

Marketing Attribution & Performance Measurement Optimization

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Webinar Sponsor





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OUR PURPOSE

To be the premier partner for franchise brands by driving digital transformation.







How We Make Your Job Easier

Critical Big Picture Thinking

Innovation

Accountable Stewards

Collaborative and Adaptable

Data-Driven Creatives



\$60 MILLION IN MEDIA

Across serviced-based brands, restaurants, retail, healthcare, finance, education, automotive & more



Certified in digital marketing, analytics, digital media and franchising



50,000 LOCATIONS

Under management in our LOCALACT software platform



Leadership team features multiple Certified Franchise Executives and 200+ years' experience in digital media and ad tech





The Drum Awards Marketing





Digital Transformation Strategy Data Analytics & Business Intelligence Customer Journey & Audience Profiling Revenue Planning Closed-Loop Reporting Marketing Attribution Modeling Business Listings & Location Data Management Search Engine Optimization Content & Creative Services Website Design & Development

National + Local Media Planning & Buying
Connected TV / OTT
Digital Video
Paid Search
Paid Social
Display Media
Digital Audio
Digital Out-of-Home
Linear & Broadcast



















Marketing Attribution & Performance Measurement Optimization



The overall number of **franchise establishments will increase** by almost 15,000 units in 2023, or 1.9%, to 805,000 units in the U.S.

Franchising will **add approximately 254,000 jobs in 2023**. Growing at 3.0%, total franchise employment is forecasted to reach **8.7 million**.

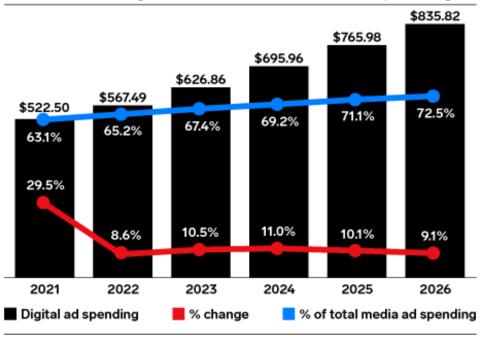
The total output of **franchised businesses** — the measure of total economic activity in nominal dollars — **will increase by 4.2% to \$860.1 billion in 2023,** up from \$825.4 billion in 2022.





Digital Ad Spending Worldwide, 2021-2026

billions, % change, and % of total media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS, and P2P messaging-based advertising

Source: eMarketer, Oct 2022









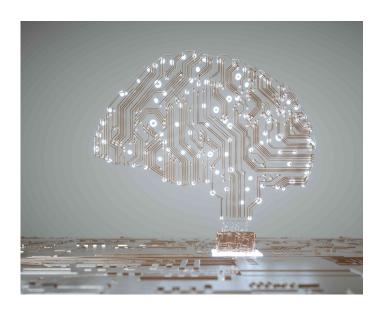








Outsmart vs. Outspend

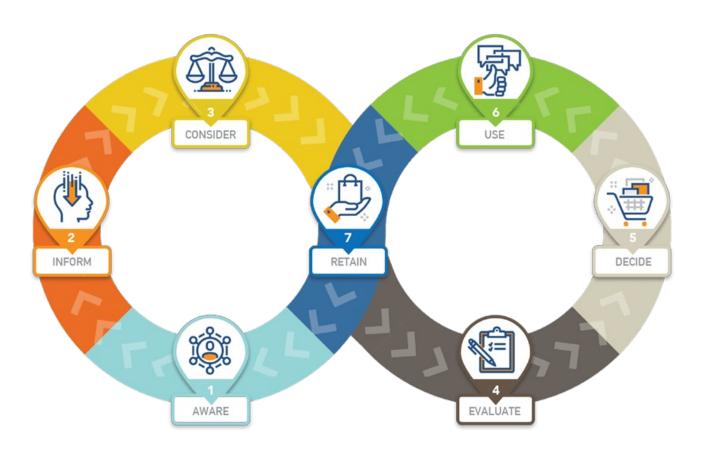








Today's Discussion







Today's Panelists



Vera Shafiq

V.P of Digital Strategy, Location3



Jennifer Chasteen

Chief Marketing Officer, Synergy HomeCare



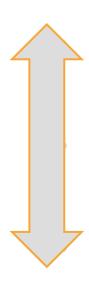
Ira Klusendorf

V.P of Marketing, Verlo Mattress





The Fundamentals



KPI alignment in your organization

Data visualization + reporting

Developing usable/actionable data





