

frequence

Smart Proposal



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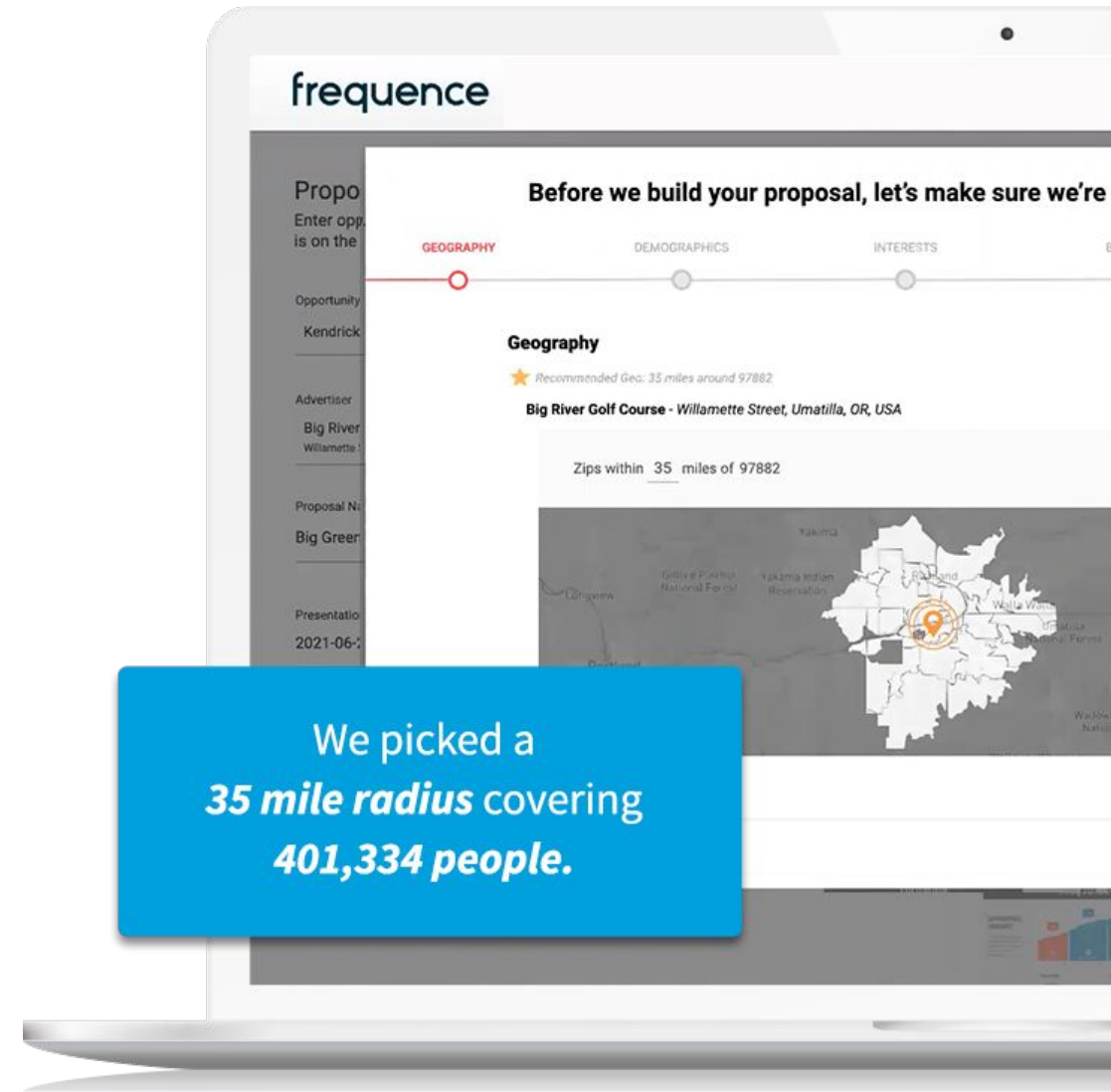


What is Smart Proposal?

