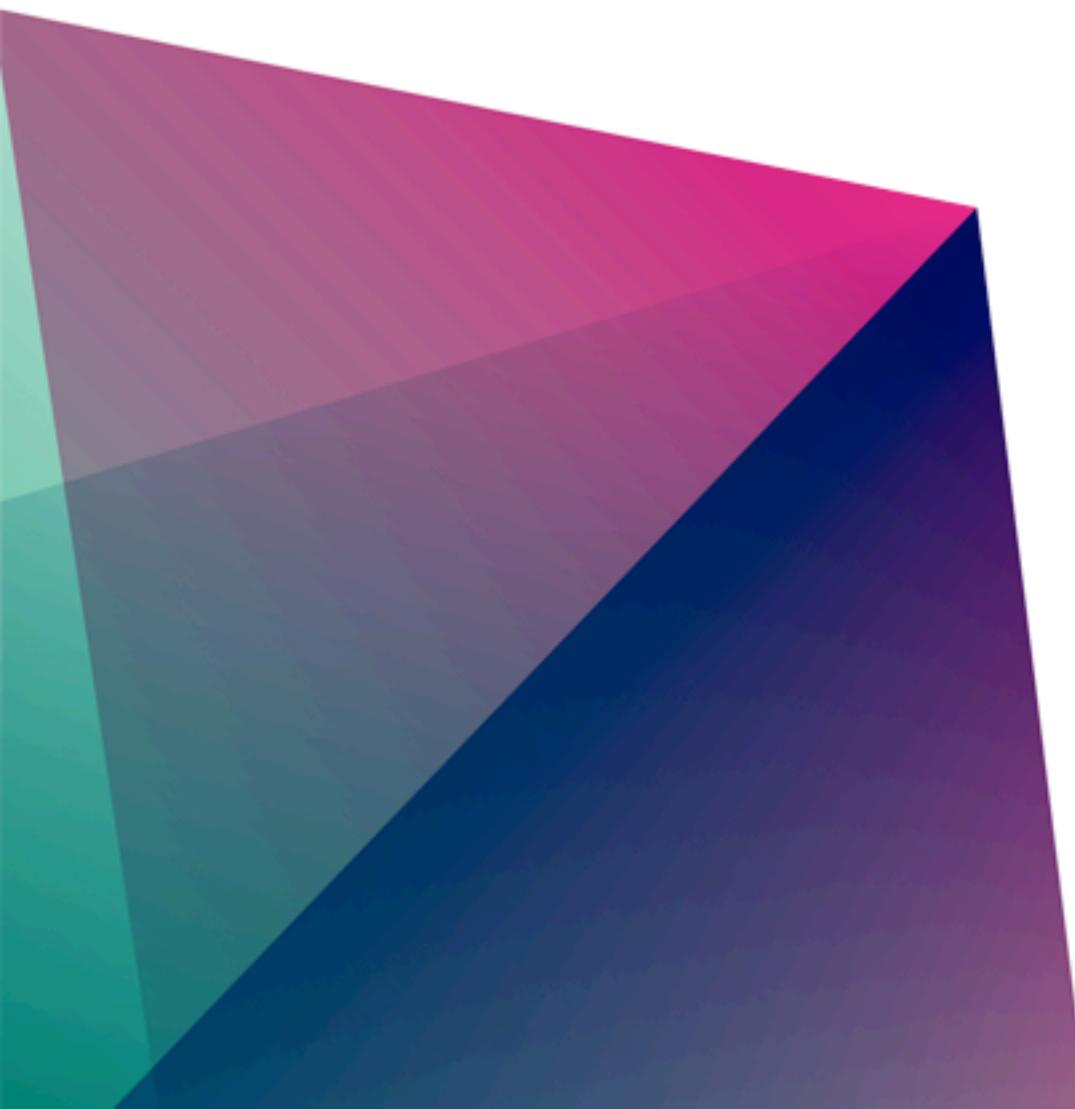


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# 4A's / 22squared Discussion



Prepared for 22squared  
November 17th , 2014

# AGENDA

- Lunch/Introductions 12:00 – 12:15
- 22squared Overview 12:15 – 12:30
- Analytics 12:30 – 1:00
- Content 1:00 – 1:30
- IT 1:30 – 2:00
- Evolving leaders of 22squared/  
4A's engagement Time Permitting



Presentation Date: November 17, 2014



# AGENDA

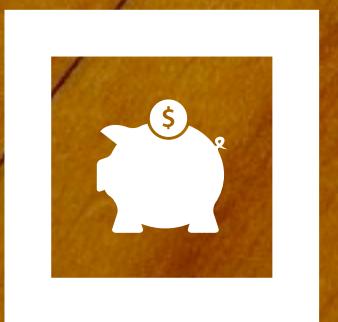


Who We Are



Department & Services Overview

IT  
Content  
Analytics

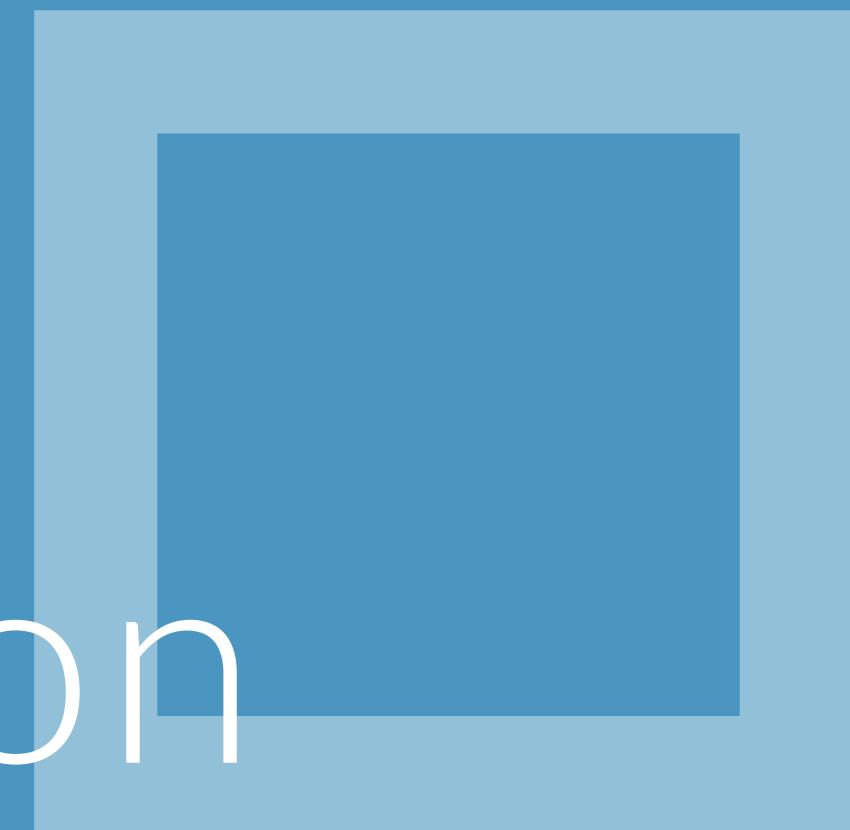


Pricing



Discussion: How do We Change the Dialogue?

Our  
story &  
evolution



22



# WE ARE THE FOURTH LARGEST INDEPENDENT AGENCY IN THE COUNTRY

Founded: 1922

Total Employees: 315

2014 Projected Billings: \$425 Million

Stats: Over **25% revenue growth** in  
the past four years (above industry  
client retention)

