

Measurement for Franchise and Multi-Location Brands

February 2023



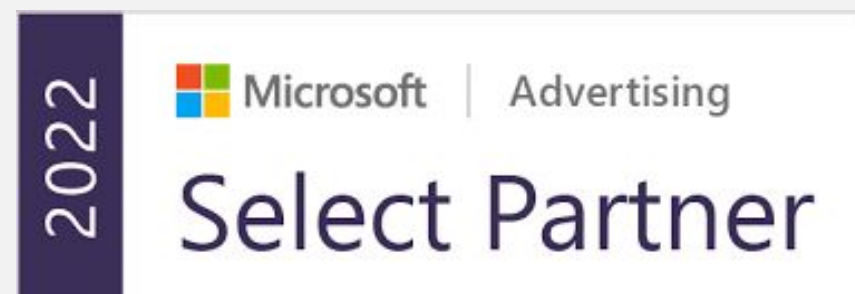
Thank you for joining today!



John Keene
CEO
serviceminder



Erin Martin
VP of Marketing
Netsertive



About Netsertive

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated nearly \$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

About serviceminder

The platform for managing and operating home service brands.

- Built for home services
- Franchise-ready
- Integrates with everything
- All about **optimizing** your production pipeline



Home Services Production Pipeline



The Measurement Gap

Bridge the Gap to Truly Understanding ROI and ROAS

ROI	ROAS
Measures total revenue from an overall investment.	Measures total revenue from a specific ad campaign.
Gives you overall picture of profitability .	Let's you know how successful a specific campaign or digital program is.
ROI looks at the overall profit .	ROAS looks at revenue.
Takes into account overall costs, including people, tools, other expenses.	Only advertising spend is used to calculate ROAS.

Measuring Impact of Digital Advertising

Connect your campaign to business results



Upper funnel

Brand awareness

- Impressions
- Brand lift
- Inferred brand intent



Mid-funnel

Consideration/intent

- Engagement rates
- Unique users and household reach + frequency
- Video viewability and completion rate



Lower funnel

Purchase

- Conversions: Online and offline actions
- Call tracking
- Foot traffic
- Offline sales measurement
- Path to conversion reporting

ROAS

Revenue attributed to ad campaign

Cost of that campaign

Call Tracking

Call Tracking: Track and Listen to Phone Calls

The screenshot displays the netsertive call tracking interface. On the left, a sidebar contains navigation links: Leads, Insights, Campaign Details, and Internal. The main area is titled 'Calls (16)' and includes a search bar. Below the title, a message states: 'You can listen to call recording audio via the audio player that is displayed in the pop-out window that appears when you select each row.'

A table lists 16 calls with columns for Caller ID Name, Phone #, Date, Time, Medium, Source, Tag, and Value. The first call, JOE JOHNSON, is highlighted. A pop-out window for this call is shown on the right, featuring an audio player with a progress bar from 0:02 to 6:59, playback controls, and call details.

Star	Menu	Caller ID Name	Phone #	Date	Time	Medium	Source	Tag	Value
		JOE JOHNSON	(518) 218-6490	01/10/2023	11:52 AM	direct	Single Swap...	New Custo...	\$200
		ZACH JOHNSON	(518) 858-6230	01/10/2023	7:16 AM	direct	Single Swap...	Uncategorized	
		HUGH MARTIN	(518) 362-9867	01/09/2023	11:31 AM	direct	Single Swap...	Uncategorized	
		SALLY RICHARDS	(518) 878-8823	01/05/2023	10:37 AM	direct	Single Swap...	Uncategorized	
		BOB BAILEY	(518) 847-8823	12/30/2022	10:49 AM	direct	Single Swap...	Uncategorized	
		CHELSEA HALL	(518) 878-7824	12/26/2022	3:11 PM	direct	Single Swap...	Uncategorized	
		JILL SMITH	(518) 839-0467	12/24/2022	11:09 AM	direct	Single Swap...	Uncategorized	
		KIM ZOEY	(518) 333-2678	12/24/2022	9:27 AM	direct	Single Swap...	Uncategorized	
		MELISSA ELLINGSON	(845) 289-2023	12/22/2022	9:27 AM	direct	Single Swap...	Uncategorized	
		CHERYL CORLIS	(845) 298-7756	12/21/2022	10:01 AM	direct	Single Swap...	Uncategorized	
		HERB BRITTNER	(516) 789-2020	12/19/2022	12:54 PM	direct	Single Swap...	Uncategorized	
		WIRELESS CALLER	(845) 872-9090	12/15/2022	1:46 PM	direct	Single Swap...	Uncategorized	

