



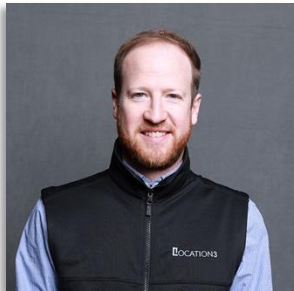
**From Demand Gen to Revenue:
How Franchisors Can Leverage Digital Media to Fuel Franchisee Growth**

October 9, 2024

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Webinar Sponsor



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The premier partner driving digital transformation
for multi-unit brands and franchise systems





LOCATION 3

Helping Partners Solve Tomorrow's Digital Challenges



Strategic Consulting &
Enterprise Professional Services

Since 1999





LOCATION3

What Sets Us Apart From Everyone Else



Growth Through Performance

Your success is our success, and we stand by our track record of delivering client growth through performance



Powered By Technology

We leverage innovative, cutting-edge tools and technology to optimize performance and efficiency



Advised By Experts

We're a comprehensive team of certified industry professionals and digital marketing experts



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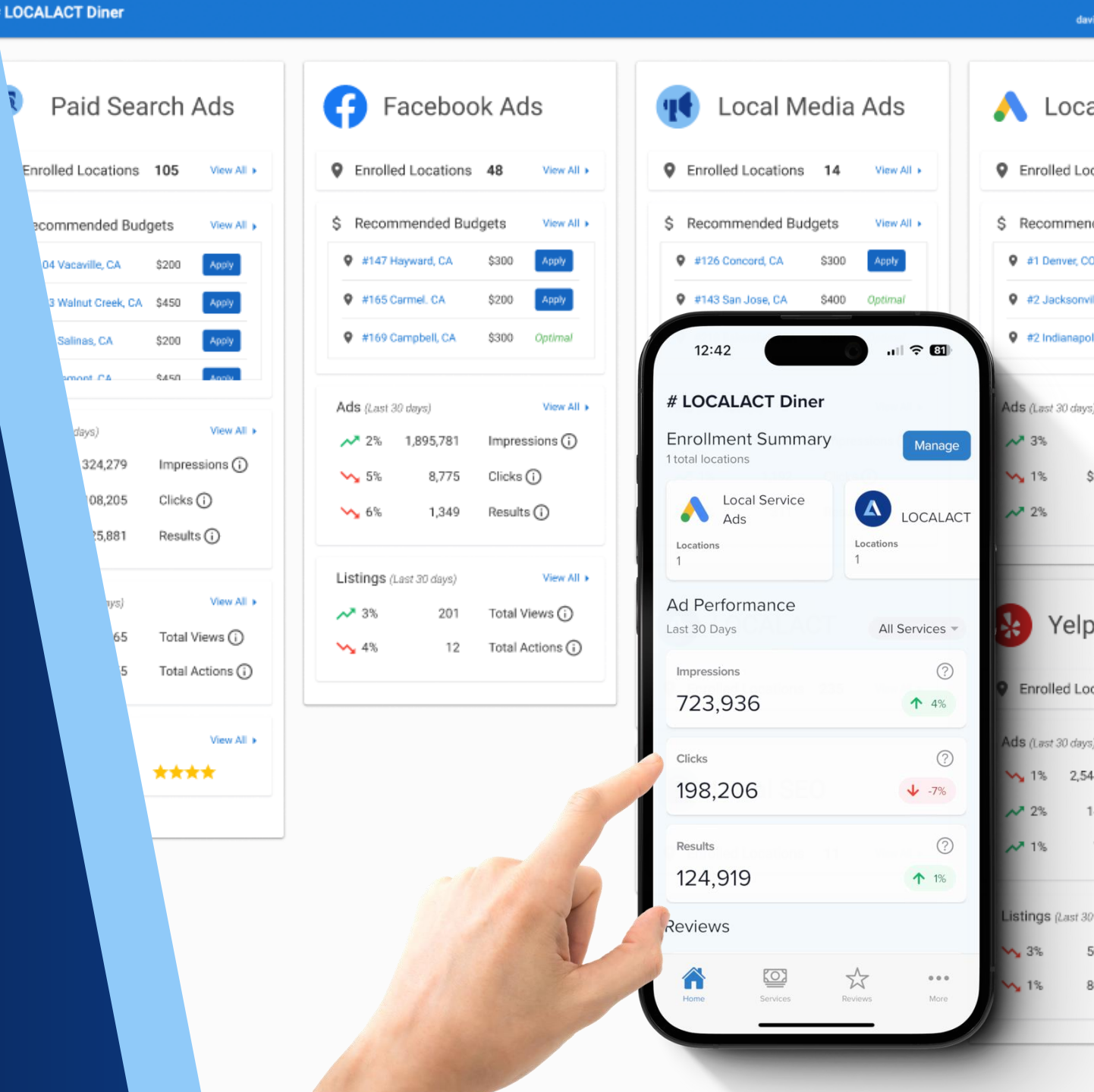


