

Measurement Made Simple for Franchise and Multi-Location Brands

February 2023



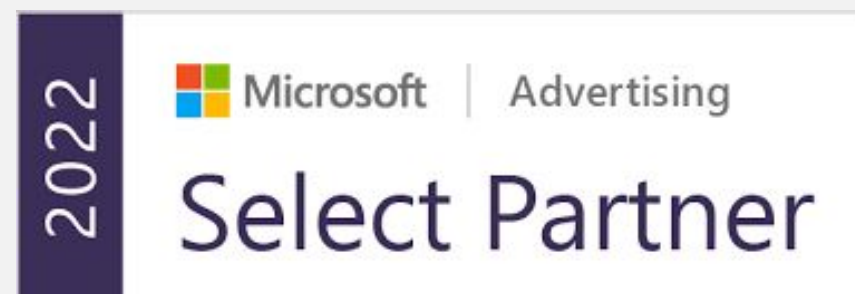
Thank you for joining today!



Tim Tyndall
Data Products Director
Netsertive



Sydney Kleinsasser
Marketing Specialist
Netsertive



About Netsertive

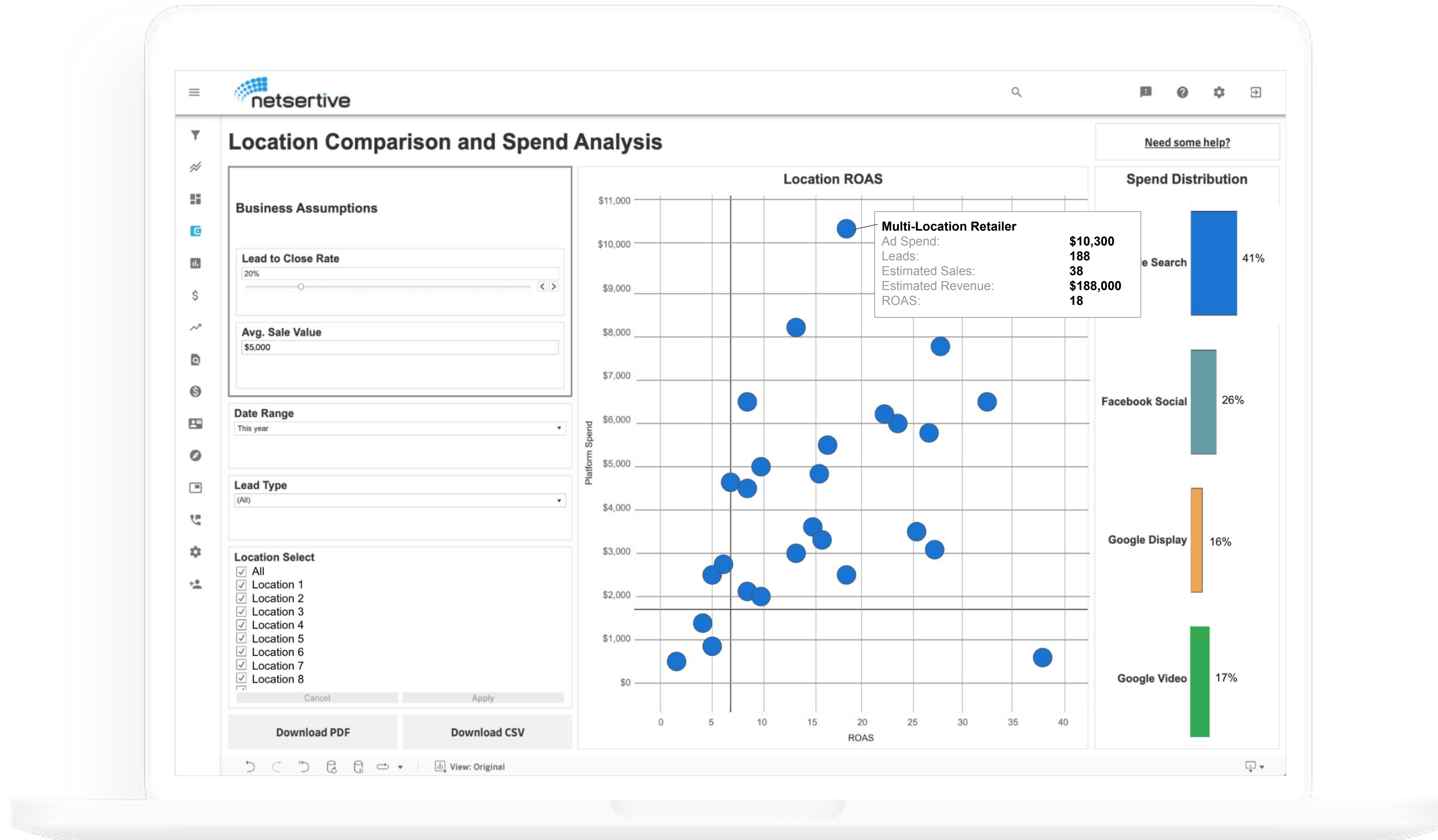
- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated nearly \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands

Digital Advertising: The Metrics That Matter

Differentiate Between Stats and Metrics That Matter



Automate and Understand ROAS Across Locations



Understand What You're Measuring Against

- Consider indexed data
- Seasonality and trends matter
- Carefully select control



