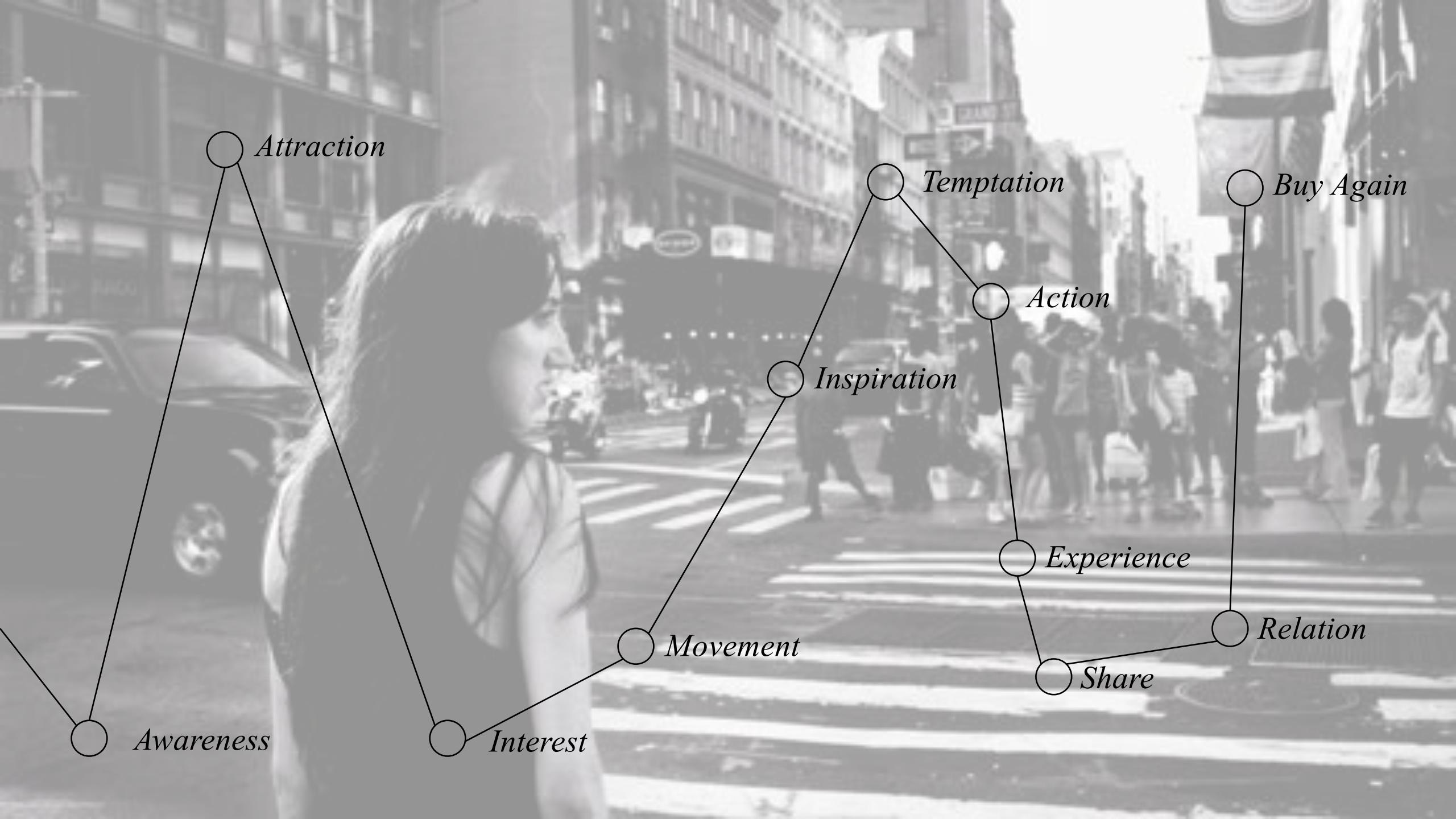
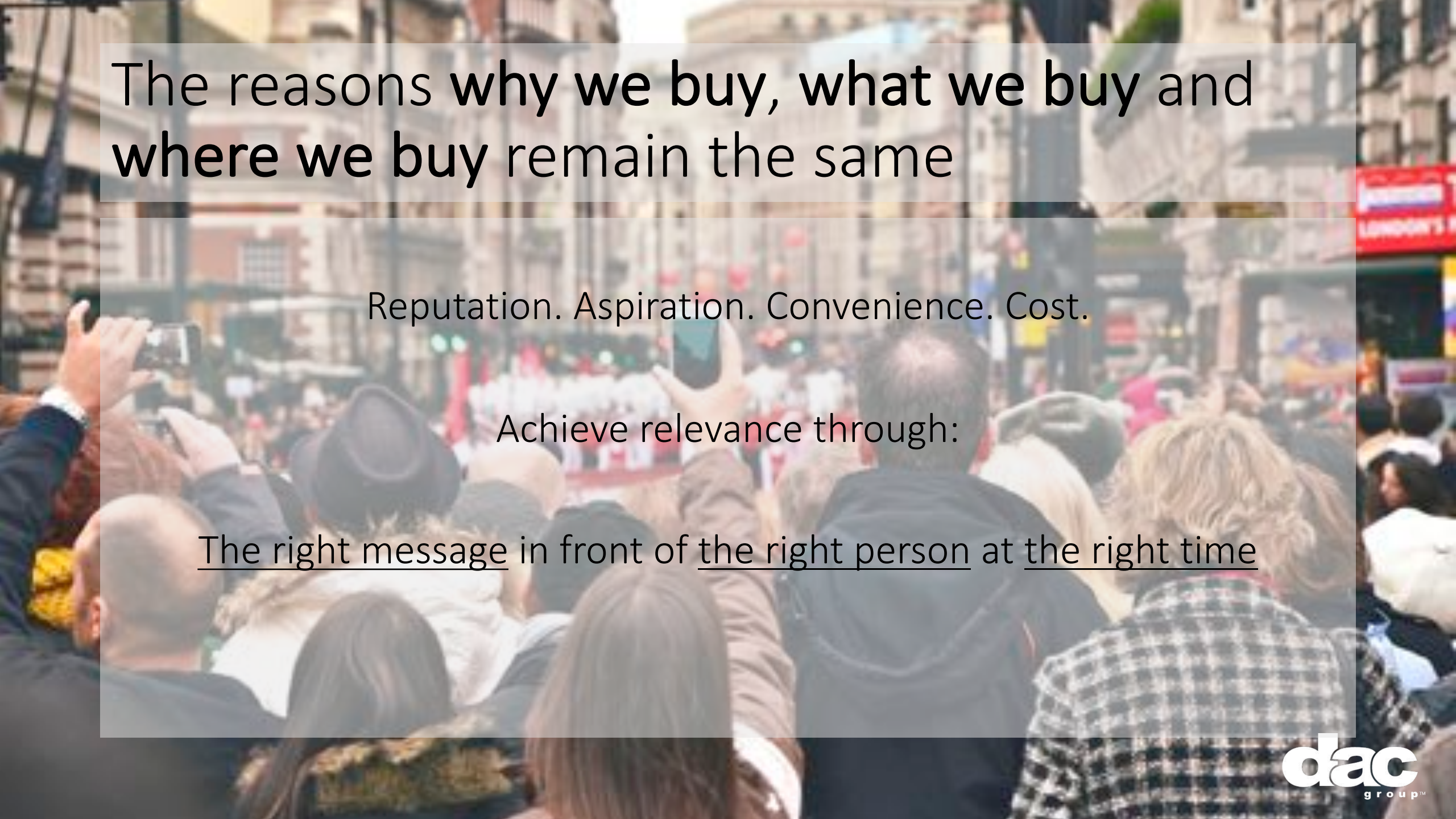
Delivering Integrated Personalized Experiences through Localization