But what makes us truly unique...



The premier local marketing platform for businesses

Empowering franchise owners with digital technology that delivers growth in leads, customers, sales and revenue





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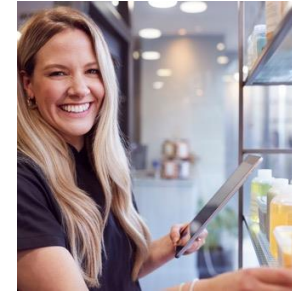
Delivering results for business owners everywhere



Les Pierce

Franchise Business Owner

We continue to see new customers daily, and based on conversations with our customers, many of their store visits are driven by finding us online through LOCALACT.



12 to 1

Average ROAS

Every dollar spent in LOCALACT produces results



9.0 avg

Net Promoter Score

Among current active LOCALACT customers



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Delivering results for our partners

Franchising
Restaurants
Healthcare
Education
Financial Services
Fast Casual + QSRs

Retail
Home Services
Business Services
Fitness & Wellness
Automotive
Real Estate



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October 22-24
Denver, CO



February 10-13
Las Vegas, NV



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Consumer Habits



**1^{OUT}
OF 3**

Consumers are spending more time making decisions and considering more brands¹



48%

Of customers are happy to switch providers for a better deal²



3x

Increase in likelihood of purchase for brands in a consumer's initial consideration set³



68%

of Small/Medium B2B businesses say that Brand reputation is 'very important'.