OMNICHANNEL PROPOSAL TECHNOLOGY

- First-of-its-kind technology that uses real-time deal-close and campaign performance data to generate and optimize local-market media campaign proposals.
- An AI algorithm develops product and budget recommendations designed to maximize reach across marketing channels.
- Integrated with Google and Yelp to help sales users search for advertiser data including their industry, address, and website.

Close more business and generate more revenue with SmartProposal, powered by smart data.





Smart Proposal Benefits

- Builds industry-specific, custom **proposals designed to perform.**
- Uses actual performance data from **100,000+ campaigns** to recommend tactics/targeting and optimally drive omnichannel reach for your advertiser/industry
 - Products
 - Geography
 - Demographics
 - Interests
 - Budget
- Generates **true AI recommendations** that learn from past data
 - Deal close rates
 - Campaign performance
 - Advertiser data
- **Learns and improves** based on real-time performance

Average Deal Size
Increase from

3X

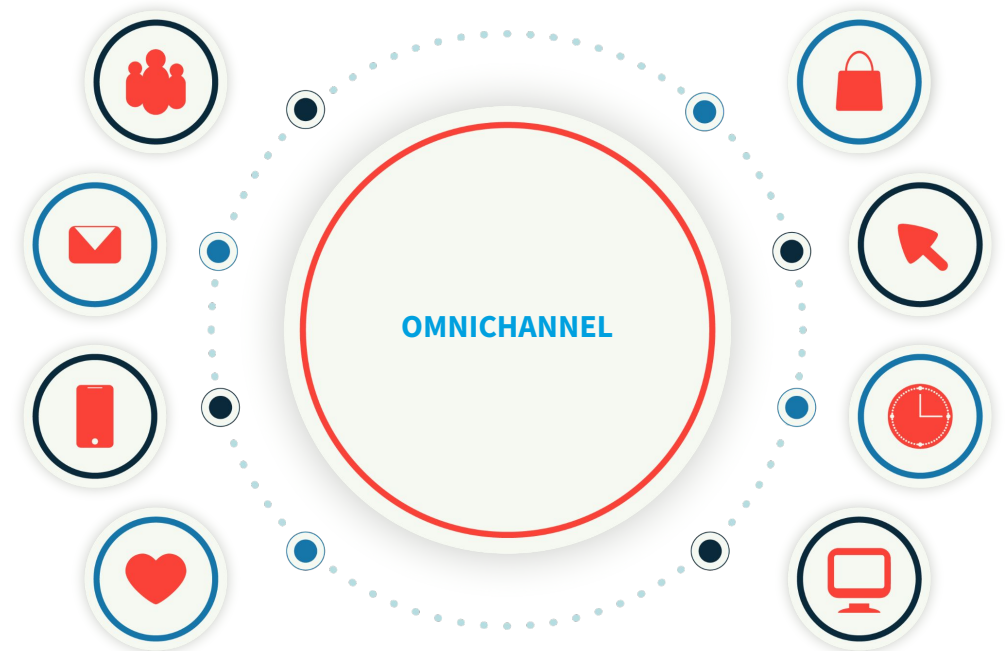


What is Omnichannel Marketing?

Omnichannel means an **integrated approach between multiple channels of communication**. It's all about providing a **unified brand experience**.

OMNICHANNEL BENEFITS:

- Develops stronger brand loyalty
- Removes friction
- Offers clarity
- Increases marketing ROI



An integrated, seamless experience across multiple devices and touchpoints

MULTICHANNEL



Various, disconnected channels for customers to use independently



Power of Omnichannel

- Campaigns integrating **four or more digital channels** will **outperform single- or dual-channel campaigns by 300%**. ([Forbes](#))
- Customers who saw both **CTV and display ads** were **35% more likely to make a purchase**. ([TTD](#))
- **Omnichannel customers had 23% more visits to retail stores** than those who didn't engage in the omnichannel experience ([Harvard Business Review](#))
- Companies with robust **omnichannel customer engagement retain on average 89% of their customers**, compared to 33% for companies with weak omnichannel customer engagement. ([Forbes](#))