Attraction
Temptation
Buy Again
Action
Inspiration
Experience
Relation
Movement
Share
Awareness
Interest


Where you are matters as much as who you are



The reasons **why we buy**, **what we buy** and **where we buy** remain the same

Reputation. Aspiration. Convenience. Cost.

Achieve relevance through:

The right message in front of the right person at the right time

The path to personalization is through localization



Technology has unlocked the promise of personalization + localization

But Enterprises Struggle:

- Diverse audiences
- Thousands of locations
- Multiple offerings
- Fragmenting media channels
- Disparate and disjointed data sources
- Legacy systems and technologies
- Competing internal stakeholder needs



Audience Question 1

How accurate is this?

Examples?

What have we missed?

Keys to success

- Break down silos
- Go mobile-first
- Optimize local channel
- Integrate channels/platforms
- Remember the long term

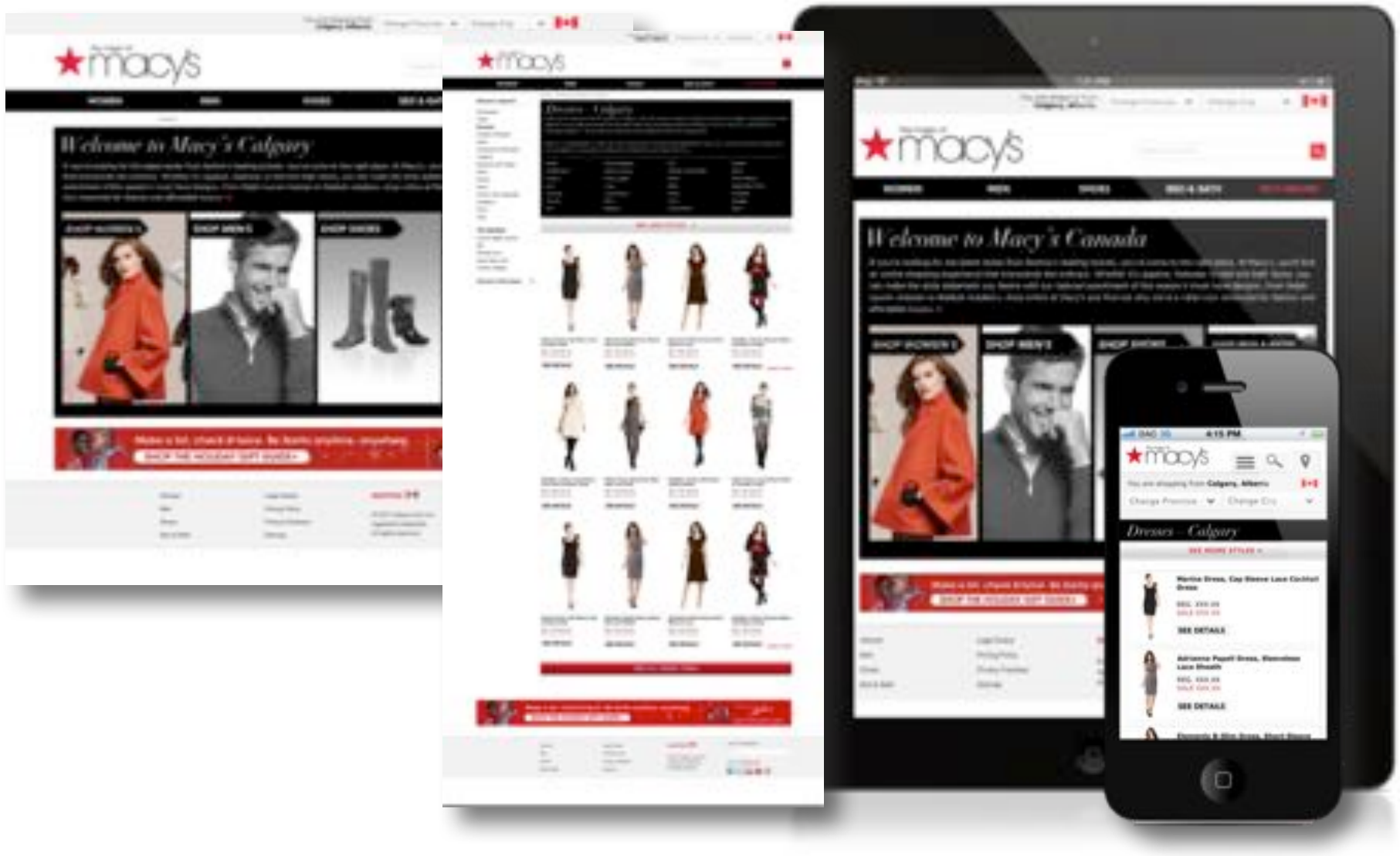







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bing
infogroup
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NOKIA
Connecting People
ACXIOM
factual
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NORDSTROM
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SHOP
SHOP
Google

macy's


macy's
Welcome to Macy's Calgary
macy's
macy's
Welcome to Macy's Canada
macy's
Dresses - Calgary


Google
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Audience Question 2

How accurate is this?

Examples?

What have we missed?


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Learning
sm


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FIND A LOCATION
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Tutoring Programs
College Prep
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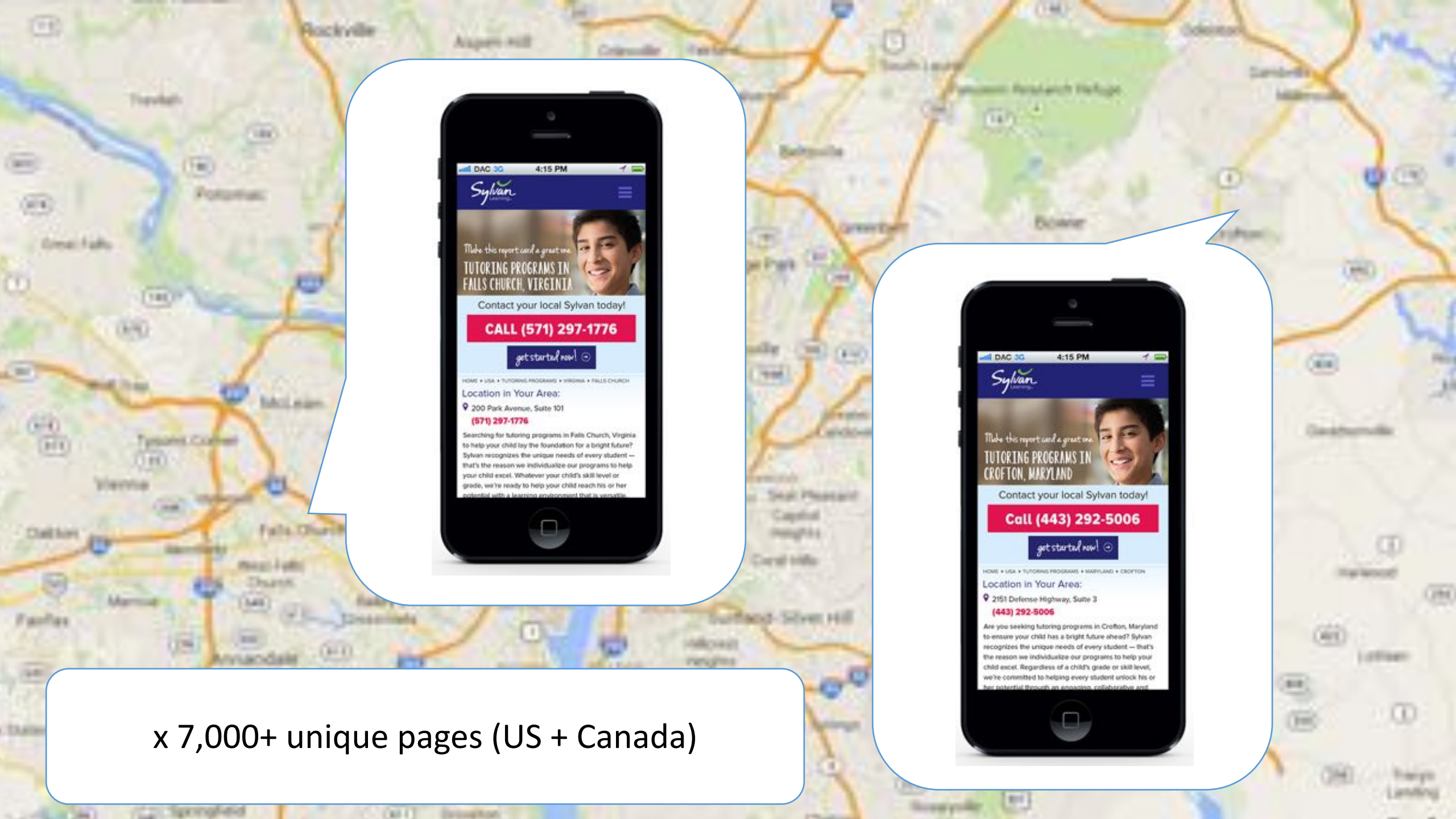
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Directions