Consumer forecast – Q4 YoY

+ 4.0%

consumer holiday spending

+ 8.5%

online shopping

45%

of eCommerce will be mobile



Second-Screen usage is the new normal

84%

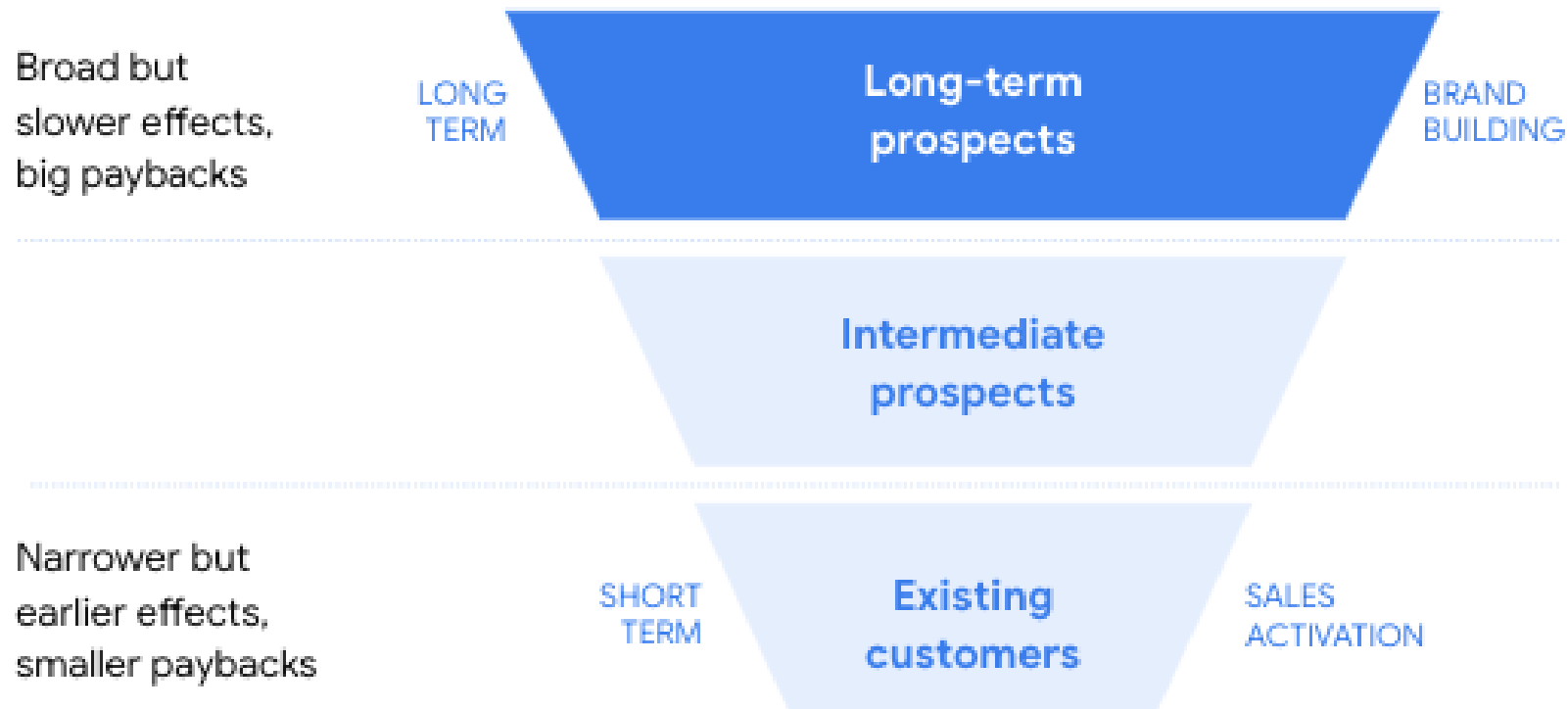
of US adults use a second screen — smartphone or tablet — while watching TV.



Demand generation is critical to success



Full-funnel media strategy



Connected TV (CTV)