Measuring Different Stages of the Funnel

Brand Building and Conversion Marketing



Brand Awareness is a Pathway to Sales Growth



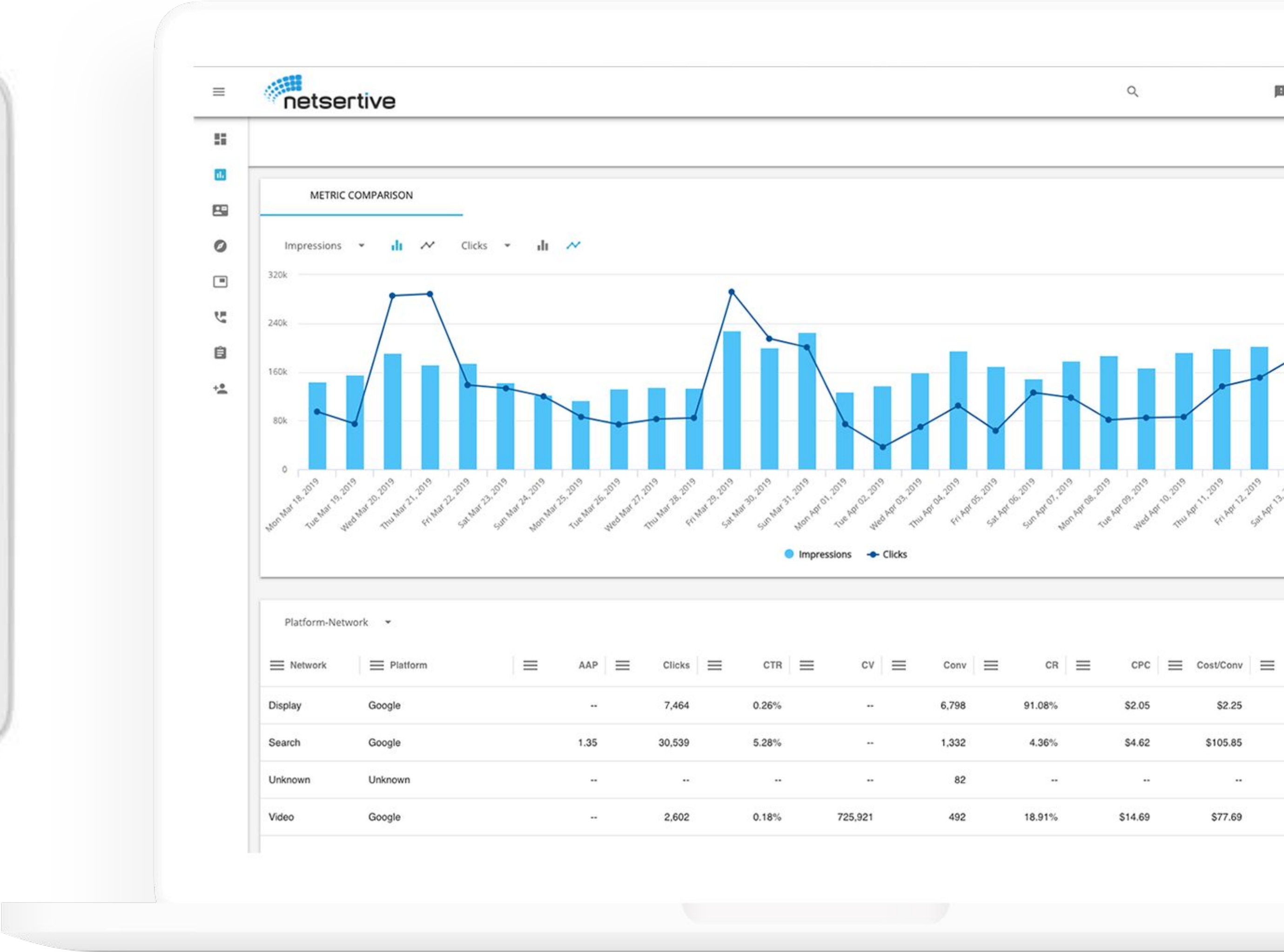
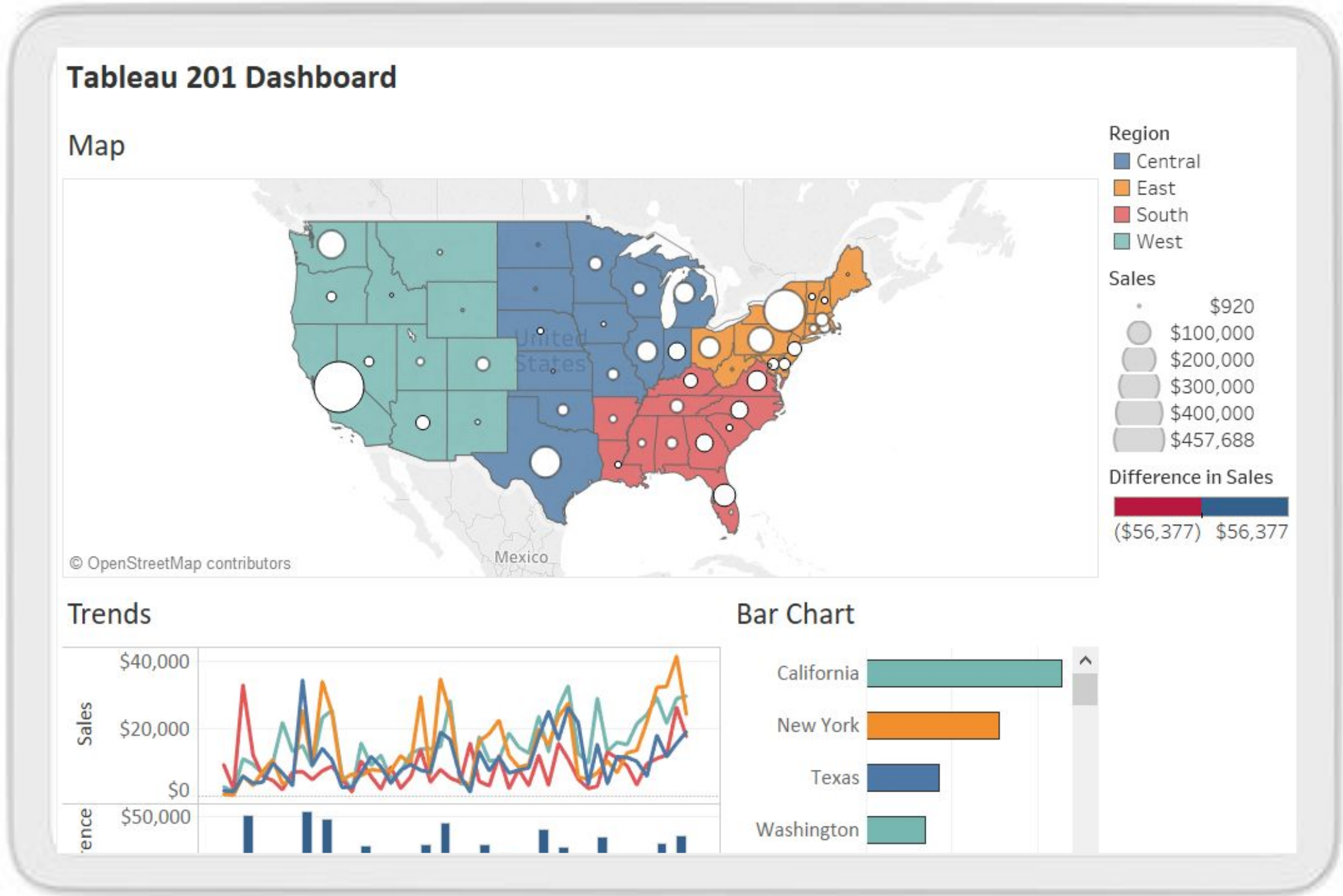
**1-Point Gain
in Brand
Metrics**