## ATLANTA

1170 Peachtree Street NE  
14th Floor  
Atlanta, GA 30309  
Phone: 404.347.8700



212 employees

## TAMPA

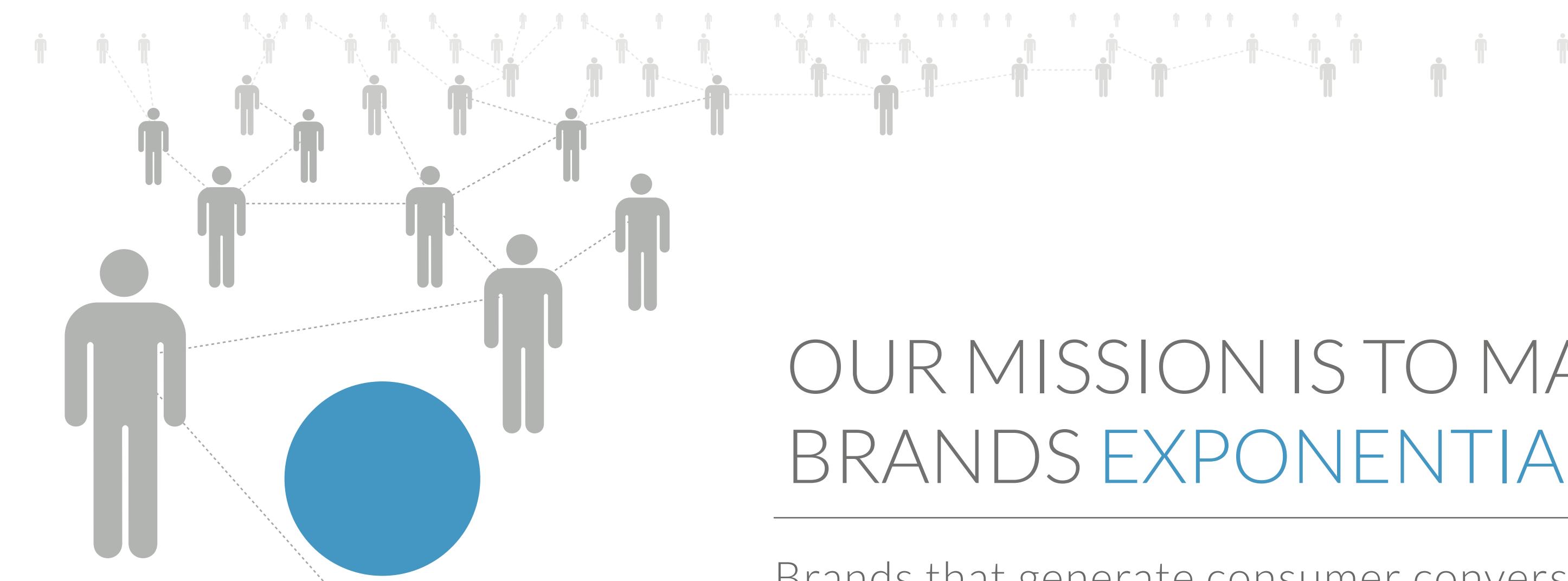
401 East Jackson Street  
36th Floor  
Tampa, FL 33602  
Phone: 813.202.1200



103 employees



INTEGRATED SERVICES

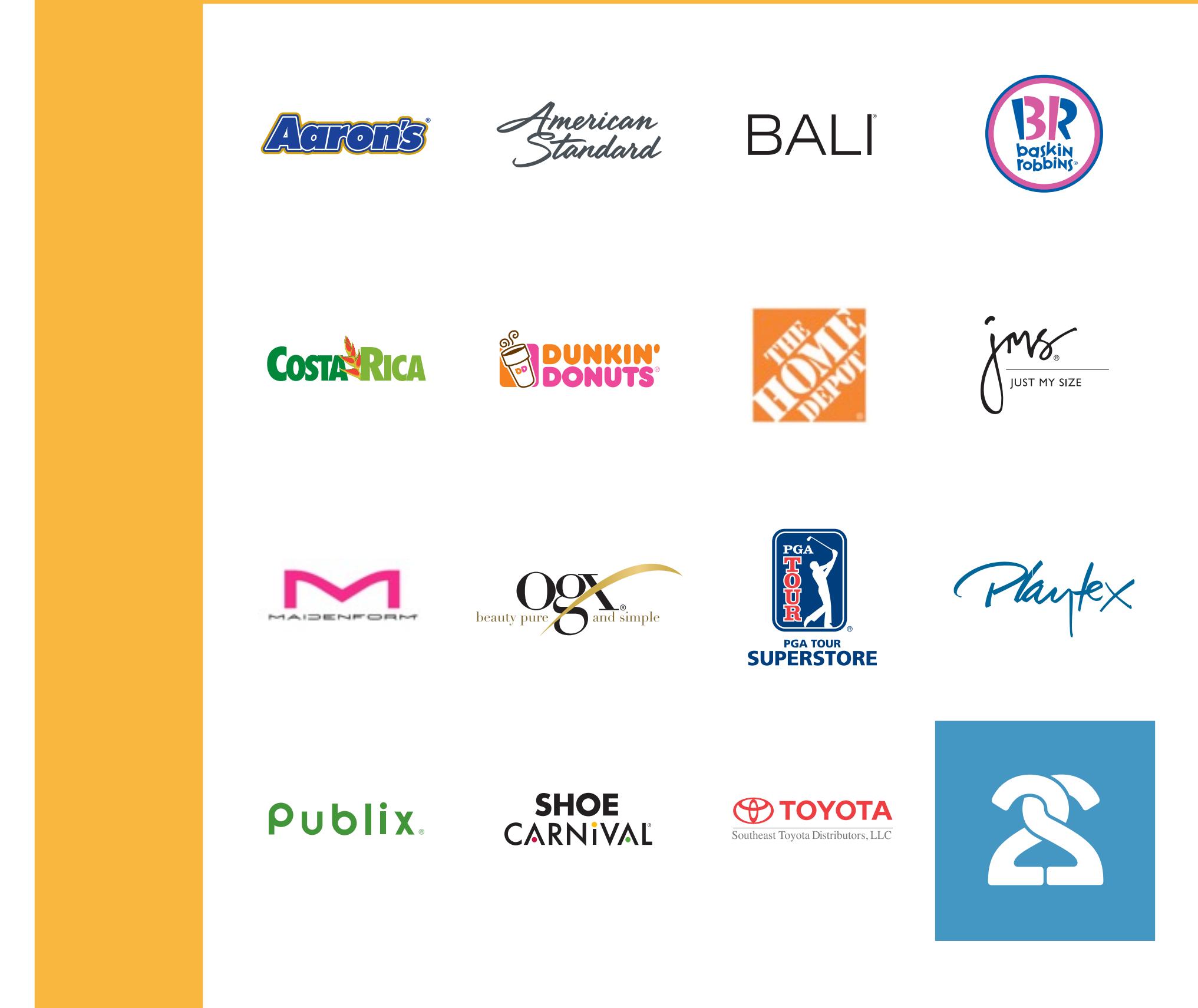


## OUR MISSION IS TO MAKE BRANDS EXPONENTIAL.

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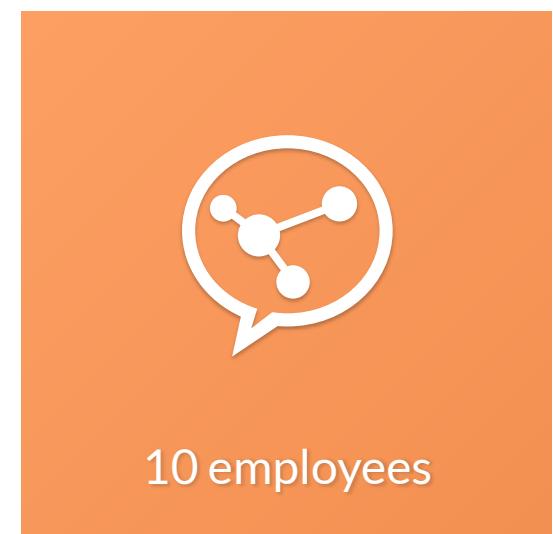
Brands that generate consumer conversation on a consistent basis get the highest return on their marketing investment.

# CURRENT PARTNERS



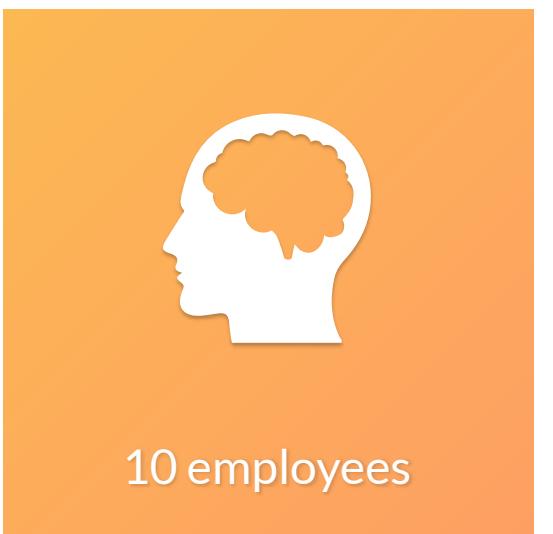
# INTEGRATED SERVICES

Our exponential ideas start with strategy, come to life with creativity, get traction through innovative engagements and spread with social know-how.