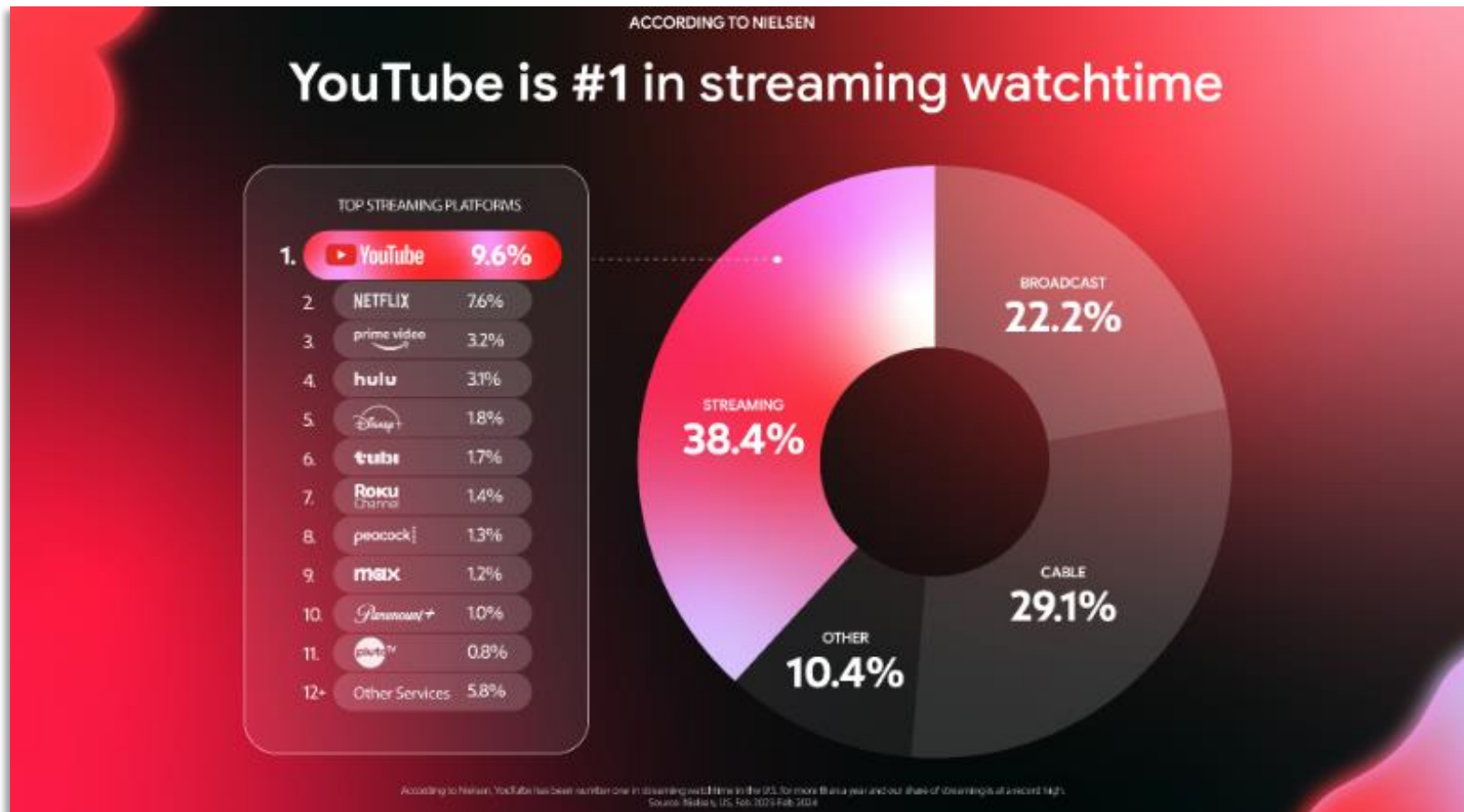


Over-the-Top (OTT)

- Serving ads on mobile, desktop and Smart TVs
- CPMs less expensive
- Ads are clickable, driving traffic
- Optimizes performance across the customer journey
- Increases reach and customer engagement



YouTube for demand gen



YouTube for demand gen

Viewers come to YouTube on **every screen for every format** — from the living room to Shorts

