



One Source of Truth: How Franchise Teams Can Take Back Control of Their Marketing Data in 2026

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Netserive: Take Control of Your Brand at the Local Level

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands

**Visibility should work for the
whole network**

Marketing Has More Data Than Ever. So Why Does It Feel Harder Than Ever?



How can I get **Franchisees** to invest more into digital marketing?

I don't have the resources to create **brand compliant brand assets** for every single location

I don't want to log into **17 different systems**

I'm getting too many inbounds from **franchisees** who are frustrated with their current marketing

I was **burned** by my last vendor

Multi-channel digital marketing execution across so many locations is overwhelming

I don't have the **data** to coach franchisees on digital marketing

I'm torn between **build, buy, or partner**

I don't have **visibility** into my franchisees marketing activity and spend

I must drive **performance** across entire network of locations

Reality Check: How Disconnected Is Marketing Today?

87% of marketers say
data is their
company's most
under-utilized asset.

*INVOCA, SEP. 2025

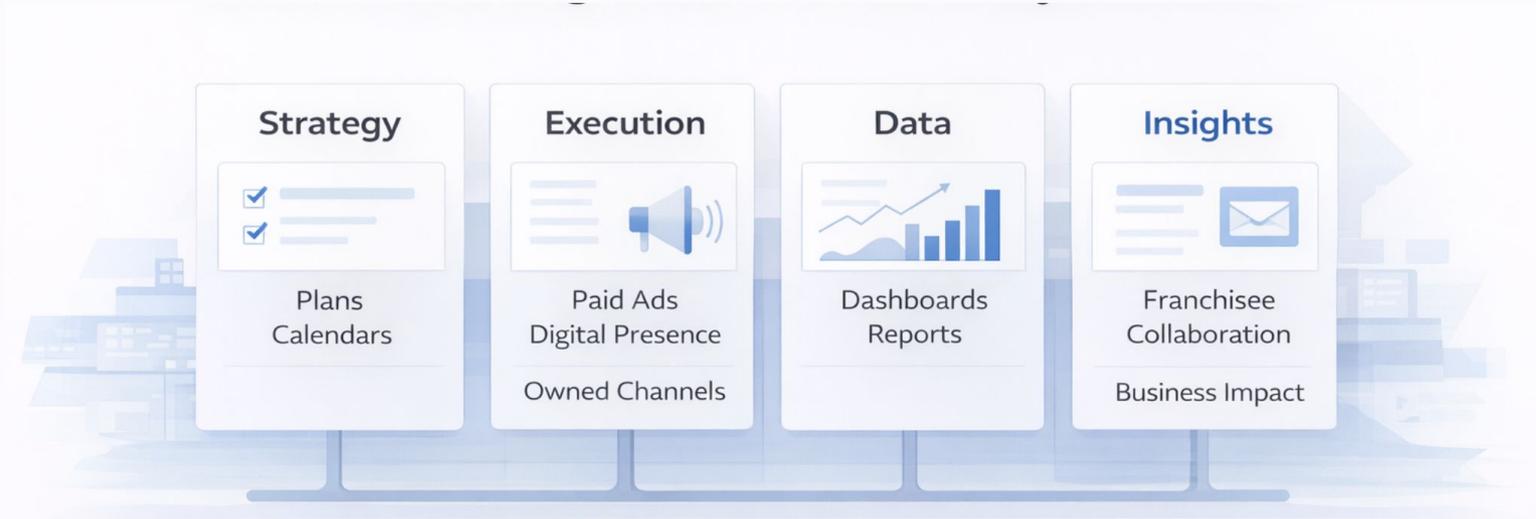
92% of marketers say AI
has impacted their role, yet
54% feel overwhelmed by
implementing AI tools

*SLT CREATIVE, APRIL 2025

71% of franchise marketers
say they struggle to connect
marketing data with real
business outcomes.

*FRANCHISE MARKETING
REPORT, 2025

When Marketing Lives in Silos, Everyone Loses



- Customer data is everywhere.
- Performance insights live in silos.
- Teams are stuck reacting instead of leading.

