woven together by threads of different origins, much like a Tapestry. Highlights this year included:

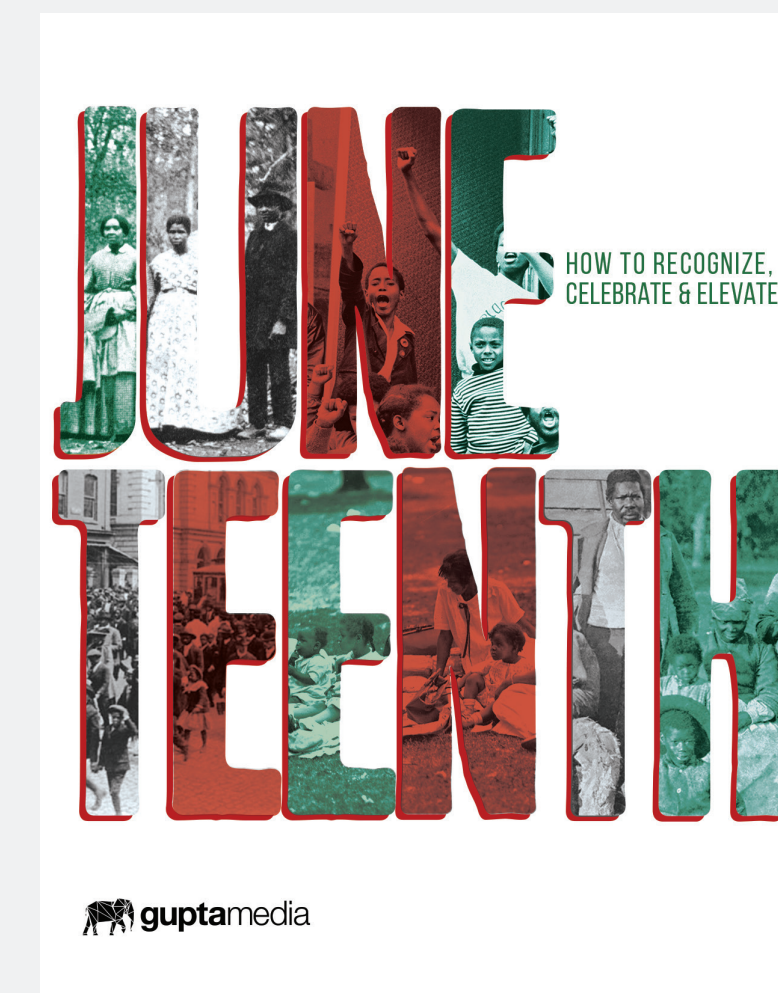


Tapestry @ Gupta Media Co-Founders  
Toni Tiemann, Dylan Hackley, & Odina Ellis

Our Juneteenth celebration included catered lunch from a local Black-owned business, educational and shared experiences on what Juneteenth means to our team members, and opportunities to join activities in and around the Boston Area. In addition, Gupta Media donated to The Jackie Robinson Foundation which, since its inception in the late 70s, has provided scholarships to minority college students across the country.



Our 2nd annual 21-Day Challenge was held in February in support of Black History Month. The 21-Day Challenge, created by Eddie Moore Jr. challenges participants through daily prompts and discussions to better understand power, privilege, supremacy, oppression, and equity. This year, over 45% of Gupta team members accepted the challenge.







With the mission to advance and advocate for the well-being and visibility of the LGBTQIA+ community. The Rainbow team actively raises awareness of relevant issues and fosters an inclusive and welcoming environment within Gupta Media. Highlights this year included:

Educational programs include guest speakers from BAGLY, sharing their experiences as young queer individuals entering the workplace, and an Allyship Lunch & Learn, hosted by members of our Rainbow ERG.

The launch of our Safe Spaces Initiative demonstrates our commitment to promoting an environment for individuals to bring their authentic selves without fear of being discriminated against based on gender identity, gender expression, or orientation.



Celebration of PRIDE Month, providing opportunities to celebrate and educate. Our Pride Happy Hour featured trivia night and food from local queer-owned business Viga. Distribution of our Pride t-shirts contributed to donations on behalf of The Human Rights Campaign.



## EMPLOYEE RESOURCE GROUPS

### Wellness@Gupta Media

Wellness@Gupta Media was launched in June of 2021 with the intent of reducing the stigma associated with mental health in the workplace. It also works to provide a place for social connection, education, and peer support as it pertains to mental health.

Highlights this year included:

Wellness was instrumental in the rollout of Headspace, a fully paid corporate benefit for all staff, providing access to science-backed meditation and mindfulness tools to lower stress and promote better mental health.



In May, we supported members of our team by joining the World Mental Health Awareness Challenge and conducted workshops to raise awareness of the challenges we can all face during challenging personal and professional periods.



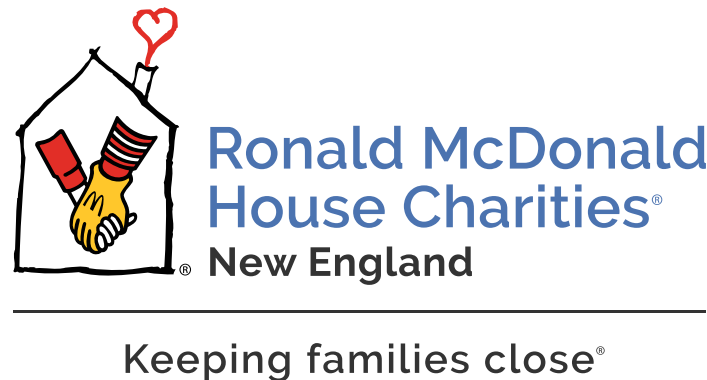


# Cradles to Crayons

## A COMMITMENT TO COMMUNITY AND CIVIC ENGAGEMENT

Looking beyond our internal organization and promoting opportunities to support our broader community is an important aspect of our diversity, equity, and inclusion initiatives. In 2022, we incentivized staff by incorporating two paid volunteer days into our employee bonus plan.

Our People Operations team provides opportunities each quarter for teams to engage and participate in programs to give back in meaningful ways. This year's volunteer events included Cradles to Crayons, The Greater Boston Food Bank, Ronald McDonald House Charities of New England, Community Servings, The Boston Food Pantry, and The American Red Cross.



Halfway through 2022, we had a total of 65 people who had donated 392 hours of their time across these organizations. We are on track to more than double that by year-end.





01

Introduction

02

Snapshot of our path  
to building Diversity

03

Beyond the Data.  
Inclusion & Belonging

04.

Looking Ahead







Our Mission remains.

We challenge everyone at Gupta Media to work hard every day to make us a better, more diverse, and inclusive company. Better together.





As a performance marketing agency, our campaigns are most successful when we are continually driving to improve the plan, using our data, building on what works, and exceeding expectations.

Our DEI campaign is no different.



In 2021, we set the stage and established our baseline.

In 2022, we achieved significant progress toward our goals — expanding diversity of staff, growing our ERGs, and improving employee community outreach. Each small step builds and magnifies into larger results.

As we look toward 2023, we are confident that a continued focus on outbound recruitment for a more diverse candidate pool, leadership training to support growth into management roles, and continued education and discussion around diversity, equity, and inclusion will make us a better organization and a stronger community partner.





