

KNOW A REGALIX REP	GOOGLE ROCKSTARS	NEW ROLLOUTS!	NEW LANGUAGES	FAST FACTS
ANALYSIS & UPDATES	FAQ'S			

The Regalix Team & Services Provided

Multilingual Tag, PLA Implementation & Shopping Migration

KEY STAKEHOLDERS

Babla Sharan	SVP Implementation Process
Brendan Farnell	VP of Services
Tabish Khan	Program Director
Vaibhav Gupta	Program Manager
Suresh Kamat	Sr. Operations Manager
Leon Dave	Operations Manager
Darshan Karthik	Operations Manager
Nidhi Kannanda	Learning & Development
Linda Joseph	Team Lead
Haleema Shariff	Team Lead
Sijo Varkey	Quality Analyst
Vishal Kumar	Quality Analyst
Ankit Bhardwaj	Product Specialist
Syed Saifullah	Process Specialist



KNOW A REGALIX REP



Name: Syed Saifullah (but just call me "Saif")

Time on Tag Implementation Project: One year

Awarded Star performer for Q2 & Q4 2013

Most Difficult Implementation: Multiple account cross-domain tracking with 4 domains!

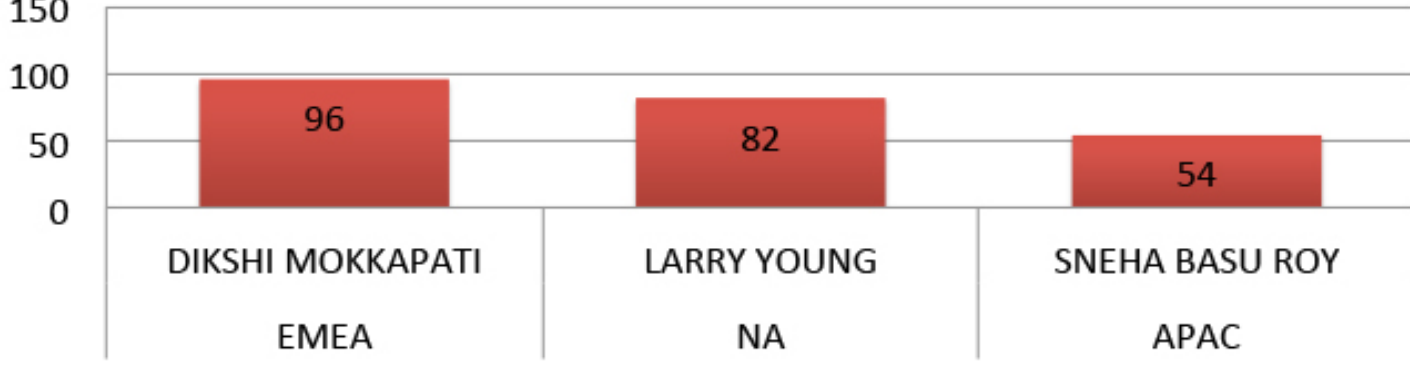
Skill Set: Conversion Tracking, Re-marketing, Google Analytics, Dynamic Re-targeting, Campaign Setup

Outside of Regalix: Football and Music

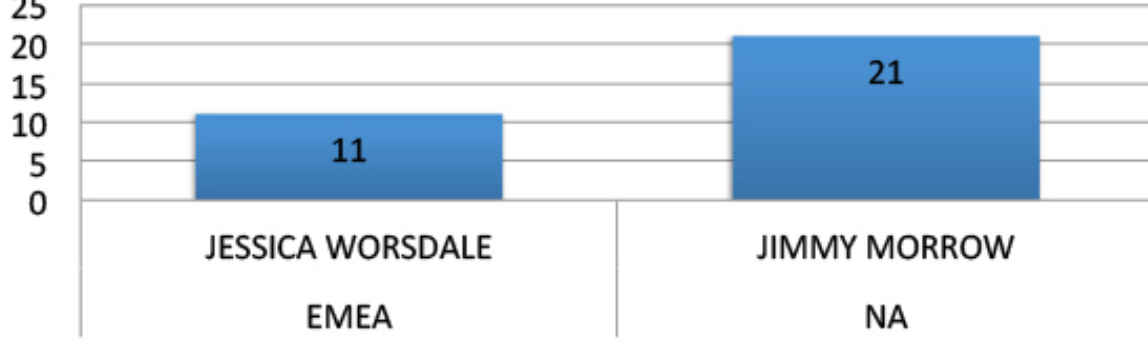
My favorite quote: "A ship is safe in harbor, but that's not what ships are for."