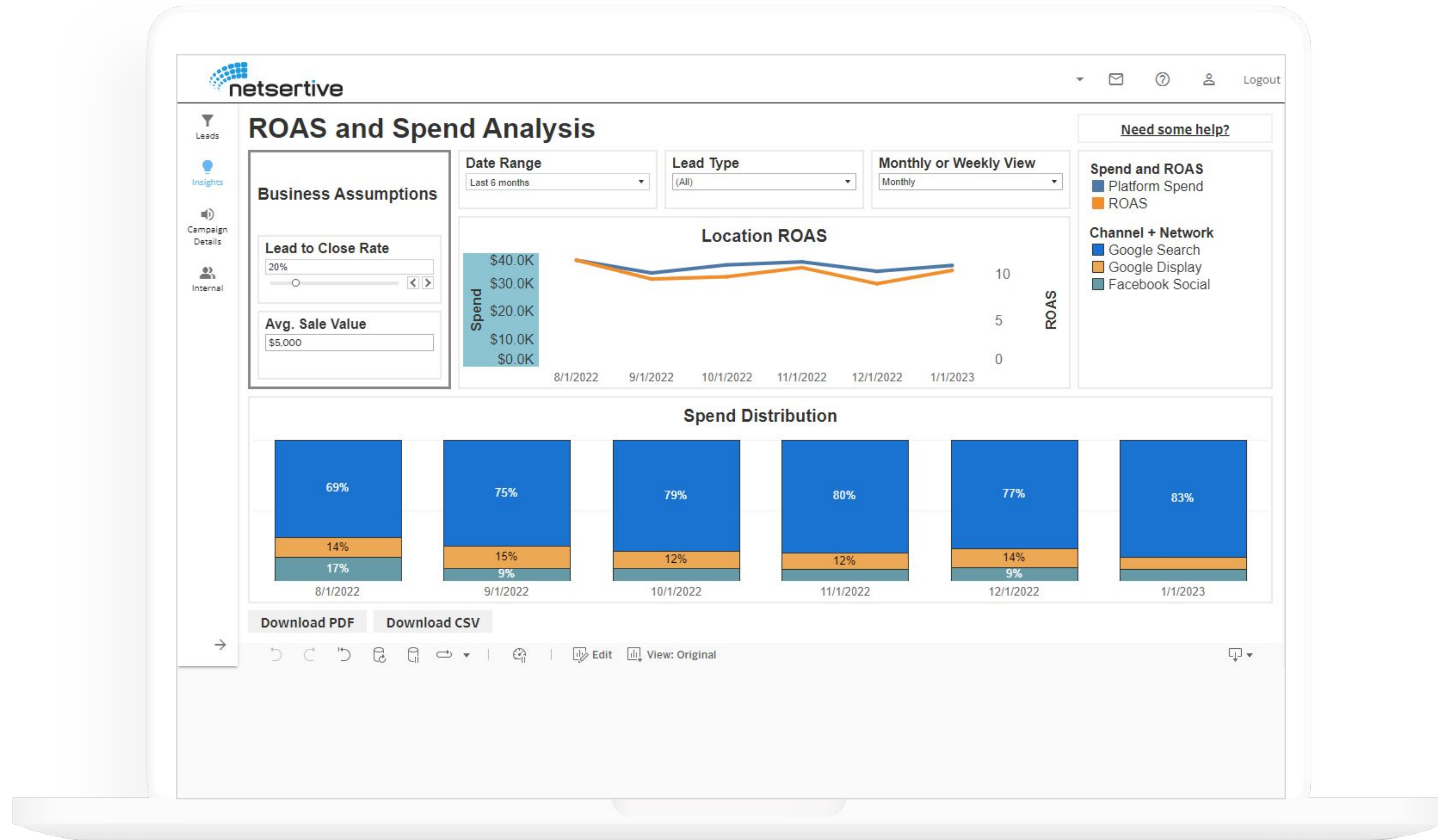
**Drives 1%
Increase
in Sales**

**Automate and Centralize Data
with BI Tools and Dashboards**

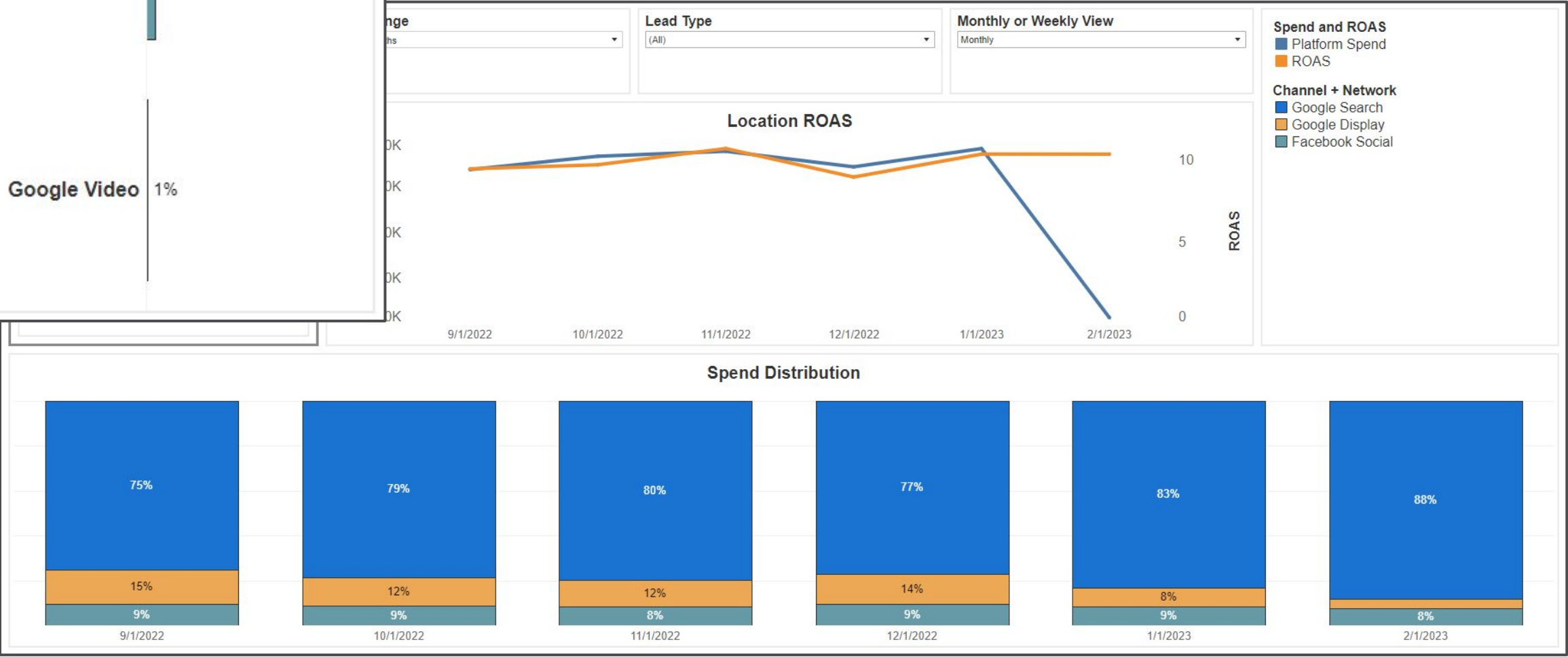