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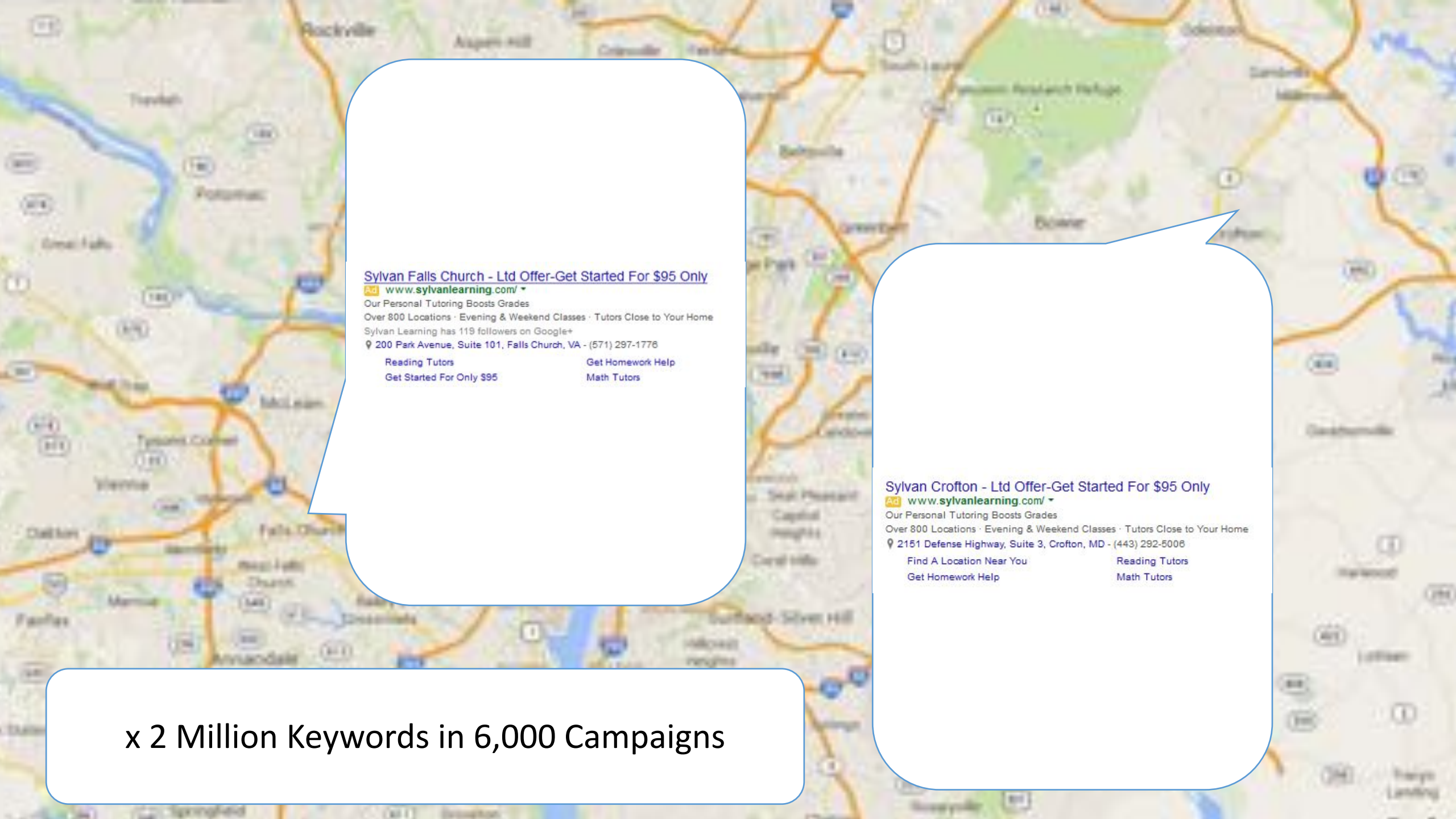
Sylvan Learning of Crofton

