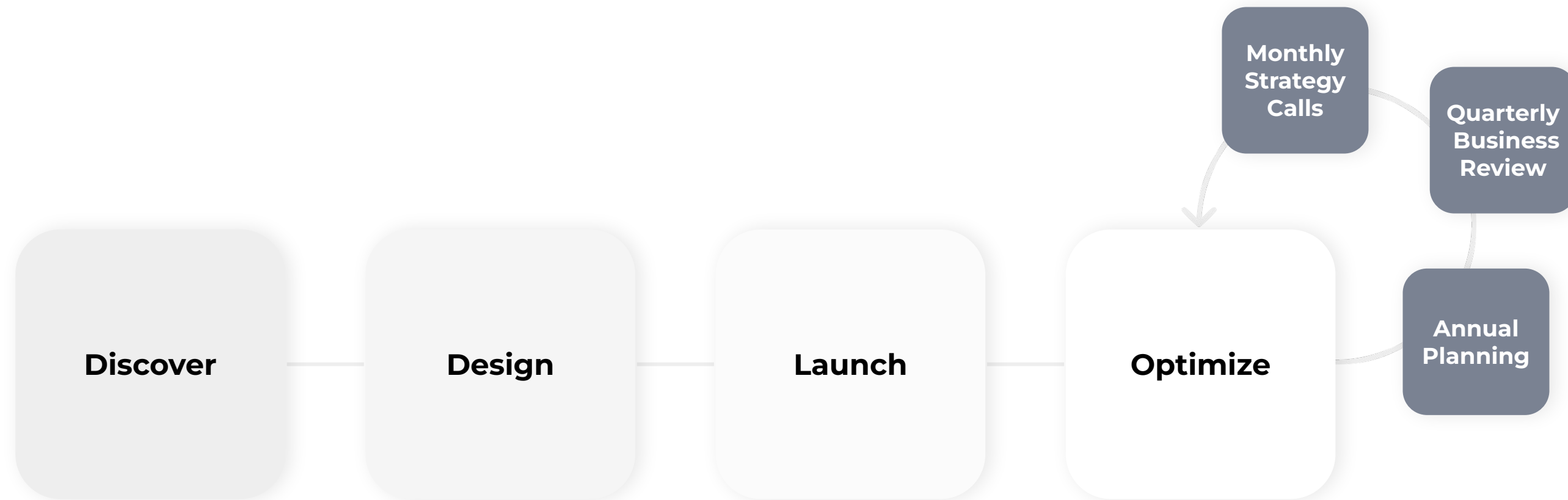


Netsertive's Proven Process

For Franchisors



- Stakeholder Kickoff
- Align on Objectives
- Meet Your CSM

- Ad Program Plan and Onboarding
- Set Media and Channel Plans
- Ad Specs, Design, and Account Set-Up

- Launch a Pilot or Network-Wide
- Franchisee Kickoff Webinar
- Netsertive<>Franchisee Meetings and Enrollment
- Get Your Dashboard

- Ongoing campaign tuning
- CSM works 1-1 with franchisees and home office
- Benchmarks and franchisee learnings shared
- Proprietary tech continually optimizes