JOE JOHNSON
(518) 218-6490
0:02 6:59
Date: Jan 10, 2023
Time: 11:52 AM
City: Albany
State: NY
Name: ALBANY
Call Received By: (845) 872-9090
Value
\$200
Assign Tag
New Customer
Notes

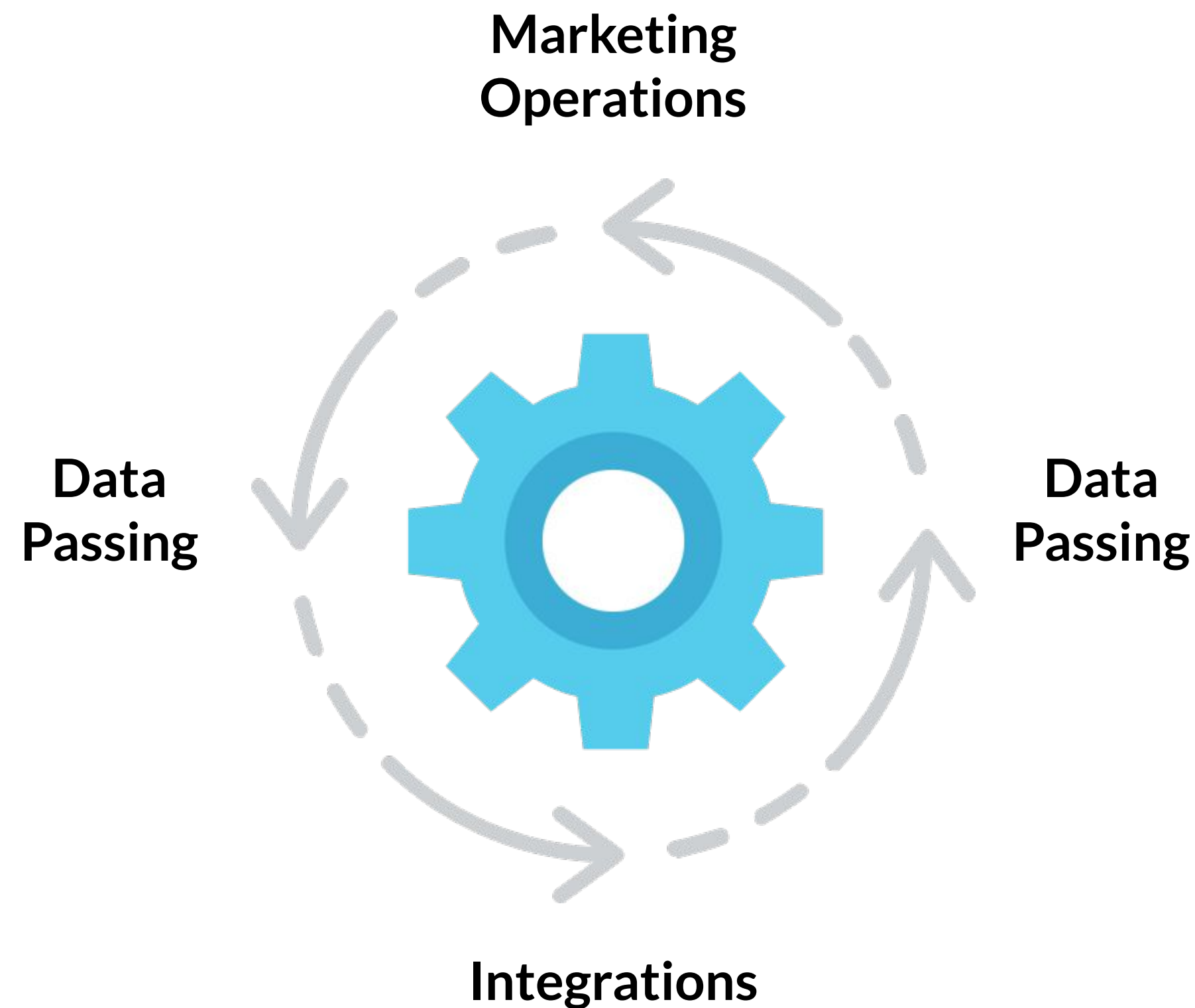
Integrating Marketing Operations and Systems