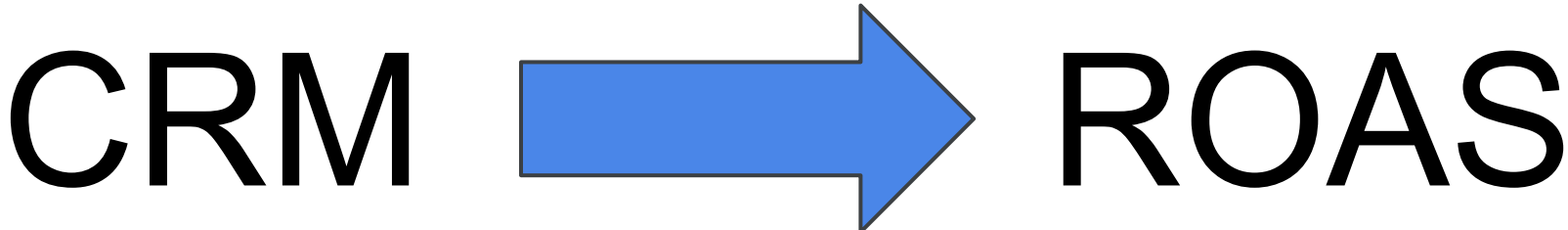
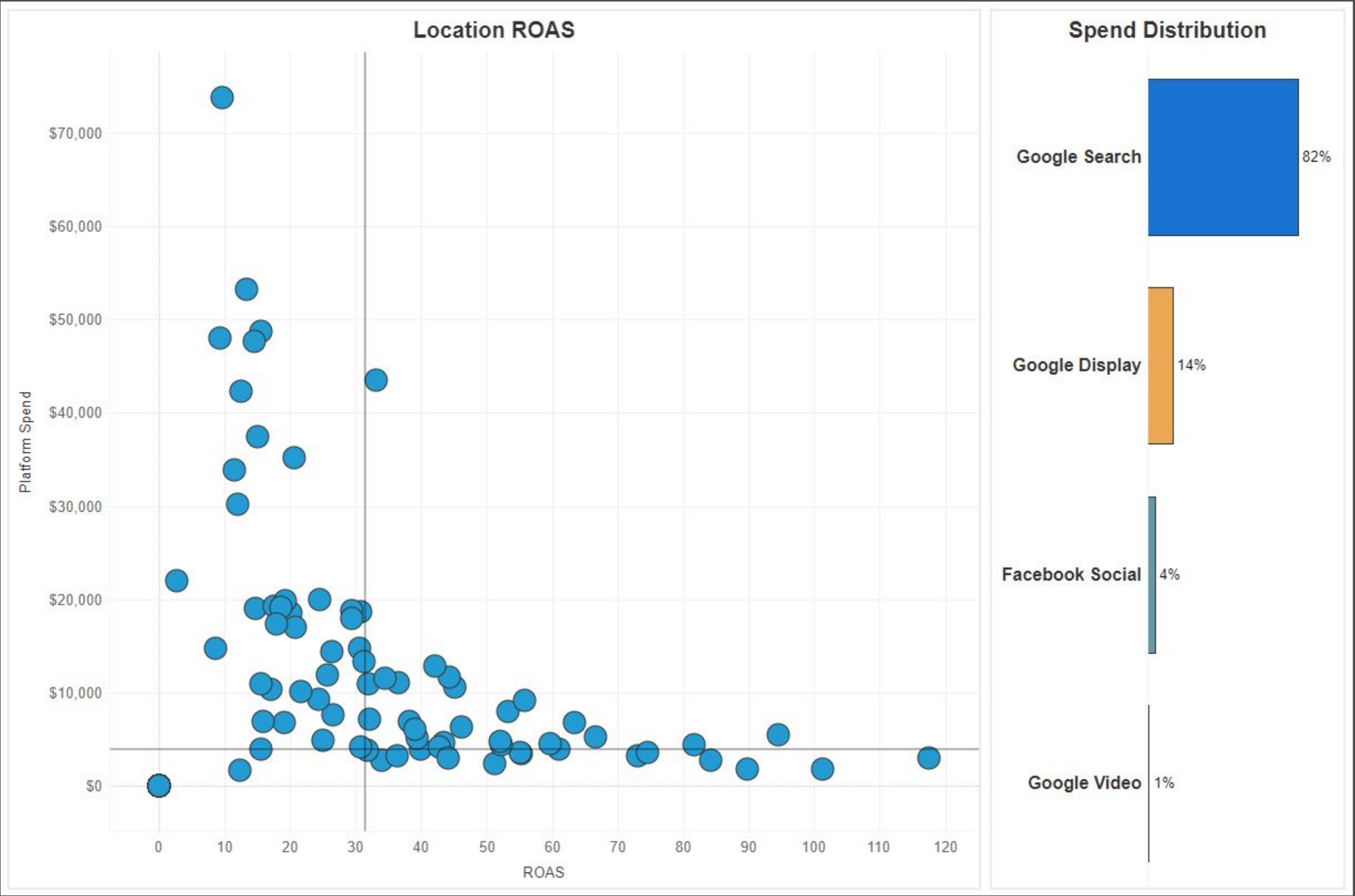
Automate and Centralize Data for Analysis and Efficiencies