What HQ Teams Want:

Clear oversight and confidence in the numbers



Consistent attribution
rules



Ability to see performance
across markets



Clean visibility into
what franchisees are
experiencing



Better forecasting for
budgets



Understanding the true
impact of marketing
spend

What Local Owners Want:

Simple and helpful reporting that feels actionable



KPIs that make sense



Clear visibility into what is working



Proof that the budget is doing its job



Less manual tracking



Guidance on when to push or pull back

What Has Changed in Marketing

What Changed in 2025:

- Media costs rising and budgets tightening
- AI deepening the gap between high performing and low performing vendors
- Franchisees expect transparency and local visibility
- CRM integration and data hygiene issues are more pressing than ever
- National to local alignment is harder without shared reporting

What Franchisors Are Prioritizing in 2026:

- Predictive analysis
- Unified dashboards and tech systems
- Faster optimization cycles of campaigns
- Local personalization of all digital media
- Better onboarding for owners and visibility into marketing performance

The ecosystem evolved faster than reporting can keep up

- AI now drives most optimization decisions across platforms
- Privacy rules limit visibility and tracking
- Attribution models vary widely by channel
- Reporting lives across disconnected systems
- Local outcomes are harder to connect to digital signals



Why This Hurts Franchise Systems

HQ Teams

- Harder to forecast and plan
 - No consistent attribution across markets
- Difficult to guide local owners
- Manual reporting wastes time

Franchisees

- Confusing KPIs
 - No clear view of what is working
 - Hard to connect spend to outcomes
- Reduced trust in the system

Specifics We Hear from Customers

- Want deeper clarity inside dashboards
- Need more insight into call quality and lead value
- Want stronger predictive guidance
- Want to unlock more value without extra work

The same pain points show up at every level



Clients are not short on tools. *They are short on connection.*

The Shift:

What Marketers Must Now Do to Regain Control

A modern framework for clarity and better decision making

Consolidate

Reduce systems and centralize data

Standardize

Align KPIs and attribution rules

Connect

Tie online activity to offline outcomes

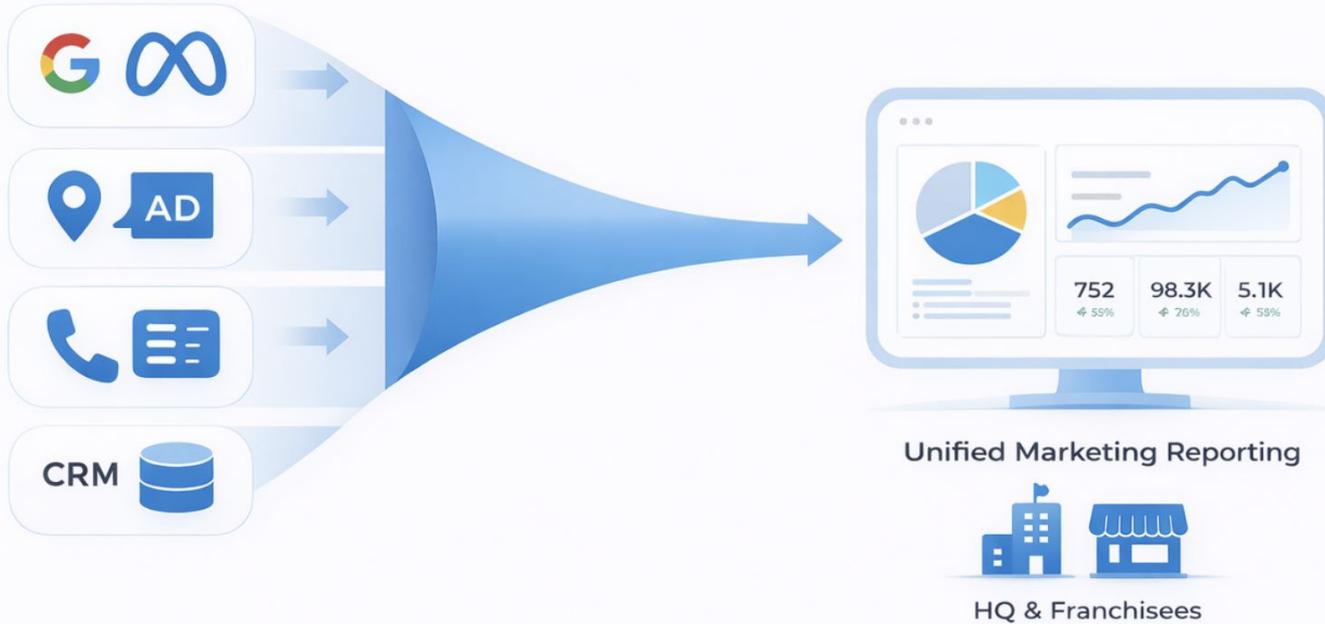
Integrate

Bring listings, reviews, paid media, and CRM data together

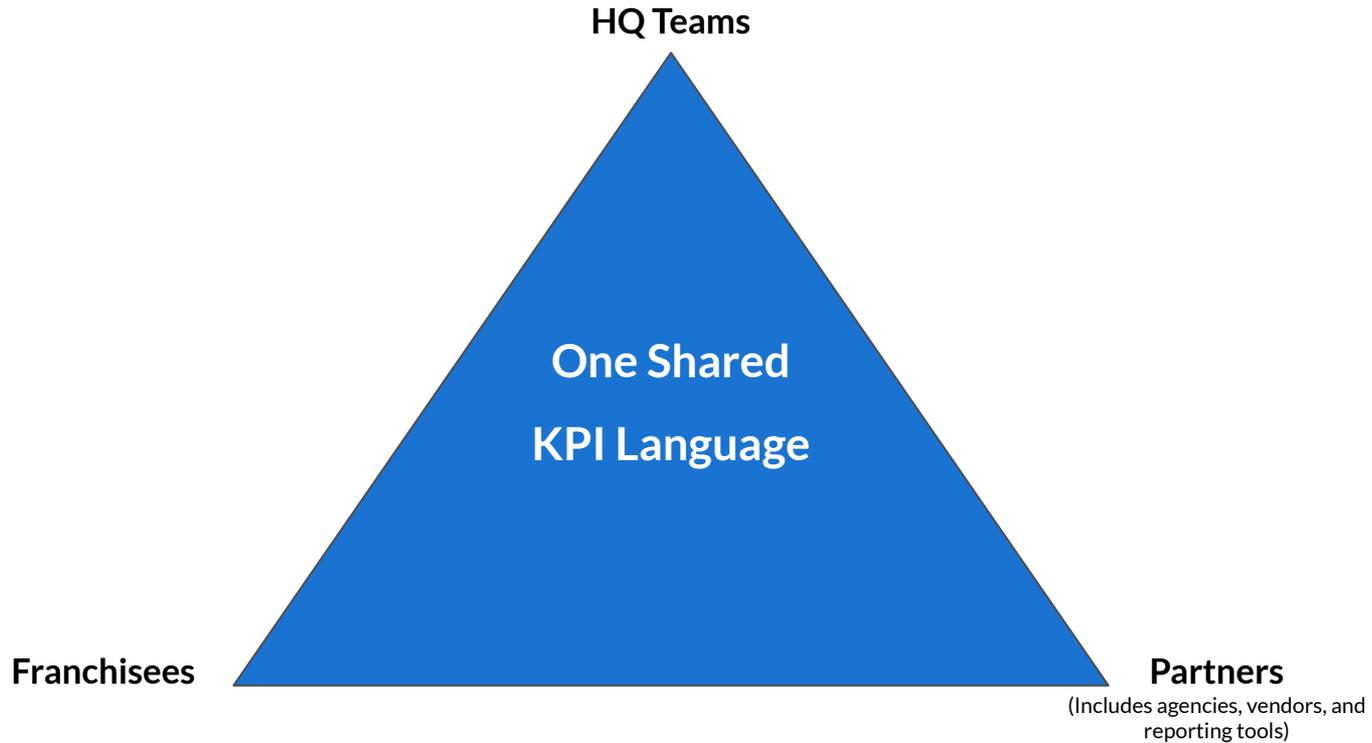
Predict

Use seasonality and AI insights to guide decisions proactively

Step 1: Consolidate Data Sources



Step 2: Standardize KPIs and Attribution

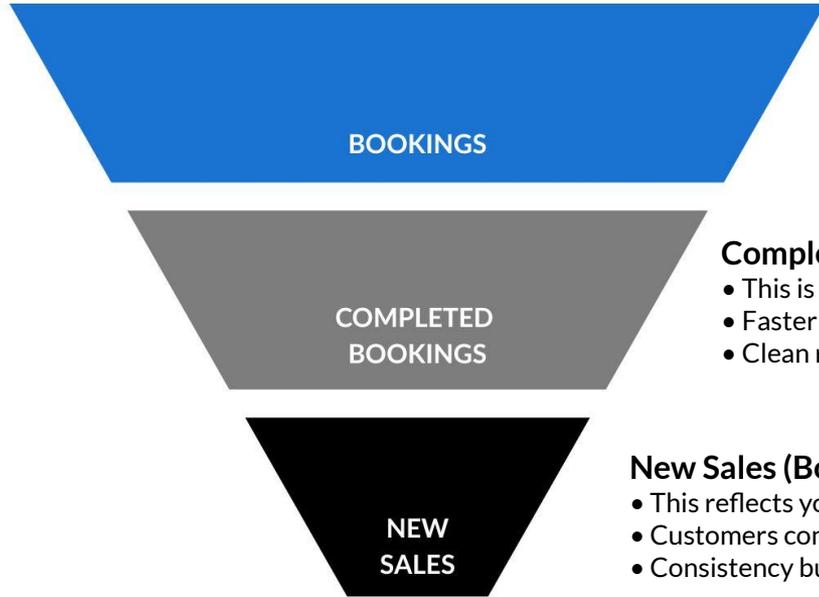


Step 3: Connect Online and Offline Outcomes



Understanding the Full Sales Pipeline

Example: A Reservation-Based Business Structure



Bookings (Top of Funnel)

- Marketing drives visibility and new interest
- Strong campaigns help people find you and take action
- This stage reflects your investment and the seasonality of demand

Completed Bookings (Middle of Funnel)

- This is where engagement from your team makes a difference
- Faster responses and clear communication increase your book rate
- Clean routing ensures every lead gets handled

New Sales (Bottom of Funnel)

- This reflects your local sales process and in-person experience
- Customers convert when the experience matches what they saw online
- Consistency builds trust and improves close rate

Step 4: Integrate Key Signals

- Listings accuracy affects local search visibility
- Reviews impact conversion rates
- Paid media influences organic performance
- Call quality shapes lead value
- CRM data completes the story