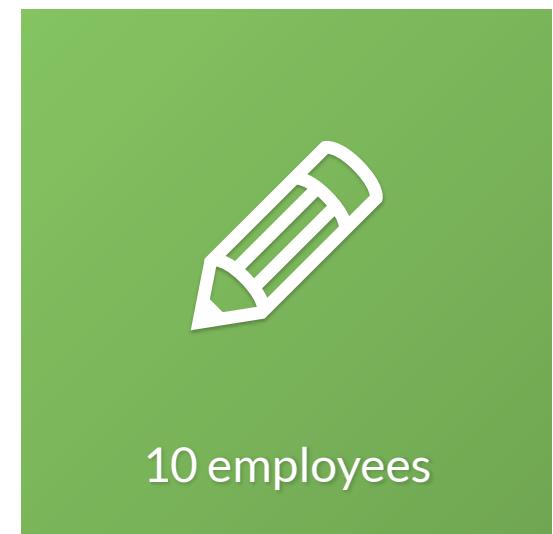
## SOCIAL

- Engagement Strategy
- Content Strategy & Development
- Analysis & Optimization
- Influencer Marketing



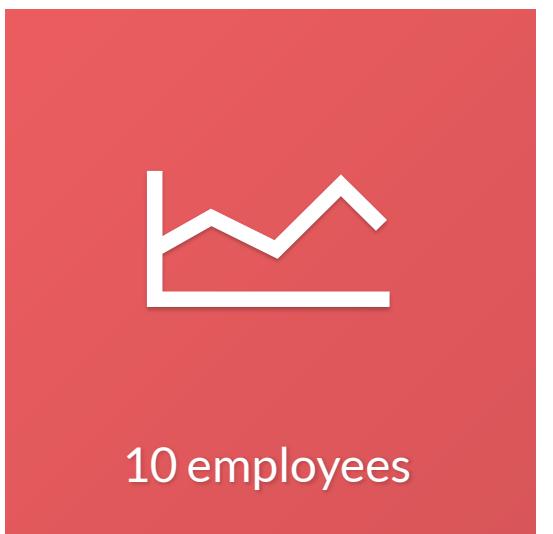
## STRATEGY

- Brand Planning
- Primary & Secondary Research
- Consumer Insights
- Communications Architecture



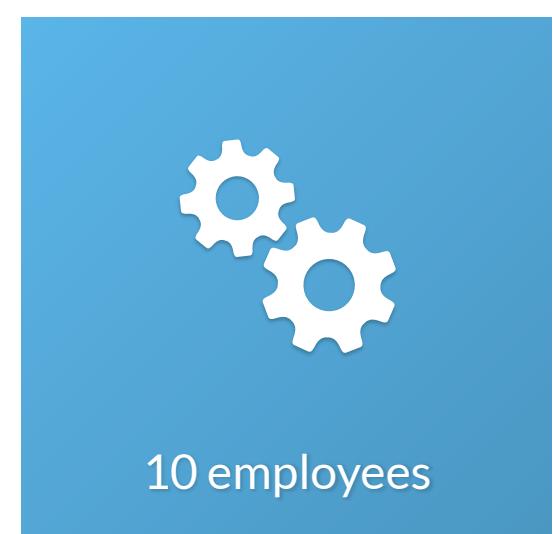
## CREATIVE & PRODUCTION

- TV & Radio
- Digital & Mobile Design
- Print & Outdoor
- Full-Service Production



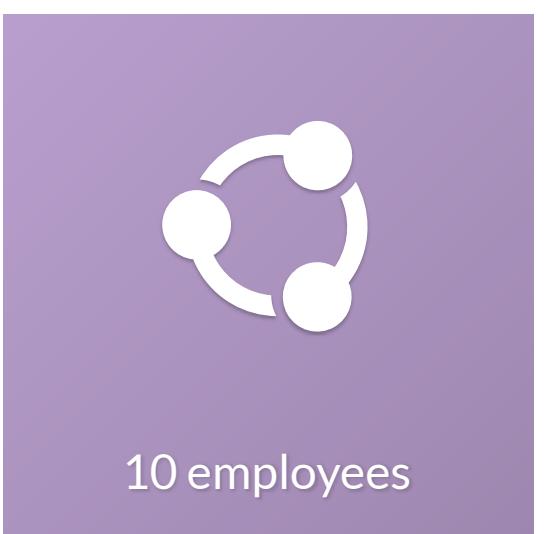
## PERFORMANCE

- CRM
- Data Strategy & Visualization
- eCommerce Optimization
- User Experience
- Analytics
- Custom Dashboard Solutions



## TECHNOLOGY & DEVELOPMENT

- Mobile & Tablet Development
- Website Development
- App Development
- Back End / CMS Implementation
- Innovation Research



## MEDIA

- Media Planning
- Negotiating and Buying (all channels)
- Contextual & Behavioral Targeting
- Lead Generation
- Paid Search



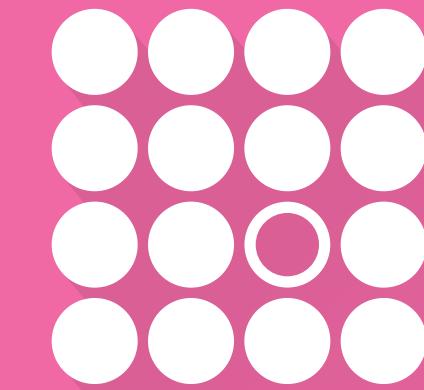
We're better together.



Relationships are everything.



We're all leaders.

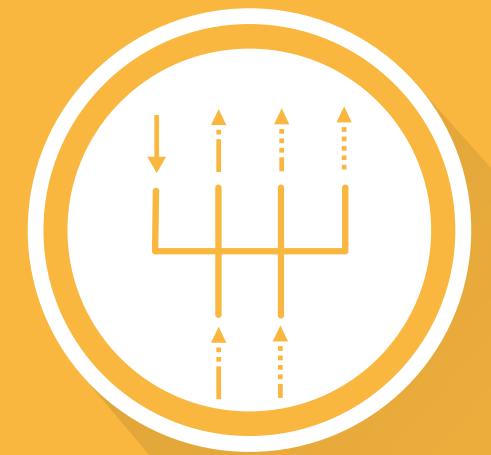


We're driven by an independent spirit.

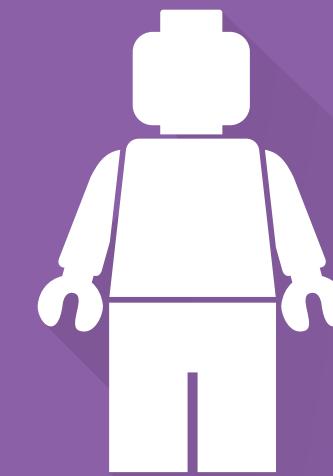


Conversation is the key.

## THE 7 PILLARS OF OUR CULTURE



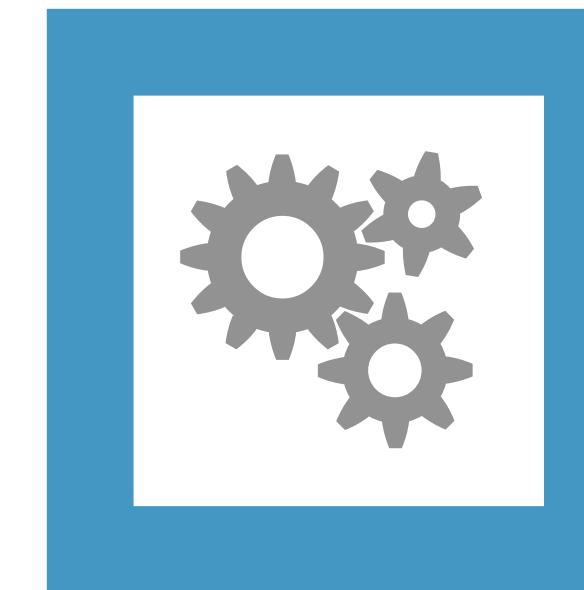
We embrace change.



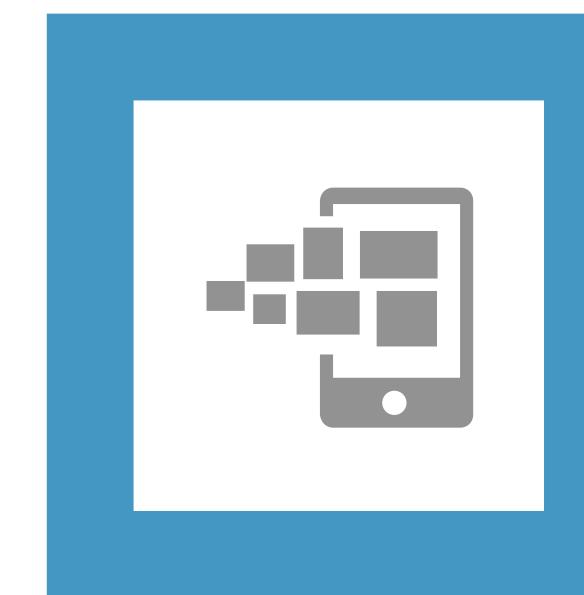
People development is a priority.