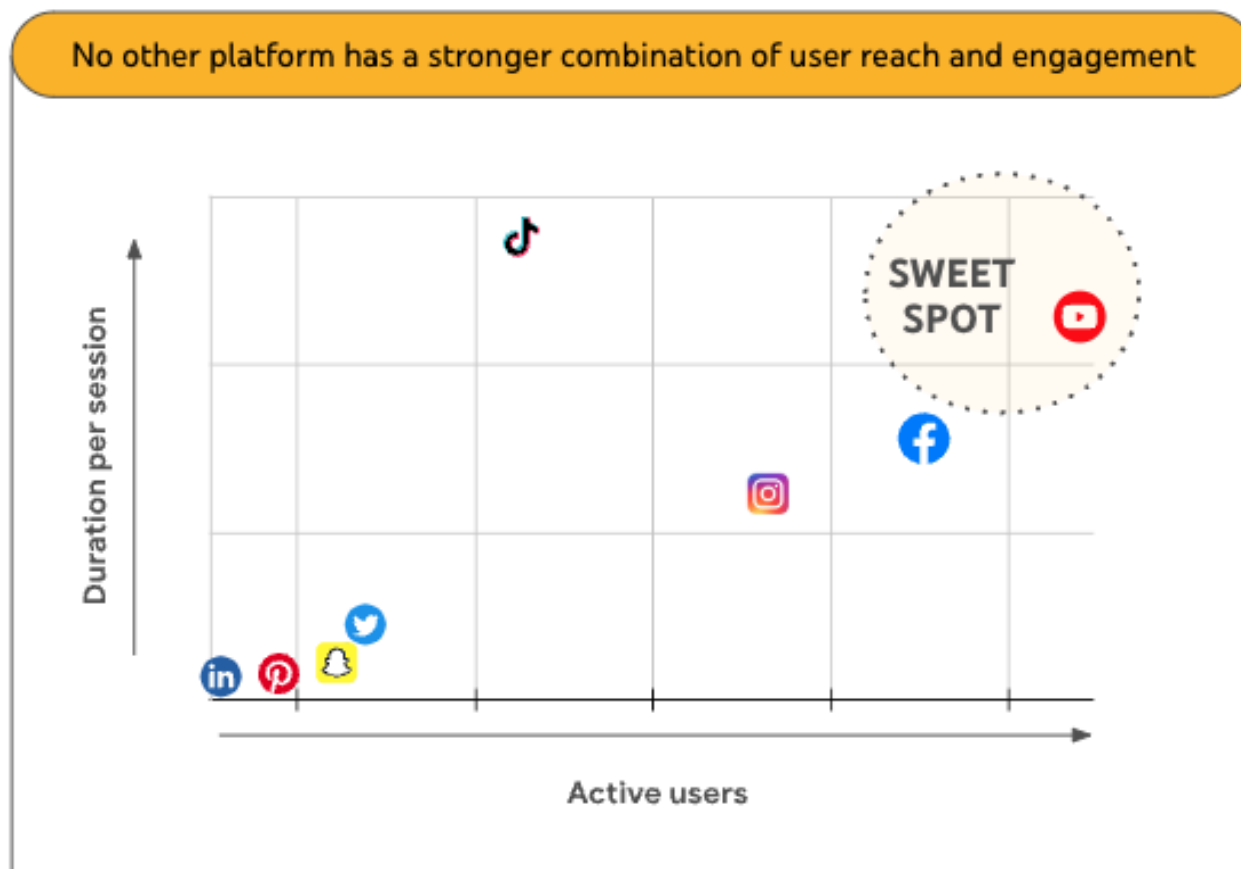
1
billion

hours watched on
TV screens daily

70
billion

daily views of Shorts with **2B**
monthly active users on Shorts

YouTube for demand gen



Turning demand into customer activation



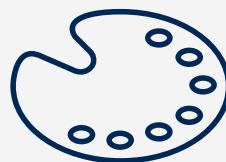
Turning demand into customer activation

Audience Targeting



Identify the right audience that will drive conversions

Ad Creative



Tailor appealing creative to drive conversions

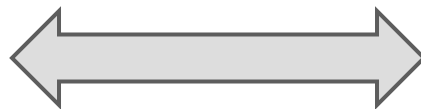
Tracking & Attribution



Implement framework to measure performance

Turning demand into customer activation

Personalization



Privacy



Audience targeting and segmentation