Initiative ROAS Tools Across Channels



Integrating CRM Data



Localized Measurement Case Study

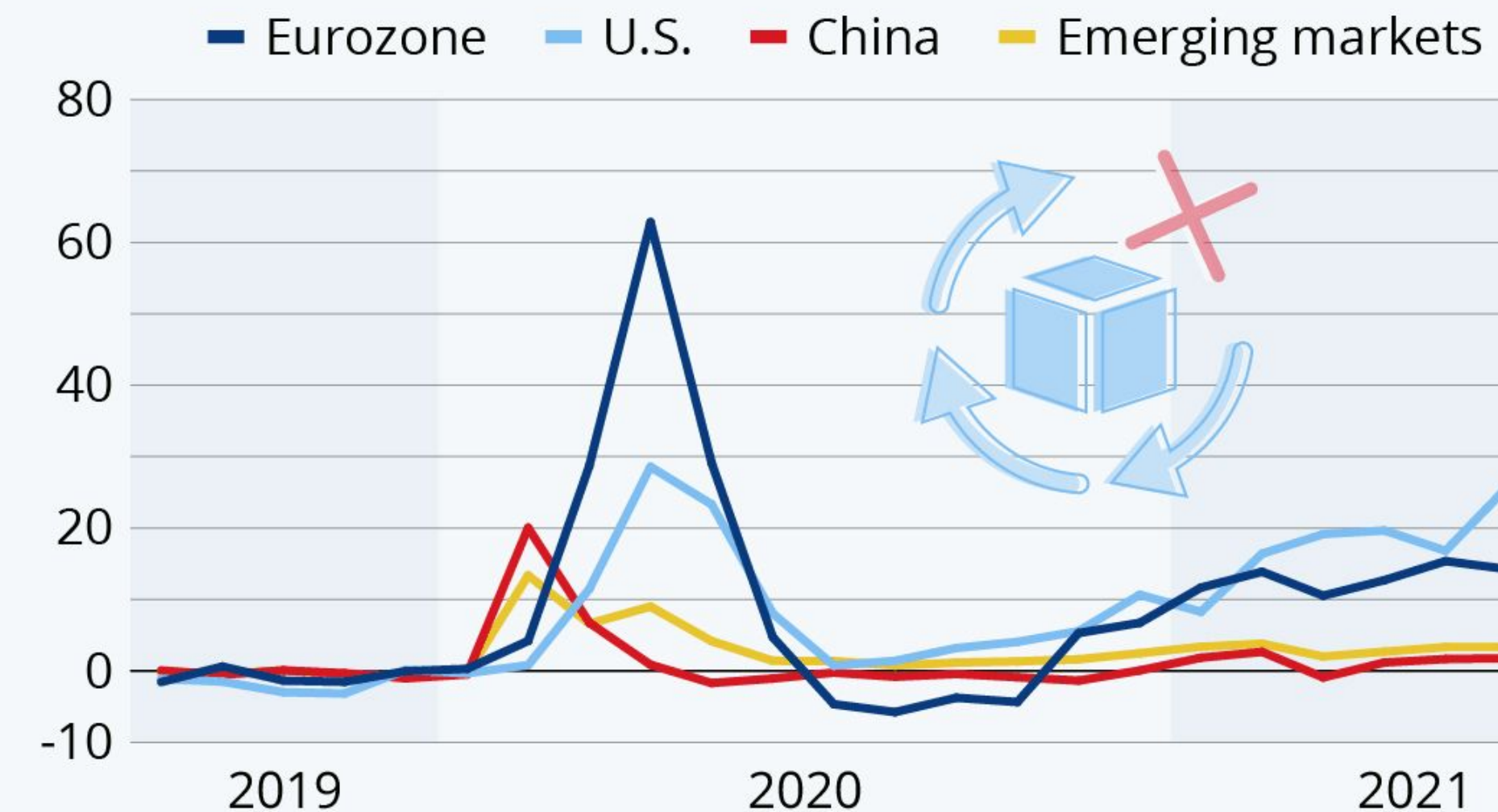
Live Inventory Campaign Success and Measurement