## FOCUS AREAS



IT



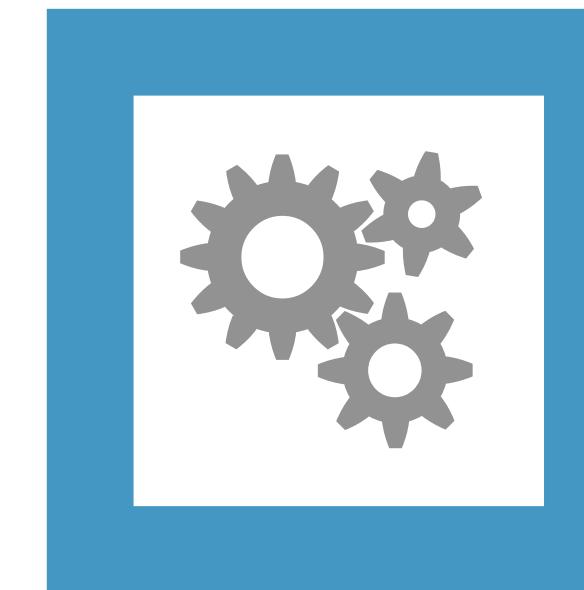
CONTENT



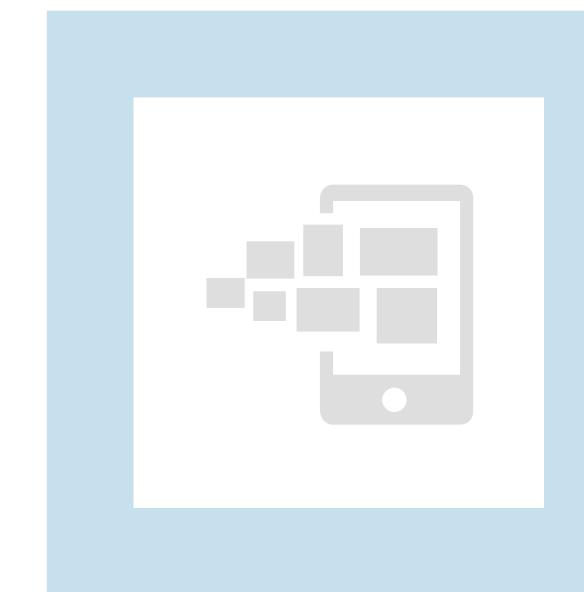
PERFORMANCE  
ANALYTICS



## FOCUS AREAS



IT



CONTENT



PERFORMANCE  
ANALYTICS

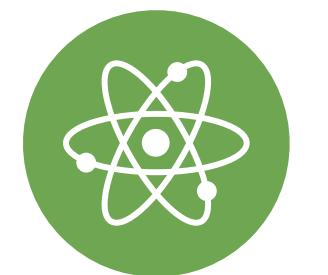
# INFRASTRUCTURE MAP

Technology infrastructure components are considered **Best in Breed**



## COMMUNICATION

Cisco VOIP phone system  
200 desk phones, 214 soft client phones  
Email/Calendar/Internet - Google  
Video Conferencing - exploring options  
Presentation set-up in both offices  
Tampa - 35 Living Room  
Atlanta - 15th Floor Bleachers  
HIVE wireless  
VPN  
Palo Alto firewall



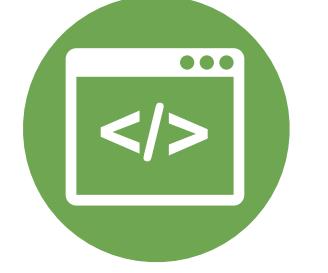
## SUPPORT RESOURCES

Level 3 - Internet  
Adcap - Network  
Windsream - Telecommunications Connection  
Foojee - Apple  
Bluewave - Windows/Servers  
Cloud Sherpas - Google



## HYBRID CLOUD

Media Ocean  
Adobe  
Google  
Rackspace



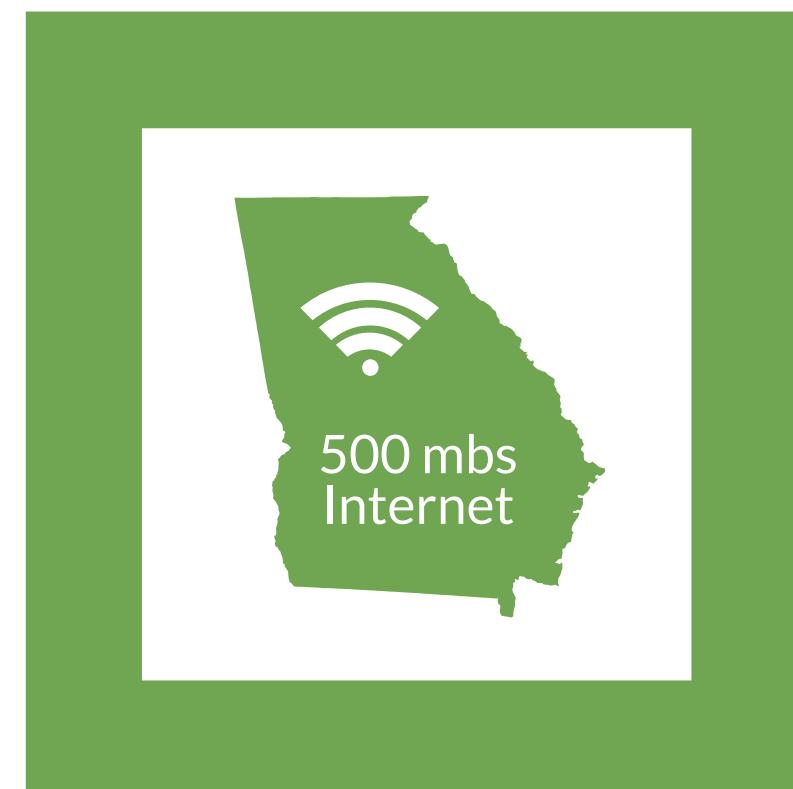
## HOSTED APPLICATIONS

Advantage  
UTS  
Cisco  
Media Beacon

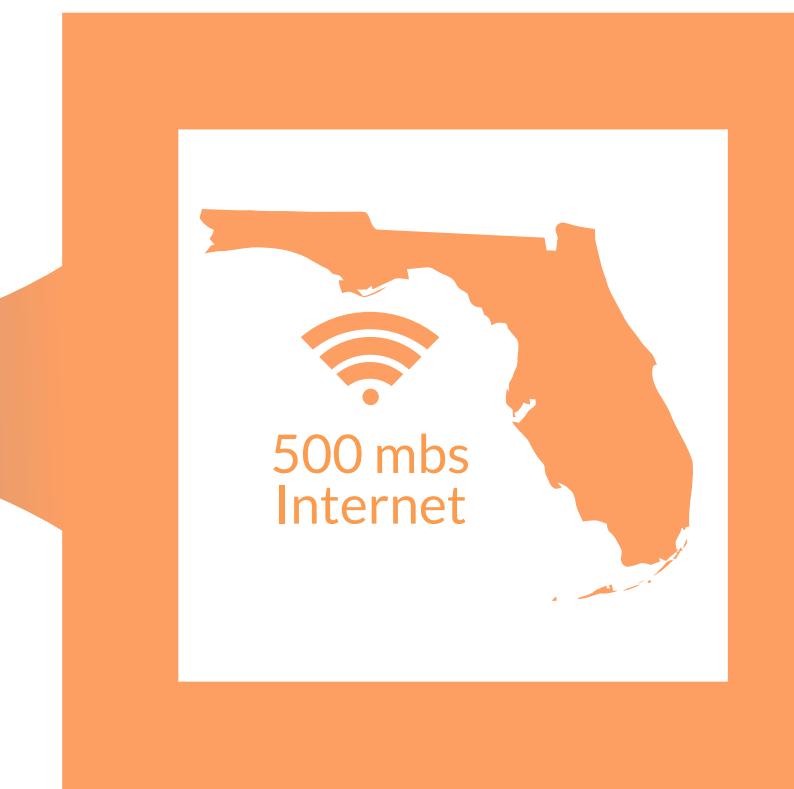
# OFFICE INFRASTRUCTURE

## ATLANTA

16 Servers  
200+ Users  
10 Conference Rooms  
192 Terabytes Storage Edit Suite  
100 Terabytes of Raw Storage  
10 Copiers  
Apple + PC



