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# Data for Ad Dollars

How sales teams are utilizing ad data and marketing automation to win in the hyper-competitive media marketplace.

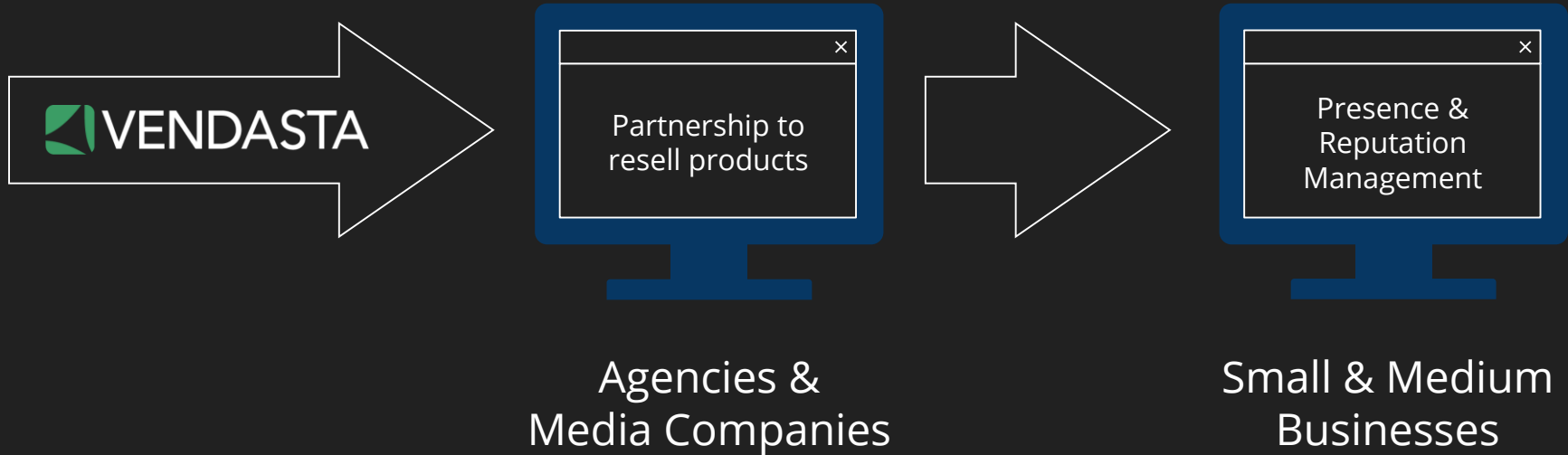
# What does Vendasta do?



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# Where did Vendasta start?




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# ZMOT



A study by **Google** and  **SHOPPER SCIENCES™**



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### Stimulus

#### Interest/Awareness

Newspaper, Television,  
Radio, Billboard ads,  
Yellow-Page



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### Stimulus

#### Interest/Awareness

Newspaper, Television,  
Radio, Billboard ads,  
Yellow-Page



### Moment of Truth

#### Purchase

In-store experience: talked  
with salesperson in-store,  
read product brochure, tried  
sample product. The  
decision to purchase is  
made.