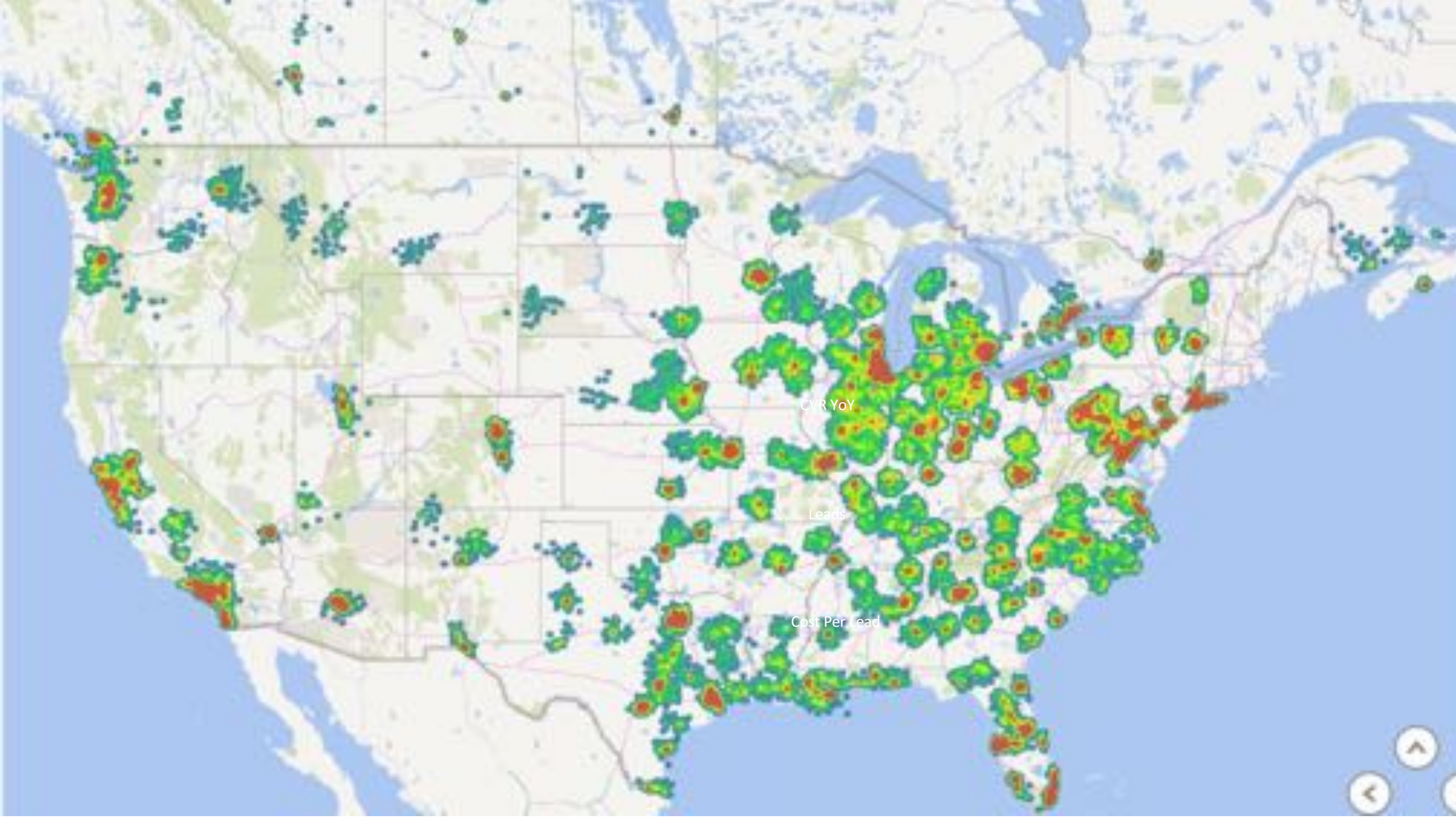
Directions

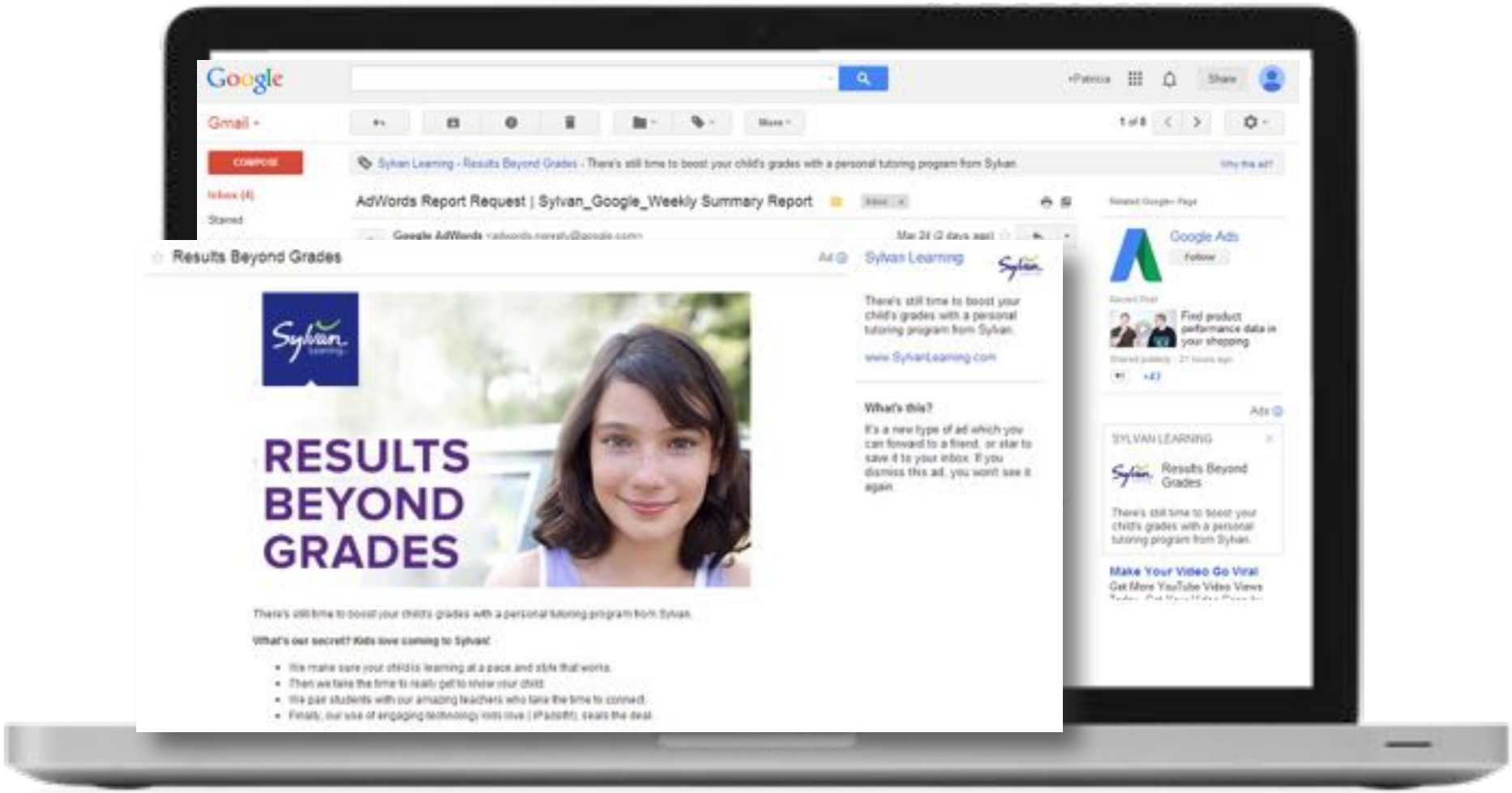
Tutoring Service

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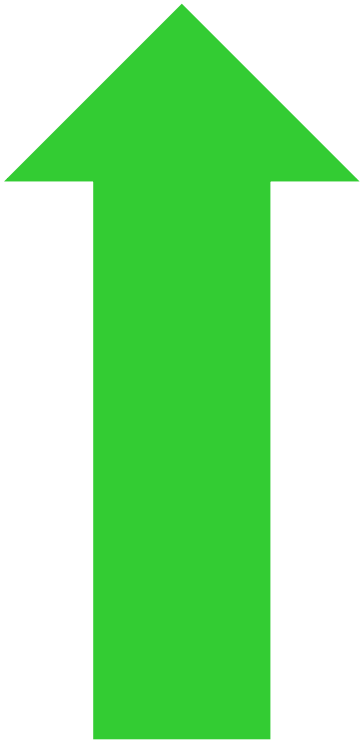