1 Gig dedicated  
“point-to-point” pipe



## TAMPA

6 Servers  
100+ Users  
4 Conference Rooms  
50 Terabytes of Raw Storage  
5 Copiers  
Apple + PC



DR  
Nightly Backup Between Offices

SAFE

SOC II, TYPE 2

SECURE

# INFRASTRUCTURE BUSINESS NEEDS



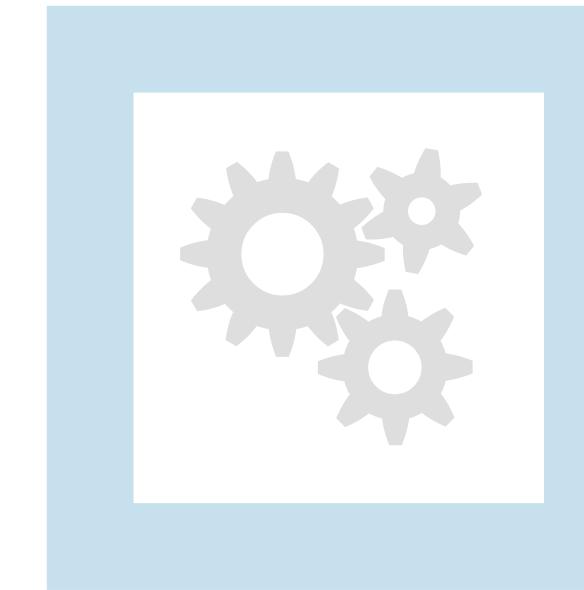
Fast  
Reliable  
Enable Work 24/7, 365 from anywhere  
Easy to Access  
High end new equipment to key users  
Creative  
Edit Suite  
Development  
Analytics  
Secure  
Monitored  
Disaster Recovery plan in place  
Enable multiple work styles