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### Second Moment of Truth

#### Experience

Post-purchase experience:  
Word of mouth

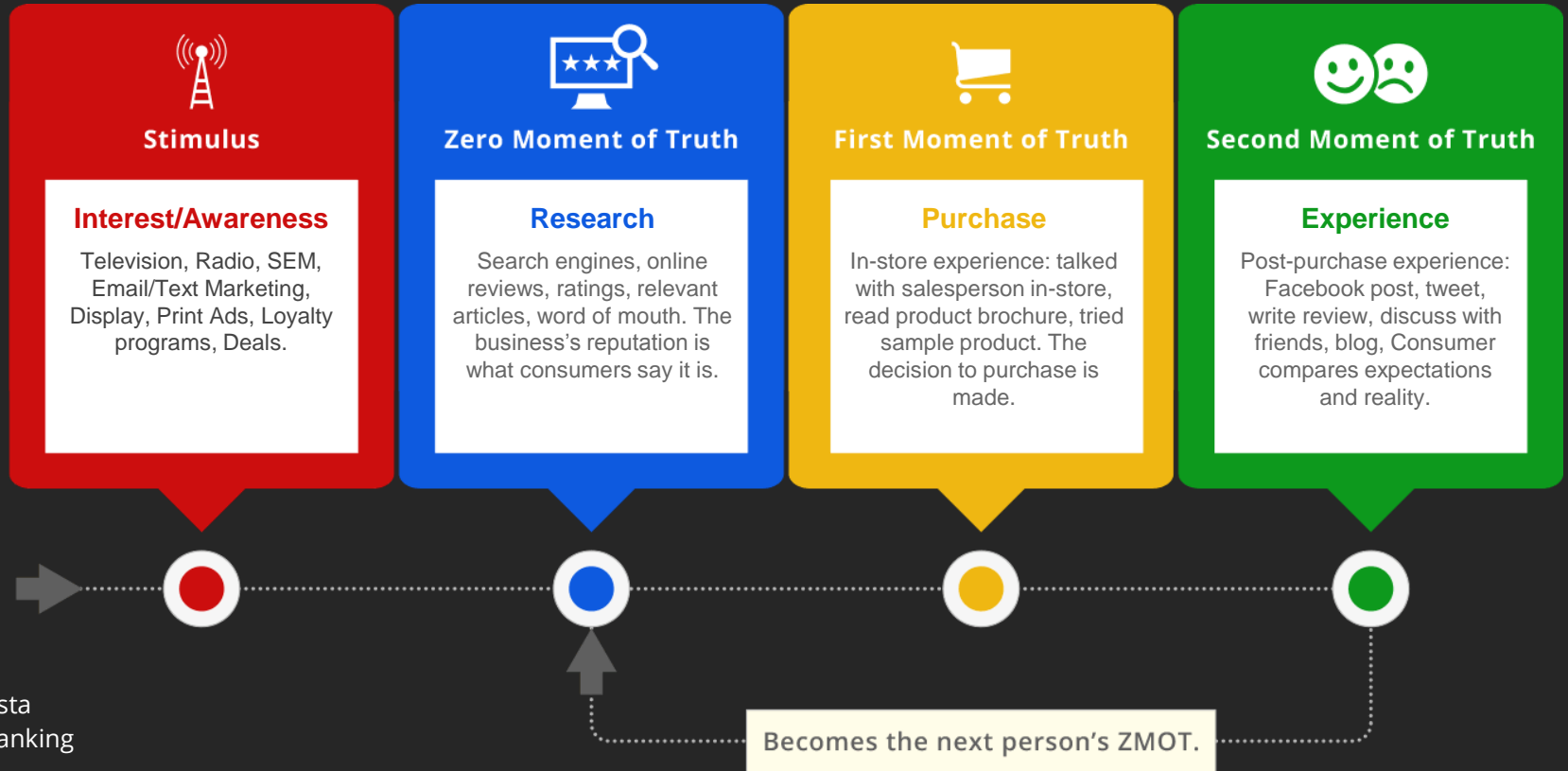


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# The New Mental Model of Marketing



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**Stimulus**



**Zero Moment of Truth**



**First Moment of Truth**



**Second Moment of Truth**

**PARTNERS**

**VENDASTA**

**PARTNERS**

**VENDASTA**

Partners Advertising:  
SEM, Email/Text Marketing,  
Display, Print Ads, Radio, TV,  
Loyalty programs, Deals.



Presence Builder: Get found!  
Reputation Intelligence:  
Ensure what consumers find  
is good.



Integrated billing and  
credit card system allow  
for seamless transactions.



Social marketing tools allow  
SMB to engage with customers  
to ensure positive experiences  
and generate word of mouth.

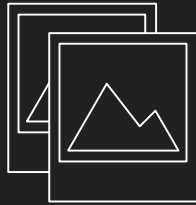
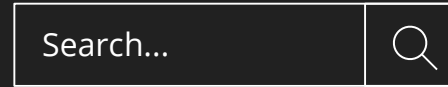


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Becomes the next person's ZMOT.

# Reputation, Presence & Social = Foundational



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# Why did they buy?



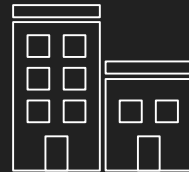
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# What we discovered...