- Disruption with inventory and supply chains
- Implemented live inventory strategy
- Results:
 - 12.5% increase in spend
 - 30% increase in **Leads**
 - 33% decrease in **Cost per Lead**



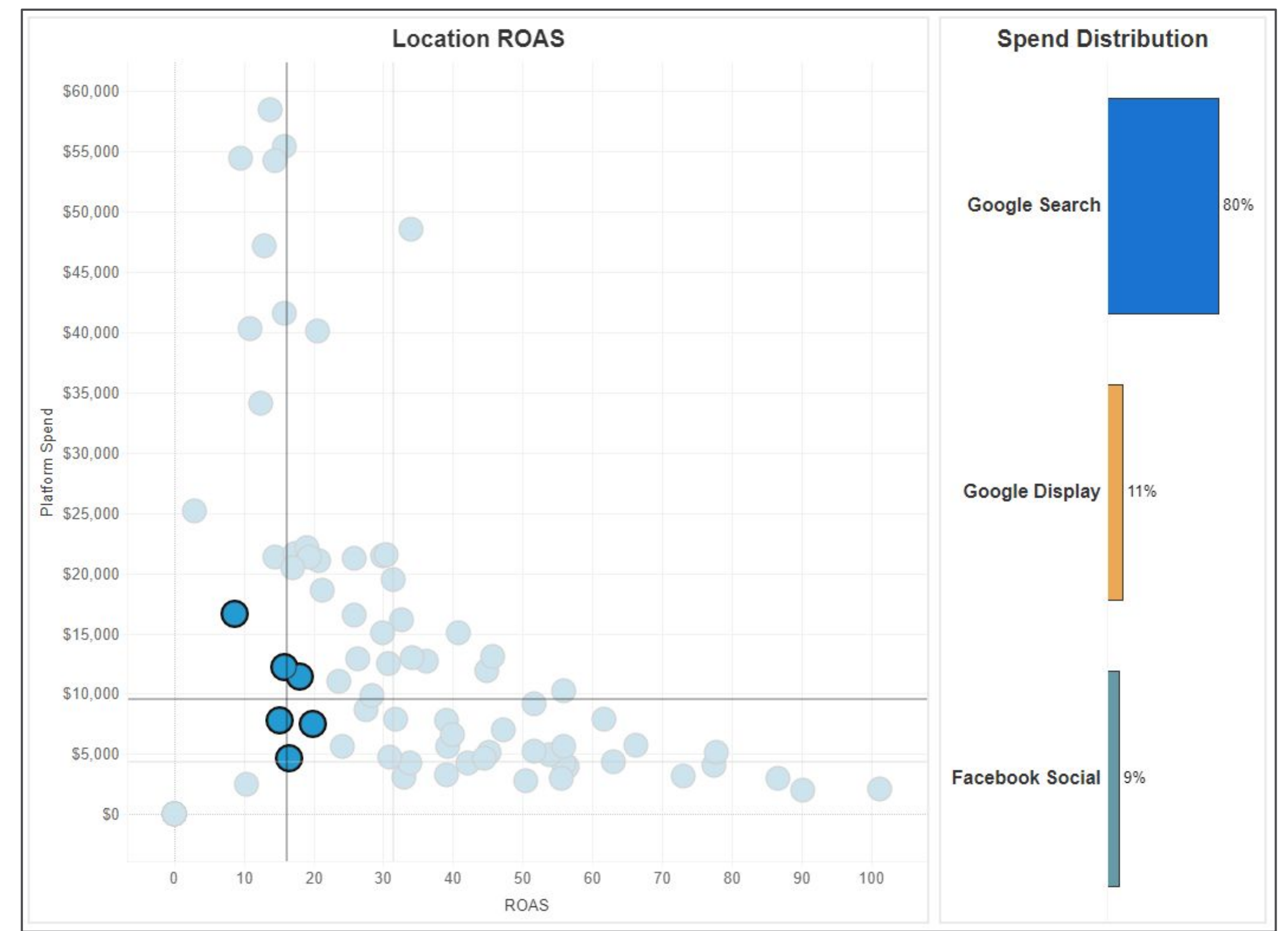
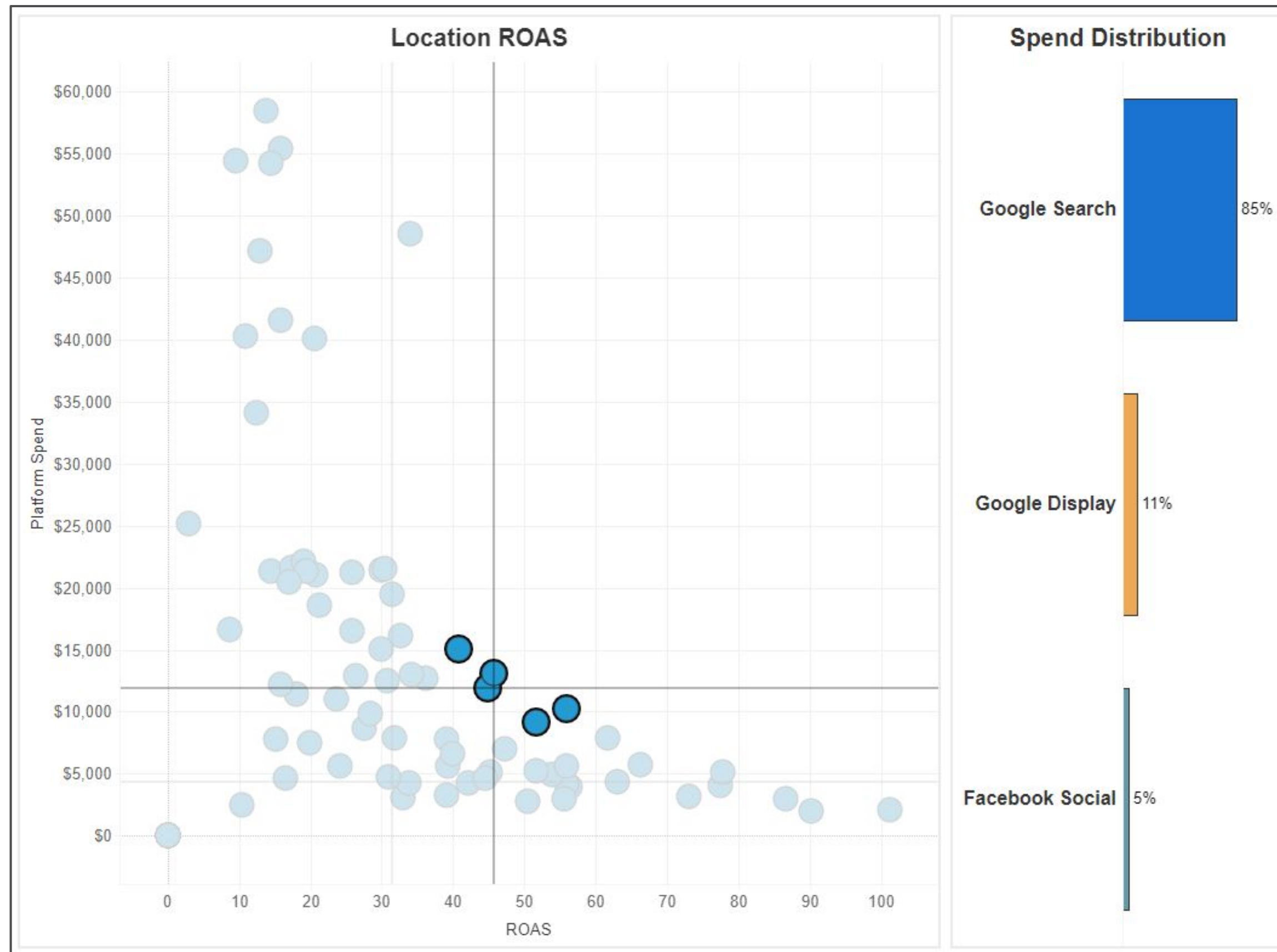
Supply Chain Disruptions Make a Comeback