# STAFF STRUCTURE





## FOCUS AREAS



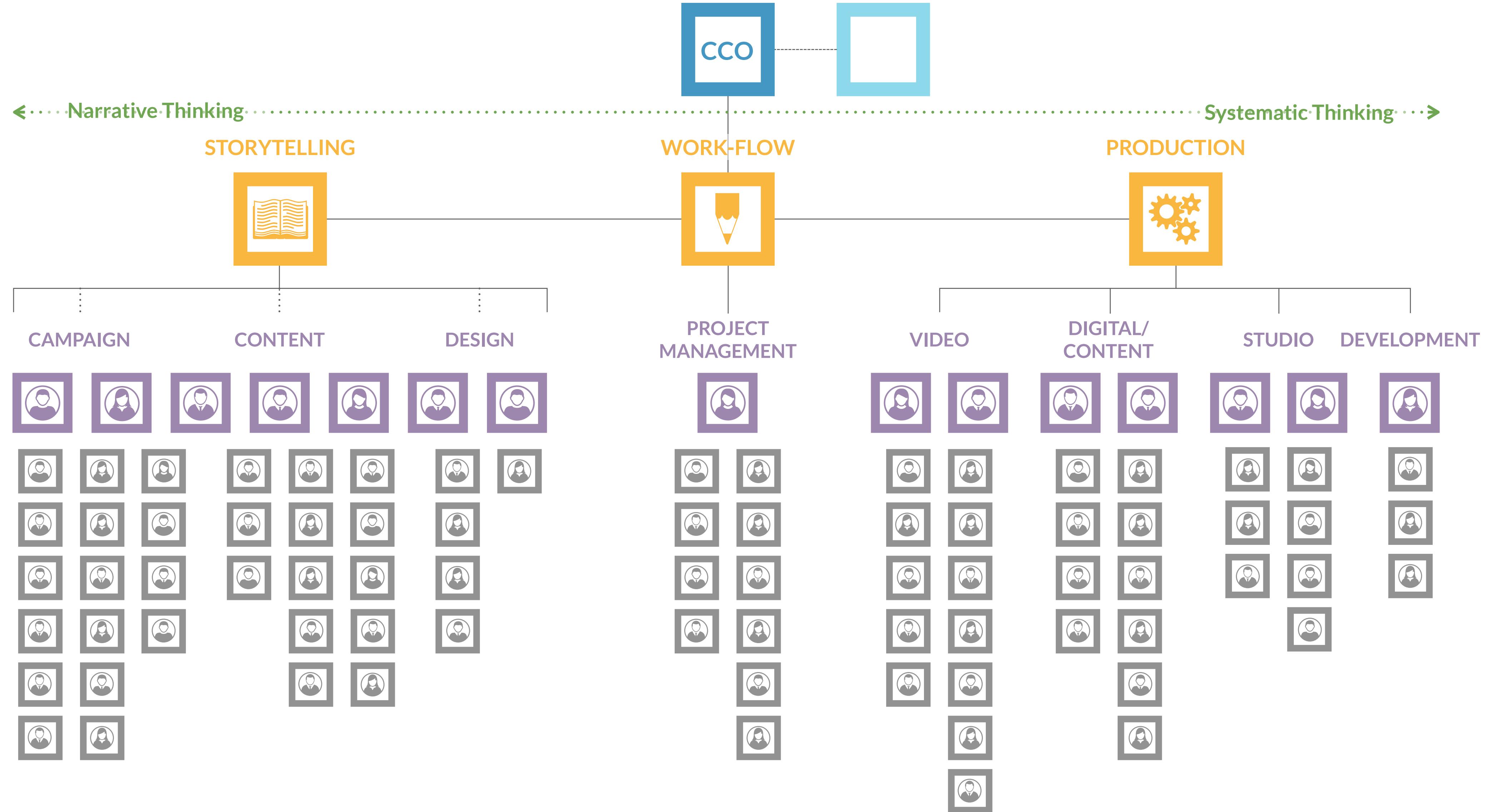
IT



CONTENT

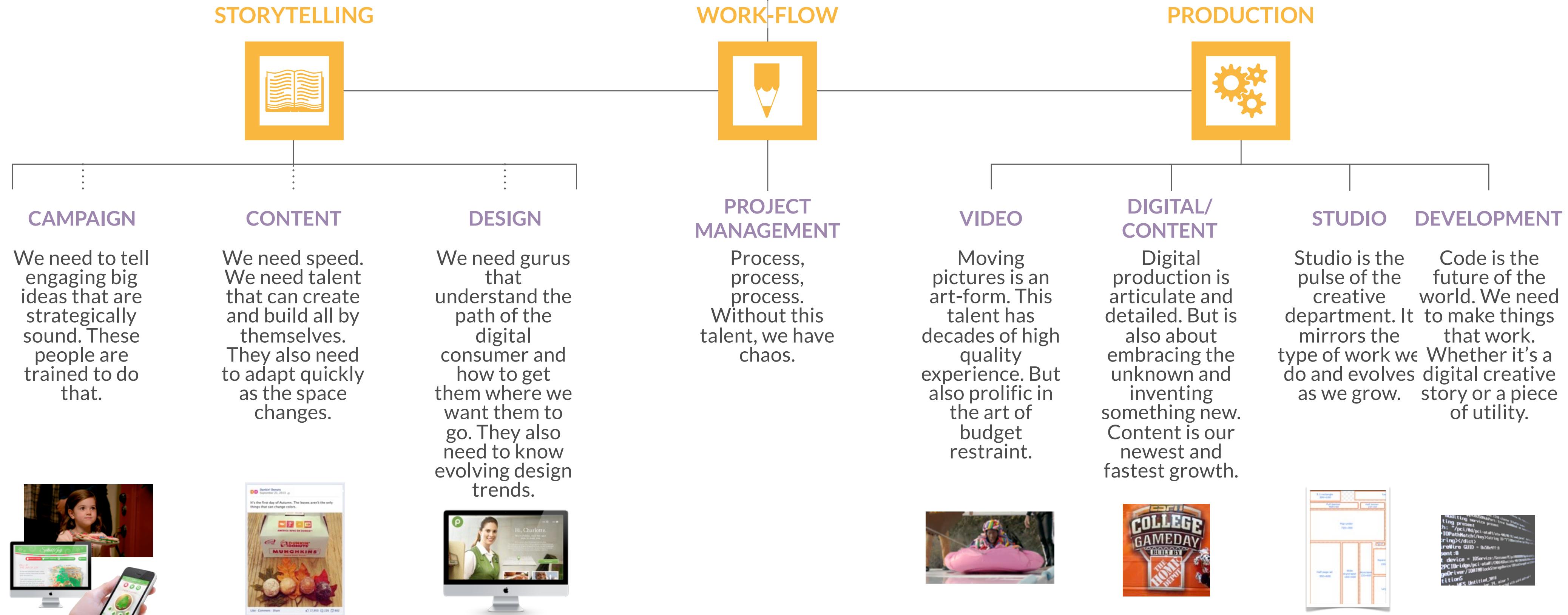


PERFORMANCE  
ANALYTICS



## EXECUTIVE LEADERSHIP

←.....Narrative Thinking.....→ Systematic Thinking.....→

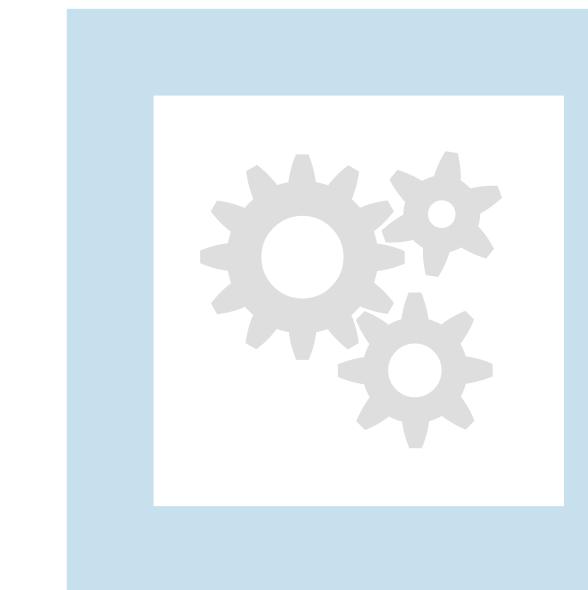


←.....BALANCE!!!.....→

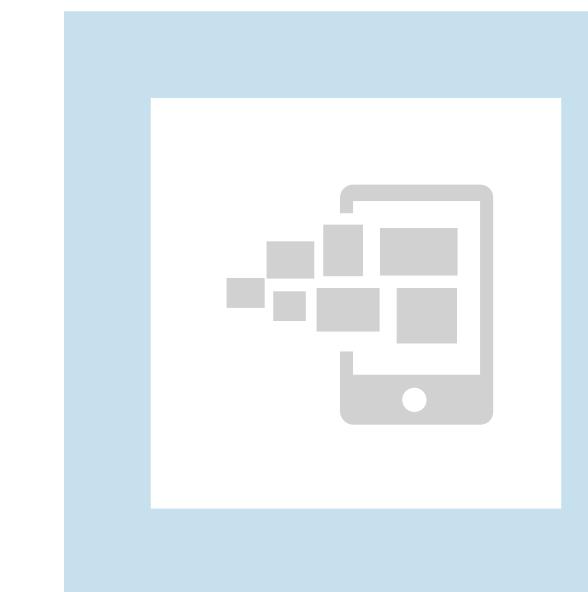
Simple brand storytelling with what's possible



## FOCUS AREAS



IT



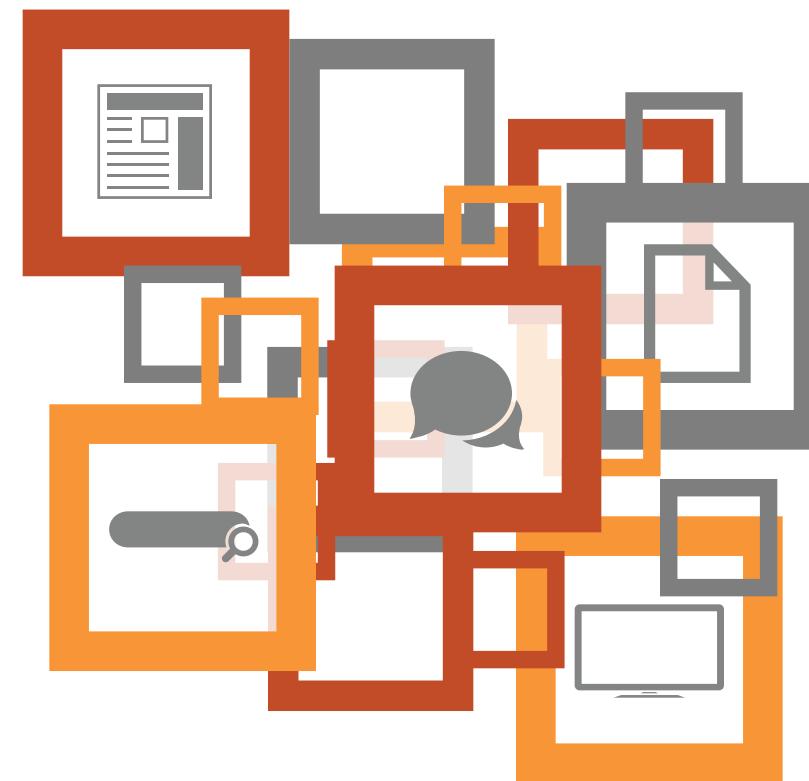
CONTENT



PERFORMANCE  
ANALYTICS

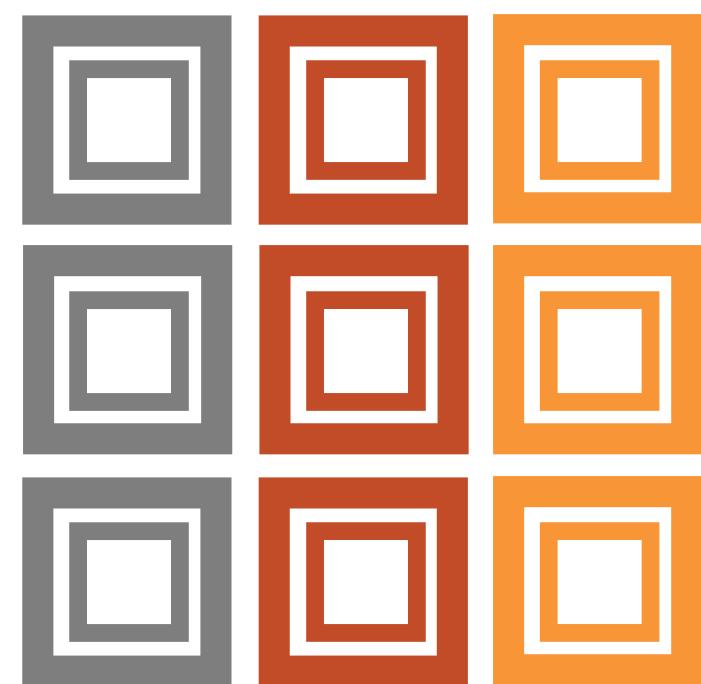
# FULLY INTEGRATED REPORTS & DASHBOARDS DRIVING ACTIONABLE INSIGHTS

## Data



Examples include:  
Transaction Data  
Web Analytics  
Media Data  
ExactTarget  
Ad Server  
Social Listening  
Search

## Database



Cloud Based  
Anametrix  
In-House Hybrid

## Visualization



Tableau

## Delivery



Dashboard  
Emailed report

# SAMPLE DASHBOARD

### PAID SEARCH OVERVIEW

January 2014 Overall

**Goal:** Drive Traffic  
**Success Metrics:** Primary: CTR, CPC  
 Secondary: Impressions & position

**TOP 10 KEYWORDS BY CLICKS**

Engine	Keyword	Match Type	Avg. Pos.	Impressions	Clicks	CTR	CPC	Spend
Google	ashley	EXACT	0.45	1,000,443	23,999	47.22%	\$0.01	\$1,246,209
Bing	ashley	EXACT	0.23	250,382	120,394	47.34%	\$0.05	\$1,232,288
Google	homestore	EXACT	0.87	123,599	72,349	57.39%	\$0.01	\$737,304
Google	ashley dining	EXACT	0.15	748,938	472,299	62.75%	\$0.01	\$4,945,794
Google	ashley lighting	EXACT	0.43	1,000,443	41,348	41.35%	\$0.01	\$449,398
Bing	ashley bedroom	EXACT	0.23	250,382	23,999	47.22%	\$0.05	\$1,246,209
Google	ashley furniture	EXACT	0.87	123,599	120,394	95.52%	\$0.01	\$737,304
Google	ashley lighting	EXACT	0.15	748,938	72,349	95.52%	\$0.01	\$449,398
Bing	ashley	EXACT	0.42	250,382	123,599	49.41%	\$0.05	\$1,246,209
Bing	ashley	EXACT	0.23	123,599	120,394	95.52%	\$0.05	\$1,232,288

**TOP 10 AD GROUPS BY CLICKS**

Ad Group	Impressions	Clicks	CTR	CPC	Spend
Google	1,000,443	23,999	24.2%	\$0.01	\$1,246,209
Weekly Ad	250,382	120,394	48.2%	\$0.05	\$1,232,288
Brand Ashley General	123,599	72,349	57.3%	\$0.01	\$737,304
Brand Hours and Locations	748,938	472,299	62.7%	\$0.01	\$4,945,794
Brand Dining	1,000,443	31,394	3.1%	\$0.01	\$34,939,98
Brand Locations FL	123,599	23,999	18.9%	\$0.01	\$2,399,99
Brand Home	123,599	15,394	12.3%	\$0.01	\$1,586,209
Brand Homestore	748,938	13,349	17.8%	\$0.01	\$1,338,209
Brand Ashley General	250,382	34,229	65.0%	\$0.01	\$2,217,304
Brand	123,599	23,369	34.0%	\$0.01	\$1,349,398

**6 Month Trend**

**TOP 10 AD GROUPS BY CLICKS**

Dates	Impressions	Clicks	CTR	CPC	Spend
Jul. 2013	117	250,382	34.3%	\$0.01	\$3,099,298
Aug. 2013	114	31,394	65.3%	\$0.01	\$319,340
Sep. 2013	115	250,382	34.3%	\$0.01	\$2,659,398
Oct. 2013	117	748,938	12.8%	\$0.01	\$93,238
Nov. 2013	114	1,000,443	65.3%	\$0.01	\$327,304
Dec. 2013	113	250,382	34.7%	\$0.01	\$323,348,209