1ST PARTY DATA

Own your data



CDP

Mobilize your data



2ND PARTY DATA

Share data



PUBLISHER & CONTEXTUAL

Partner with data
leaders

The importance of quality creative

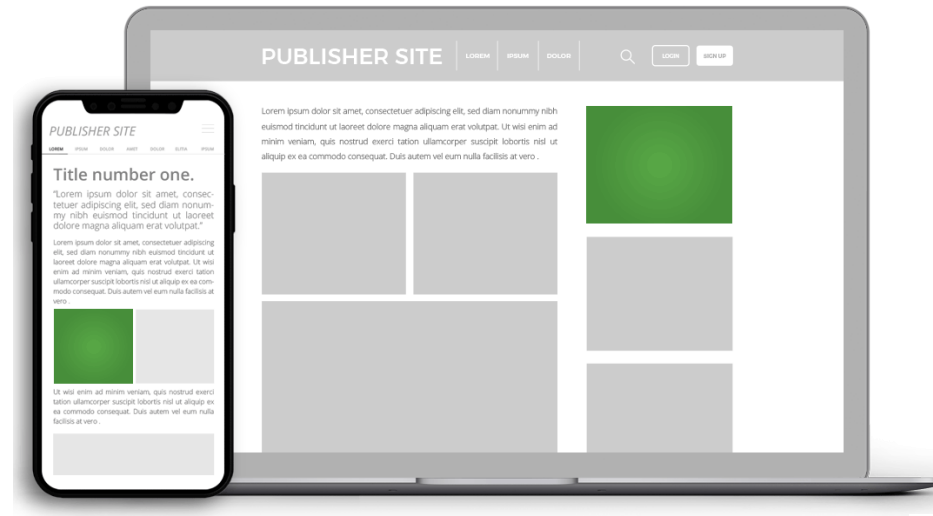
80%



of marketers deem
creative quality key to
marketing effectiveness

Maximizing retargeting for engagement

- CTV/OTT + Display
- Retarget engaged audience
- Build brand recognition
- More efficient CPMs
- Increased impressions
- Drives conversions



YouTube demand gen leads to conversions



YouTube generates demand...

+8%

On average, advertisers running YouTube video ads in addition to Search ads see 8% higher search conversions volume¹