Index of global supply chain disruptions
(100=most disrupted)



Comparative Quad Measurement and Adjustment

Observing Media Mix of higher performers  Applied learnings to lower performers



Thank You!

Get a Custom, Localized
Marketing Strategy

✉ info@netsertive.com



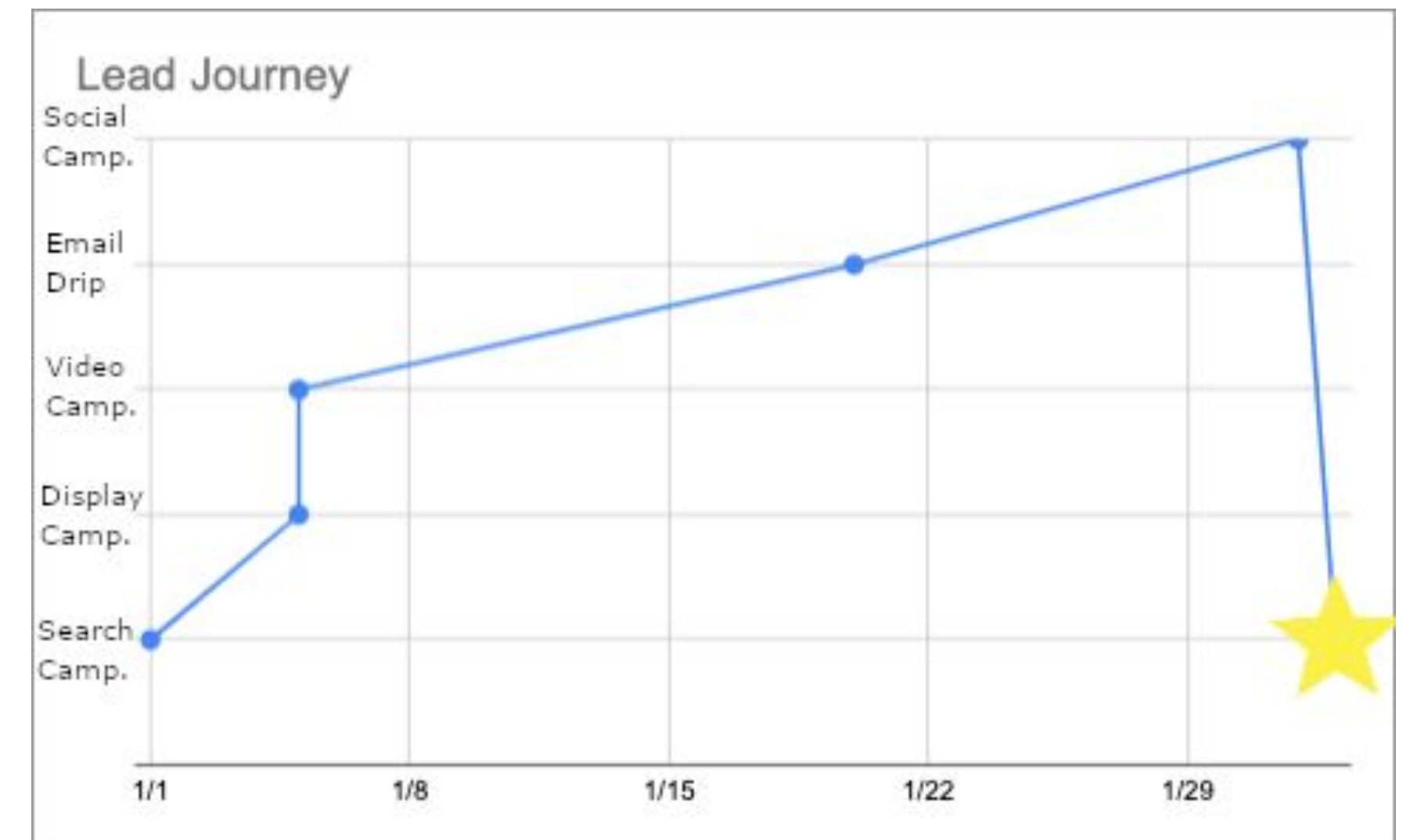
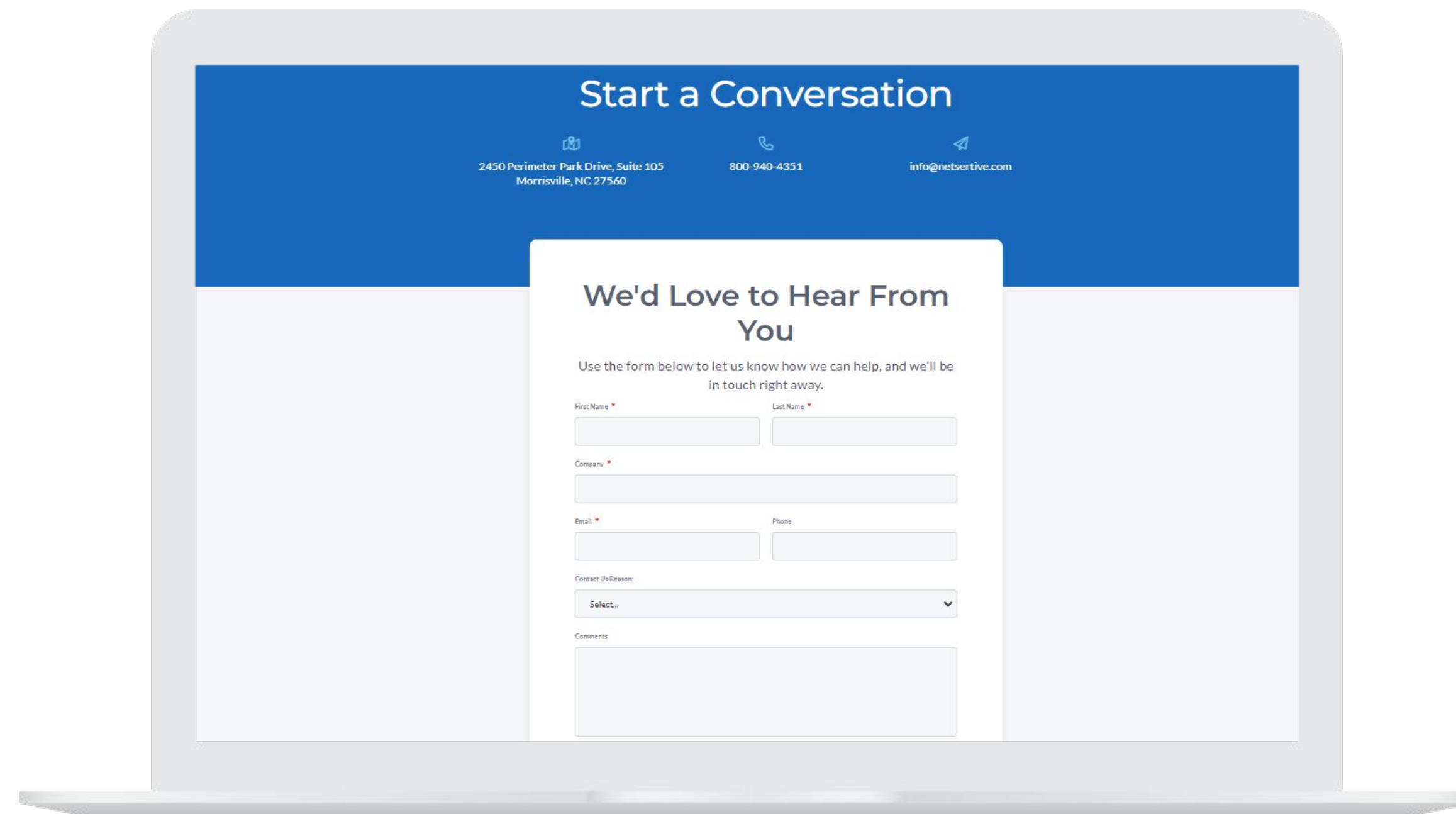
Sydney Kleinsasser

skleinsasser@netsertive.com

Netsertive.com

Thank You!

Attribution Pro: Closing the Loop without Integrations



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