**CLICKS & CTR**

**CLICKS BY ENGINE**

### DISPLAY ADVERTISING OVERVIEW

January 21, 2014 - January 27, 2014

**Goal:** Drive Traffic  
**Success Metrics:** Primary: Clicks, CTR, CPC  
 Secondary: Impressions & position

**SELECT PILLAR**

**SELECT CAMPAIGN TYPE**

**SELECT DEMOGRAPHIC (AGE)**

**SELECT DEVICE**

**SELECT CAMPAIGN**

**DIGITAL ADVERTISING INVESTMENT**

**IMPRESSIONS**

**CAMPAIGN CLICK ACTIVITY & CTR**

**CAMPAIGN CLICK ACTIVITY & CPC**

**AD PERFORMANCE**

### BROADCAST TV

January 2014 - September 2014

**Please Select:**

**Top Metrics for January 2014 - September 2014:**

**MediaOcean**

**SPOTS & DOLLARS**

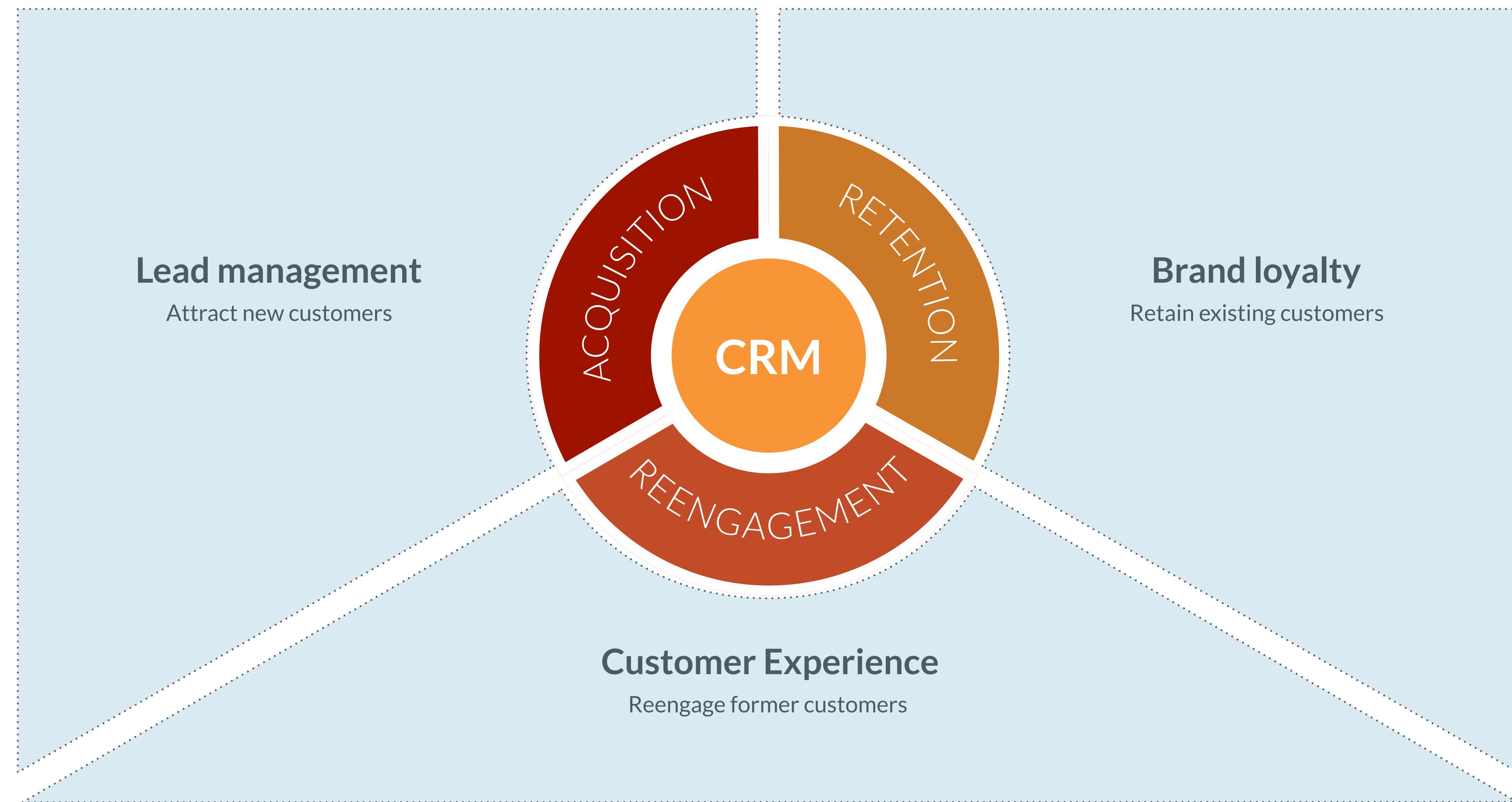
### FACEBOOK OVERVIEW

January 2014

**Fan Growth**

**Page Reach & Impressions**

# CUSTOMER RELATIONSHIP MANAGEMENT FRAMEWORK



# LET'S START THE CONVERSATION

How are other agencies organizing?

IT

Content

Analytics

How are others evolving the pricing discussion?

Content

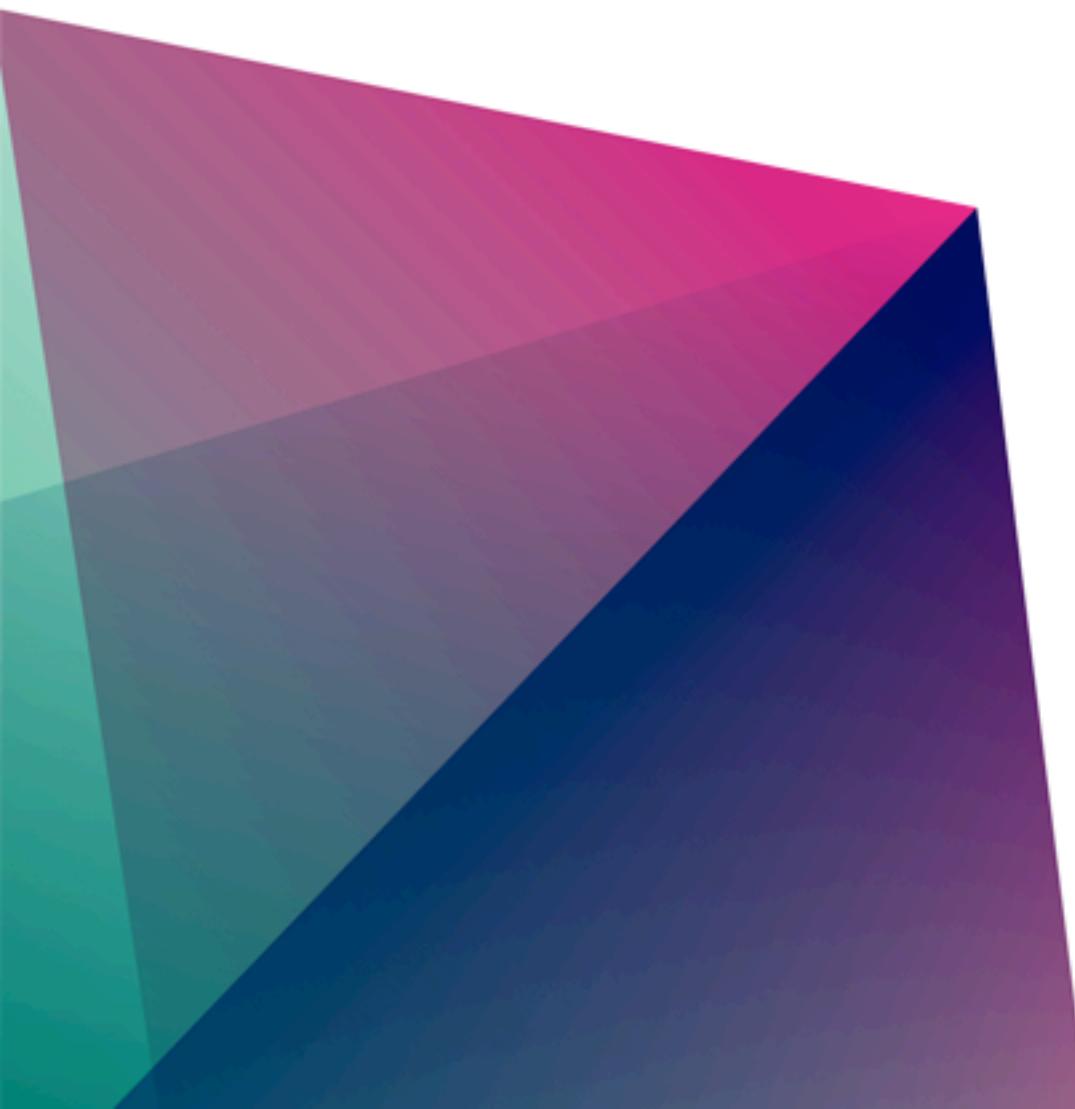
Analytics

Talent, Talent, Talent

Can't find them fast enough

---

# ANALYTICS



# AGENCY ANALYTICS STRUCTURE

- Organization Options
  - Specialist/Generalist
    - Advanced analytics and modeling, web analytics, social listening, performance marketing, brand impact, research
  - Client, Region, Channel
  - In-house vs Outsource ( reporting, attribution, operations)
  - Separate/combined with Media and Research departments
- Technology Trends
  - Migration from siloed excel to automated systems, dashboards
  - Migration of data inputs from aggregate to first party, log file based
  - In-house vs Outsource automation. Larger agencies tend to build custom in-house.
  - Enterprise vs client-specific
  - Large holding companies using centralized platforms, or have agencies that may support analytics across the company ,
  - Smaller companies pulling together best in breed recommendations, but not building internally
  - Use of cloud-based integration tools - Anametrix, DOMO, GoodData