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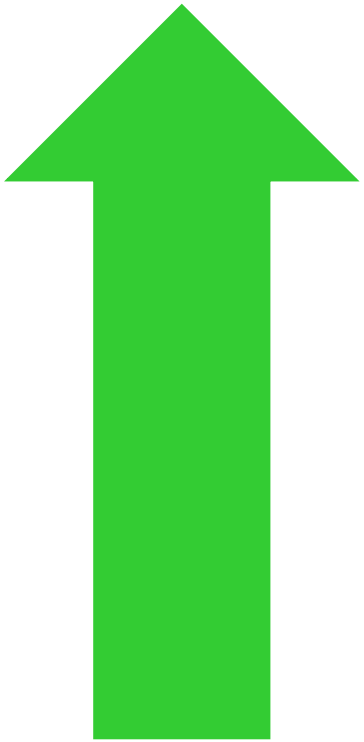
Non-brand Quality Score



47%

Data compared between March ‘14 vs March ‘15

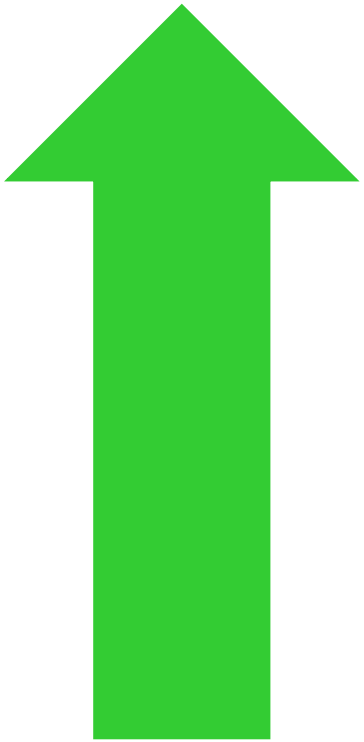
Conversion Rate YOY



41%

Data compared between March ‘14 vs March ‘15

Lead Volume to Forecast



150%

Data compared between March ‘14 vs March ‘15

Thank You