GOOGLE ROCKSTARS

TAG - TOTAL LEADS SUBMITTED



SHOPPING CAMPAIGN SETUP - TOTAL LEADS SUBMITTED



NEW ROLLOUTS

GTrack:

- An intuitive one-stop application to review, analyze & monitor leads to enhance internal transparency & efficiency
- Added calendar functionality into submittal form

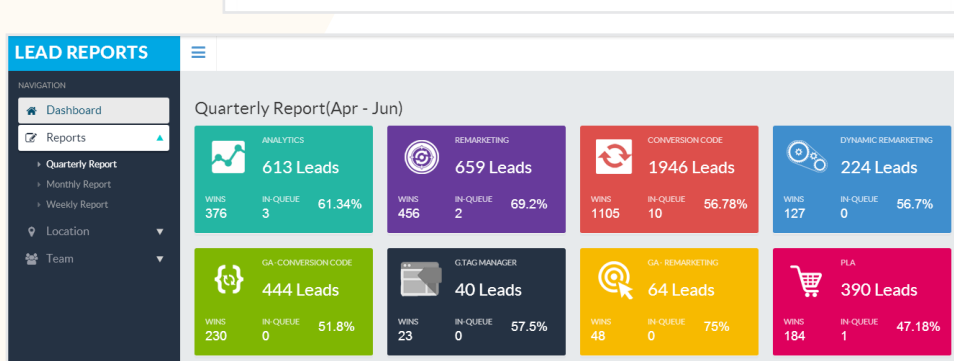
Global Reporting

- Dashboard for viewing real-time reports
- 1.0 released. New features to be rolled out in Q3

Knowledge Central

- Tips, Best Practices, FAQs
- Target July 11

TimeZone: MST (UTC-7:00)				
Mon 07/14/2014	Tue 07/15/2014	Wed 07/16/2014	Thu 07/17/2014	Fri 07/18/2014
7:30 AM	7:30 AM	7:30 AM	7:30 AM	7:30 AM
8:30 AM	8:30 AM	8:30 AM	8:30 AM	8:30 AM
9:30 AM	9:30 AM	9:30 AM	9:30 AM	9:30 AM
10:30 AM	10:30 AM	10:30 AM	10:30 AM	10:30 AM
11:30 AM	11:30 AM	11:30 AM	11:30 AM	11:30 AM
12:30 PM	12:30 PM	12:30 PM	12:30 PM	12:30 PM
1:30 PM	1:30 PM	1:30 PM	1:30 PM	1:30 PM
2:30 PM	2:30 PM	2:30 PM	2:30 PM	2:30 PM
3:30 PM	3:30 PM	3:30 PM	3:30 PM	3:30 PM
4:30 PM	4:30 PM	4:30 PM	4:30 PM	4:30 PM
5:30 PM	5:30 PM	5:30 PM	5:30 PM	5:30 PM
6:30 PM	6:30 PM	6:30 PM	6:30 PM	6:30 PM
7:30 PM	7:30 PM	7:30 PM	7:30 PM	7:30 PM



NEW LANGUAGES

Current In-Production Languages

English
French
German
Spanish
Portuguese
Dutch
Russian
Mandarin

Languages Roadmap

Japanese



FAST FACTS

Knowledge Central: If you have queries about our capabilities, then please check out our knowledge central site.

Total Implementations to Date: 12,000+

CMS/Frameworks Supported: 100+

Languages Supported: 8

Regalix Google Tag/Shopping Campaign Setup Team: 50+ (and still growing!)

Late Night Dosas Eaten: lost count!



ANALYSIS & UPDATES

Issue: Google Analytics was directly installed on the website without Google Tag Manager with Event Tracking set up leading to data being reflected on the Google Analytics account.

Solution: Removal of all previous codes and then installed Google Tag Manager on the website. This gave rise to consolidated summary of tags from Google Analytics, Event Tracking and Google Manager.

Learning: Whenever tag manager is used to implement tags, the codes should be an output of the manager alone.



FAQ'S

What are the Toll Inbound numbers:

- US: 866-999-7725
- UK: 08000664313
- France: 33-805080097
- Spain: 34-901848016
- Germany: 4536946358 (Denmark)
- AU/NZ: 611300655402

What can cause a delay in implementation?

- If the advertiser not reachable
- If the advertiser does not have the time to implement
- If the advertiser does not have the login credentials (to the CMS or Adwords) required

What is a conversion?

- A conversion happens when someone clicks your ad and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone
- A conversion is quantified by the rate of Sign ups, Form fills, Downloads, Time on site, Sales, Outbound links (3rd party links)
- A conversion is typically campaign based
- For B2C / E Commerce campaigns: Sales are primary and Sign ups are secondary goals
- For B2B campaigns: Conversion is Speculated via Form fills, Sign-ups, RFPs, Downloads, Free trials, Webinars, Newsletters, Key page view and Time spent on the site

Is it OK to pitch GA Conversion Tracking if the advertiser does not have Google Analytics?

- Absolutely! We will implement Google Analytics code at first and setup the goals and conversion tracking accordingly.

Note: Ideally, it will be great, if the advertiser has already set up their GA account and have the tag ready. It saves time for us to set it up during the call and retrieve the code.