# AGENCY ANALYTICS STRUCTURE

- Skills/Talent trends
  - Increased use of R/SAS/SPSS
  - Data visualization ( Tableau)
  - Story telling, insight generation
  - Marketing strategy
  - Data manipulation, analytical skills
  - Cross-channel training
  - Media technology
- Trusted Partnerships
  - Web analytics, ad viewability, verification
  - Database services – Harte Hanks, Epsilon
  - DSPs, DMPs, Tag Management
  - Cross- Device matching
  - Ad Effectiveness
  - Attribution vendors

# TYPICAL AGENCY OFFERINGS

- Media Planning and performance
  - Media allocation and forecasting
  - Campaign reporting and dashboards
  - Attribution analysis
  - Media Mix Modeling
  - Market Testing
  - Test Design and Implementation
- General
  - Measurement Planning
  - Test Design and Implementation
  - Ongoing Optimization
  - Econometric modeling
  - Market analysis
- CRM
  - Customer segmentation
  - Upsell/Cross-Sell/Retention/Responder modeling
  - Customer value analysis
  - Customer Profile analysis
  - Customer satisfaction and loyalty analysis
- Additional
  - Web Analytics and optimization. Advanced web analytics.
  - Social Listening, analysis and reporting
  - Customer Journey, Path to Purchase, Competitive analysis

## PRICING DRIVERS

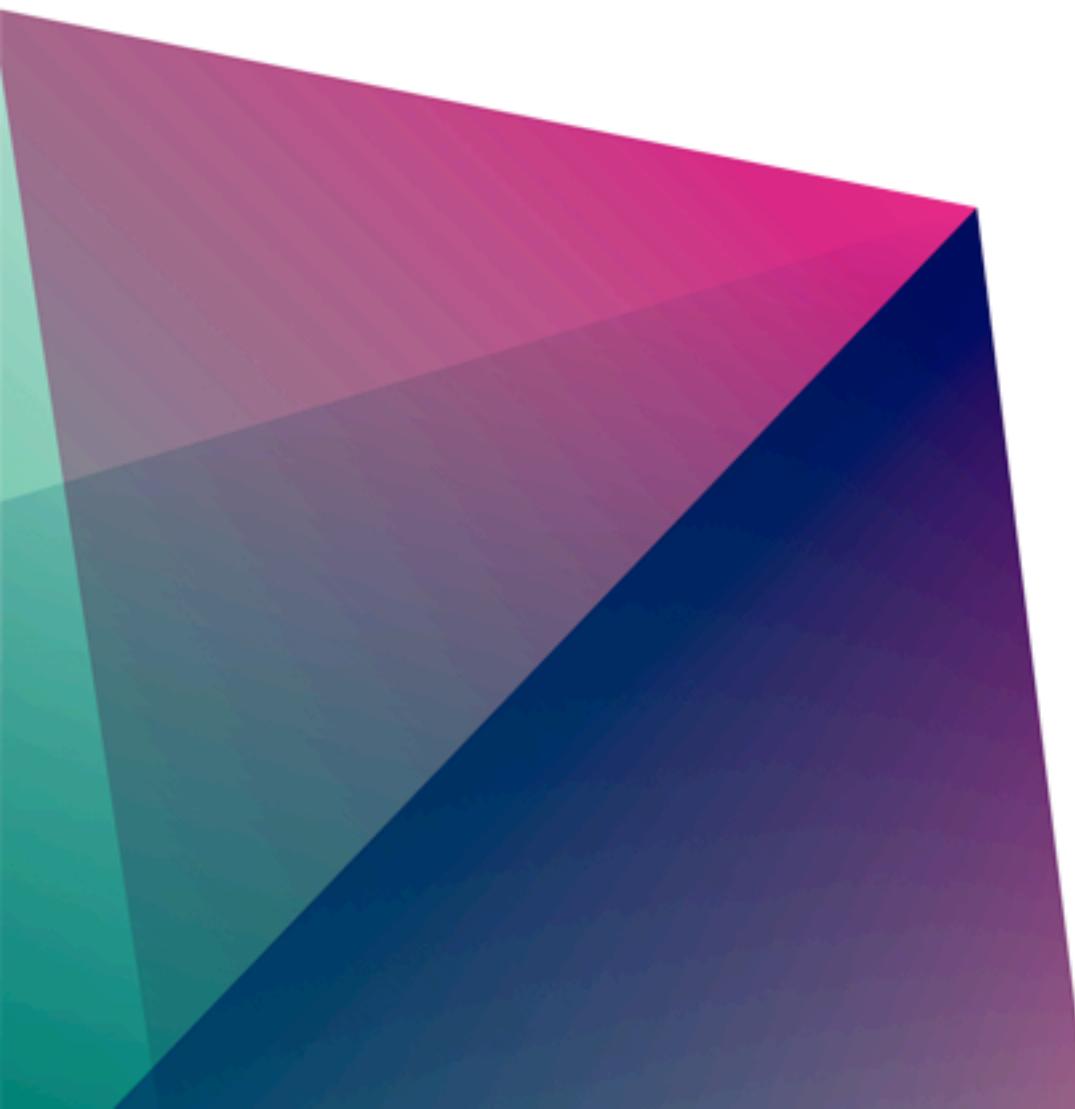
- Level of automation and sophistication of technology in house
- Type of analytics required (length of time, 3<sup>rd</sup> party data feeds) and type of impact you are looking to provide
- Complexity of campaign and campaign goals
- Whether there are third party solutions in place for the client's industry
- How data and analytics will be used - ( ongoing campaign optimization, post-campaign, investment planning)
- Number of data sources needed to integrate
- Level of analysis providing with reports
- Length of time and size of team required to provide the service

# EMERGING THEMES of 2015

- Ongoing focus on accuracy and validation of media buy – Viewability, Ad Fraud
- Advanced Attribution ( digital and cross channel)
- Use of DMPs, integration of first and third party data.
- Performance marketing engines.
- Desire for single source audience measurement. Testing of hybrid and new approaches
- Individual based targeting - Use of Cross- Device matching vendors, Facebook, Amazon,
- Digital CRM
- Programmatic
- Media ROI : Media mix modeling, Closed Loop measurement, Drive to retail
- Mobile measurement
- Social ROI
- Geo- targeting and measurement

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# CONTENT



## CAMPAIGN CONTENT, DESIGN STRUCTURE

- How are others organizing managing their creative departments?
- Depends on agency size, client need, scope of work, level of talent
- No one-size-fits-all solution although typically broken out into content and design teams that work together
- Content producers can vary e.g. in Deep Focus there's a creative team, social media communications team and Moment Studio

## CHALLENGES

- Talented art/copy teams are that are primarily social content is difficult to recruit
- We hear that clients aren't typically willing to pay enough for social content to support top talent
- But social creative should support the larger campaign idea
- Tiered teams of senior talent managing junior teams that create content
- Some agencies may find designers redundant on creative teams who already have art directors that can strategize and execute when needed

## PRICING STRUCTURE

- Typically priced on an employee basis
- E.g. You get X% of an art director and copywriter

## FINDING CONTENT TALENT

- Finding talent is a universal problem no matter agency specialty
- Core skills: Locating talent with creative writing backgrounds
- Writers/journalists with extensive copy experience
- Can be taught community management/content tools
- “You can’t teach creativity.”
- “Lots of times our best talent come from referrals of other A talent.”

## MOTIVATING CONTENT TALENT

- Creating career pathing inside agency
  - Examples: social copywriter to community manager to strategists
- Keep challenged with learning new skills e.g. paid social media
- Strong agency culture important with retention plan