BRAND SYSTEMS



VENDOR
PLATFORM



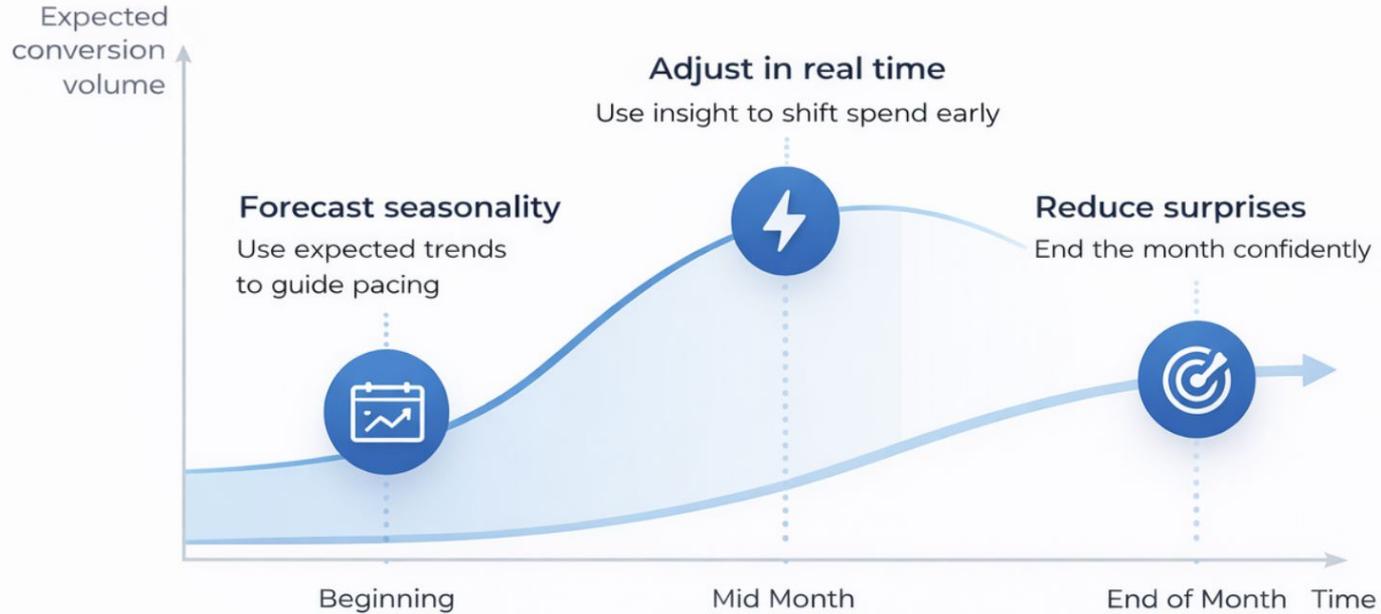
FRANCHISEES



REPORTING AND
DASHBOARDS

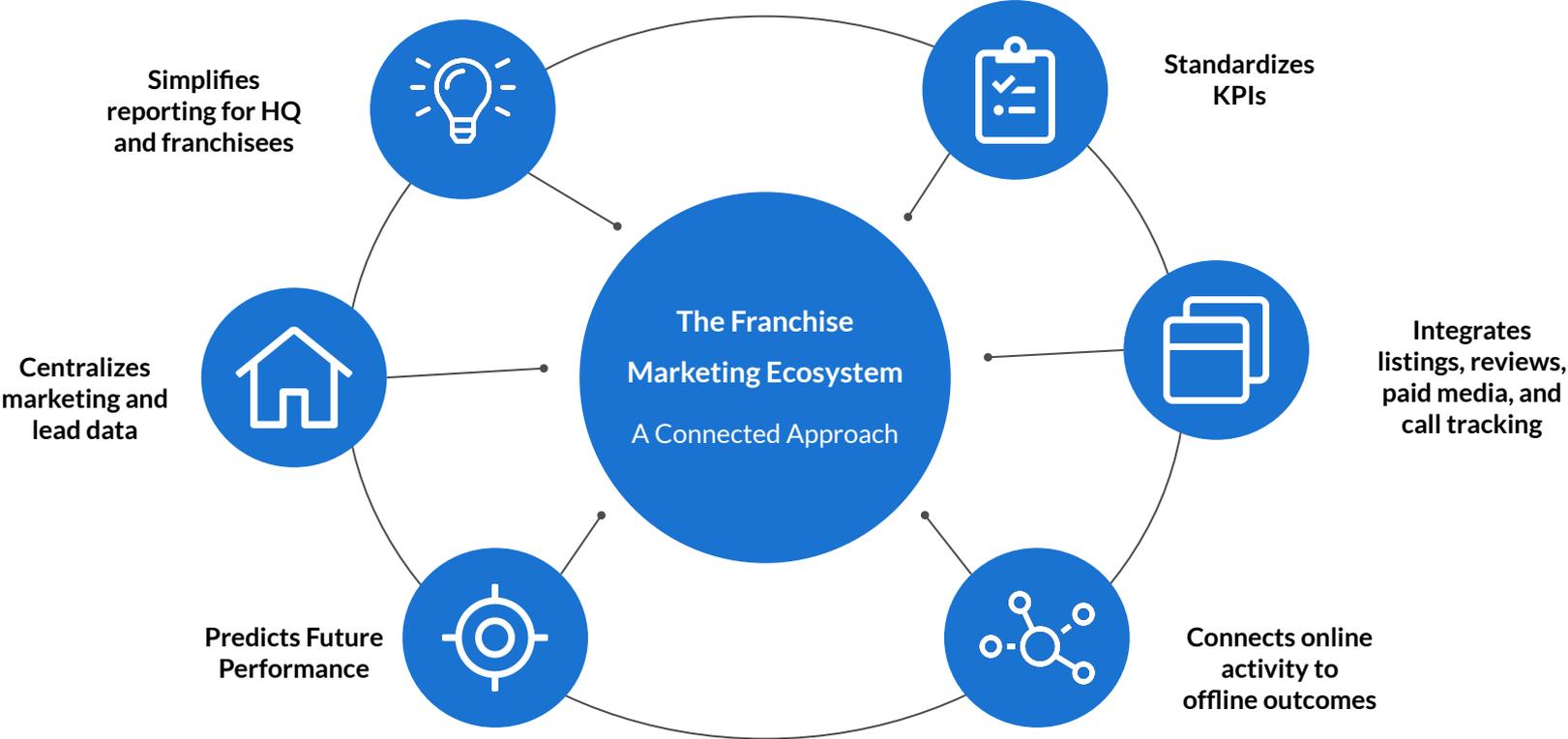


Step 5: Build Predictive Guidance

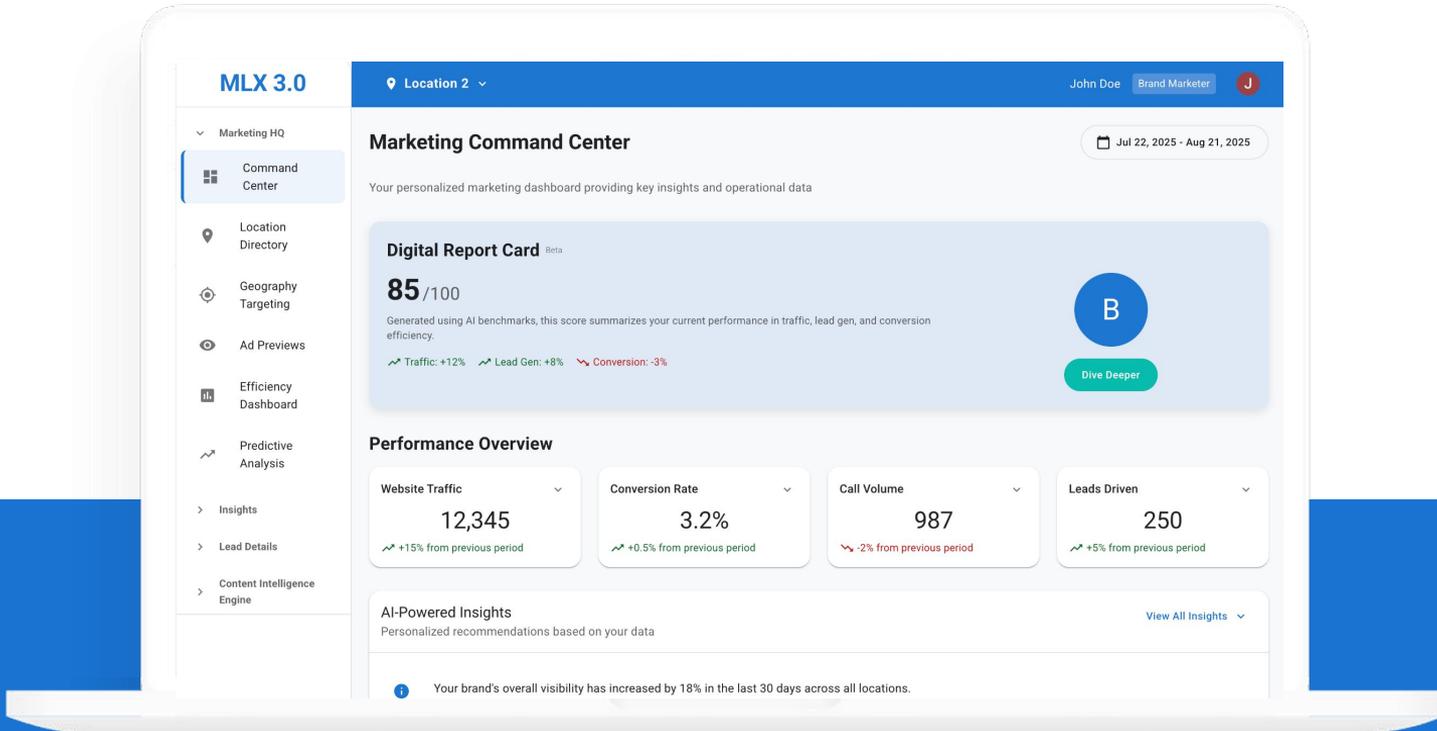


How Netsertive Supports This Framework

A connected approach that aligns to the strategy



MLX 3.0 Sneak Peek





Q and A



Thank you!

Questions? Contact Julien:
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