Block and Tackle the Foundations of Digital Marketing Operations

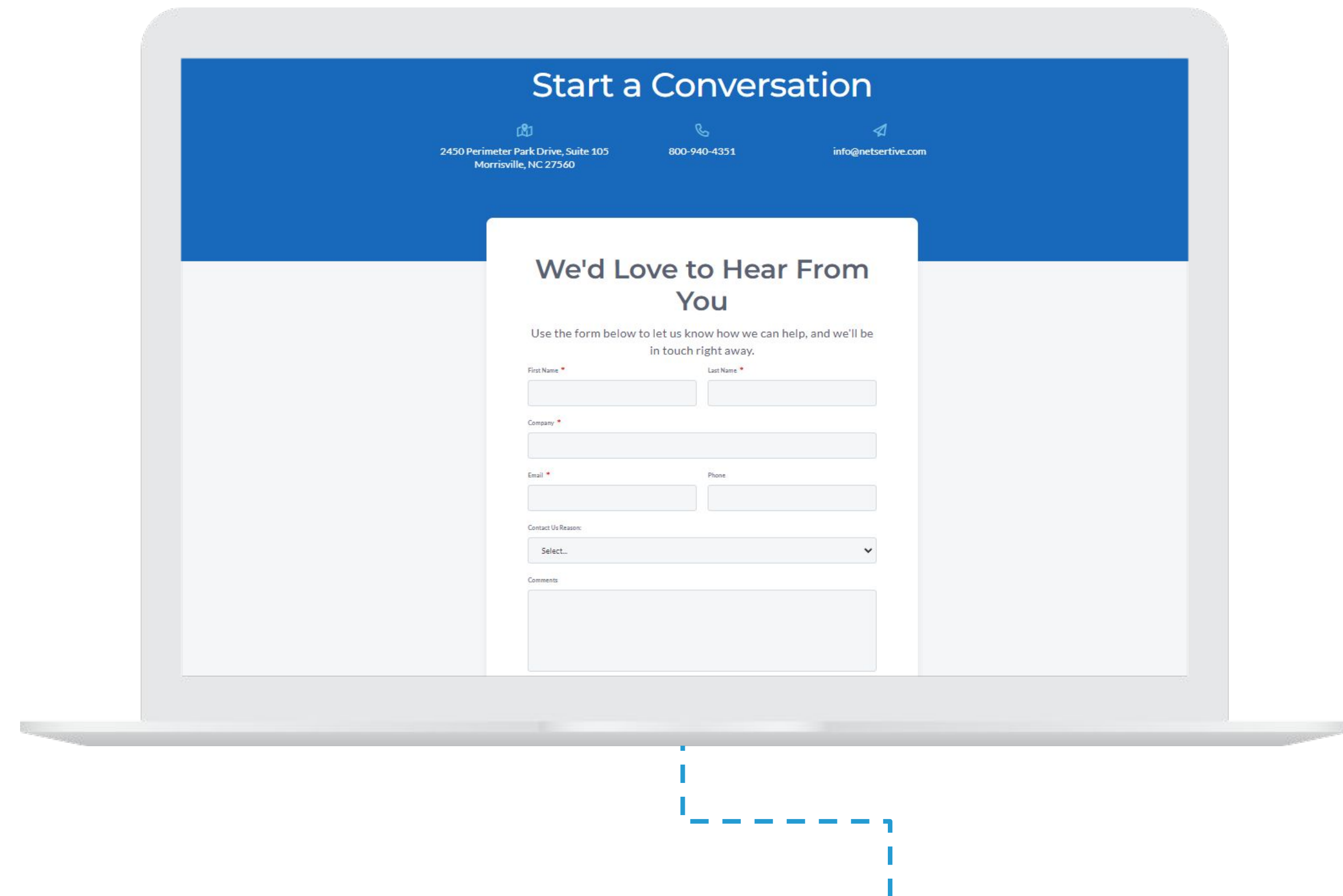


Localized Measurement Case Study

Close the Loop with and without Integrations



Netserive Attribution Pro



1. Lightweight script added to landing pages
2. Lead source added to hidden form fill
3. Lead source appears in CRM to properly attribute

Q and A

Thank You!

Get a Custom, Localized
Marketing Strategy

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Thank You!