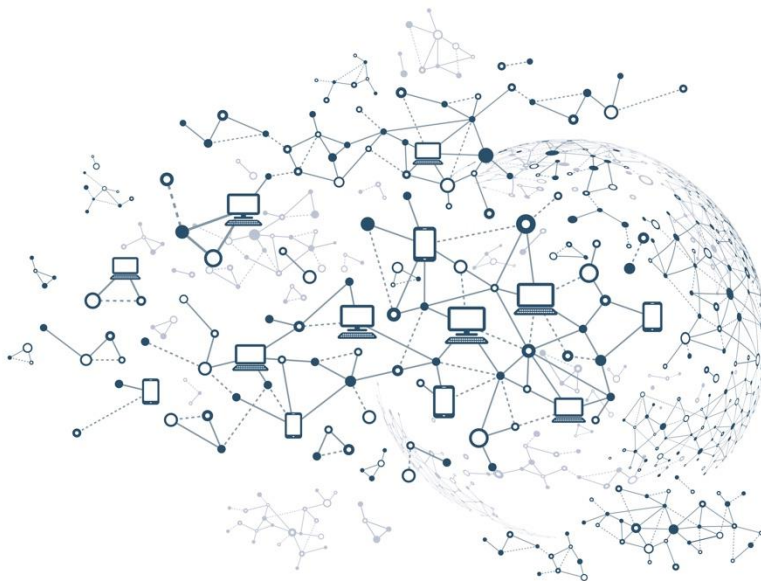
...assists conversions

+28%

YouTube advertisers see brand video driving 28% of their conversion assists²

Cross-device measurement

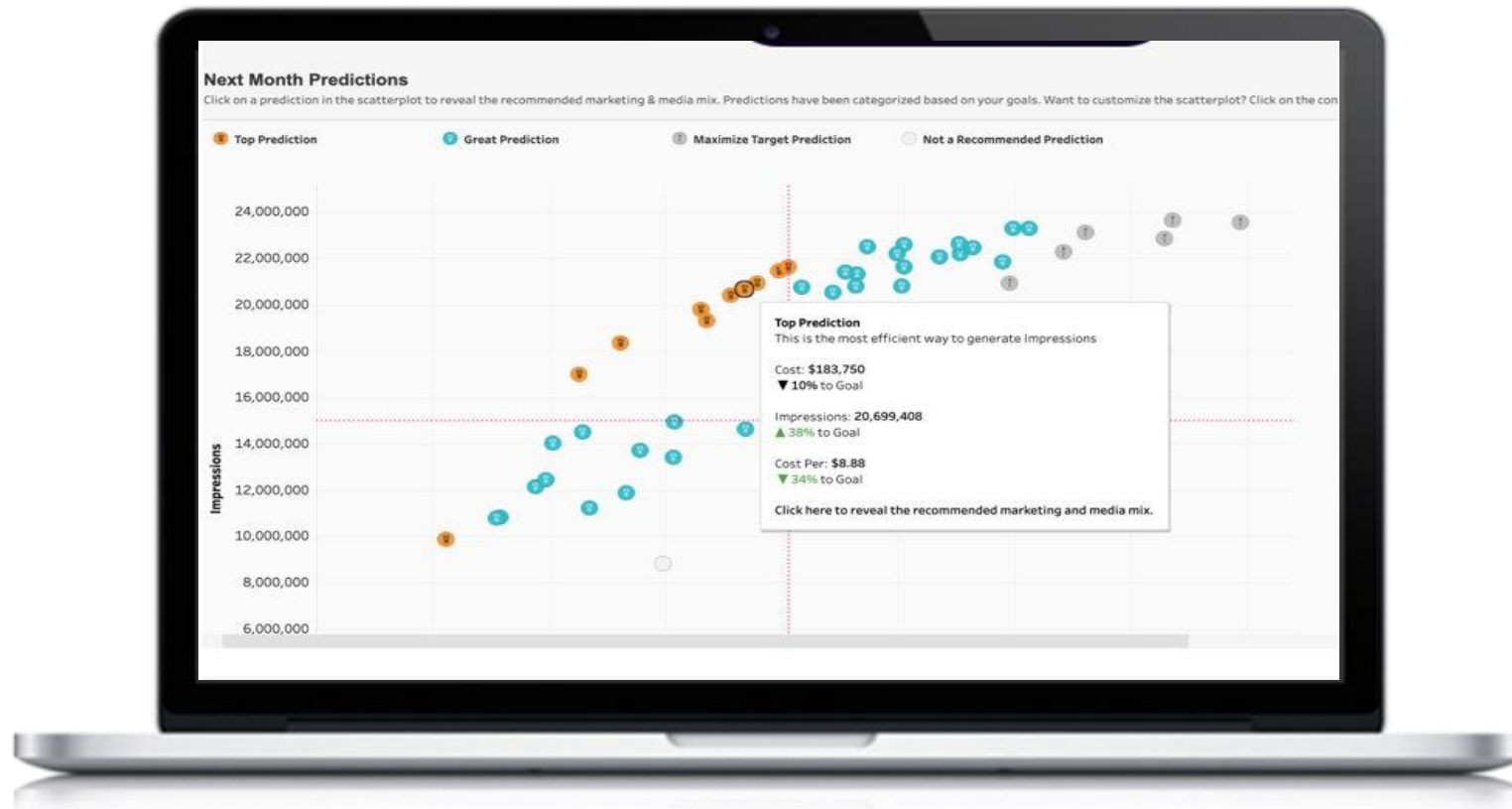
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WISDOM
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APPOINTMENT**



Attribution and predictive modeling



Location3 Case Study



CTV Campaign Results

Total Impressions:	11,603,739
Total Video Completions:	9,335,897
Total Clicks:	6,552

The QR code in our CTV ads also generated 4,747 clicks, and 289 site conversions, which included eCommerce purchases, savings club sign ups, and new account registrations!





[Location3.com](https://location3.com)

hello@location3.com