VS



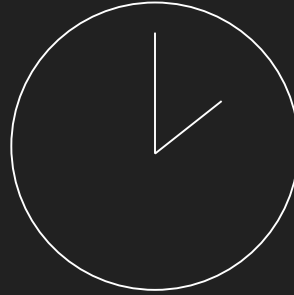
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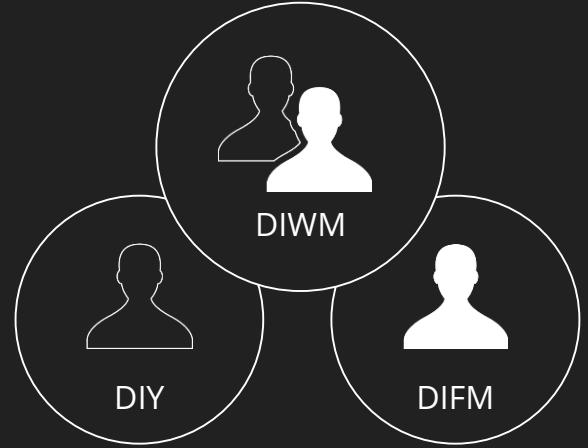
# Three Main Factors



1



2



3



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# SMB Realities

Total Employees	1 - 4	5 - 9	10 - 99
Yearly Spend	\$2605	\$20,694	\$53,440
Total % of SMBs	63.3%	17.5%	19.2%
Preferred Model	DIY	DIWM / DIFM	DIWM / DIFM
In-Premise Sales Rep (Value)	Minimal	Indifferent	High

# Solve the problem with “Big Data” Marketing



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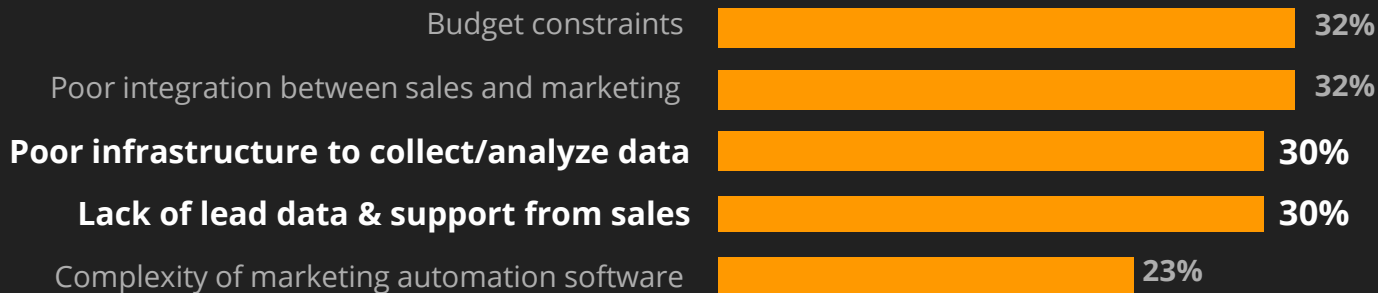
# Impeccable Timing

Avoid trying to boil the ocean



# Marketing Automation Struggles

**70% of marketers** are either unhappy because of...

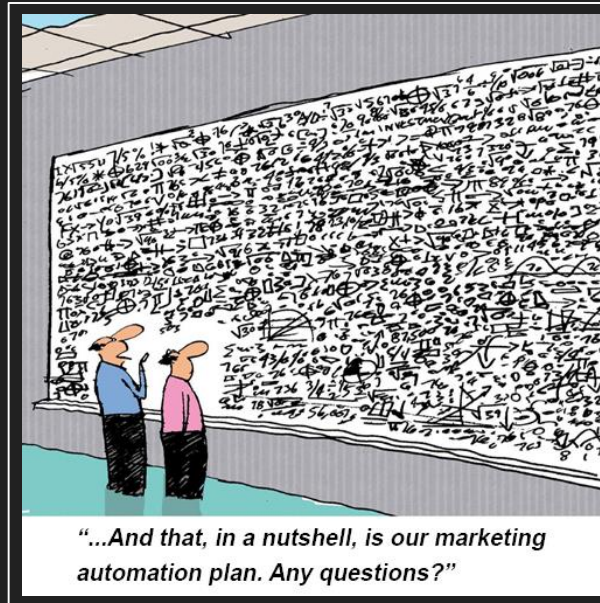


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# Challenges

## Lack of Relevant **Business Data**



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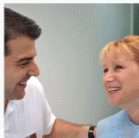


### Fix Your Online Reputation

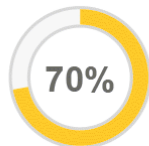
Nearly 75% of people lose trust in brands with inaccurate business listings and 90% of people look to online reviews when making purchase decisions. Make sure you're not losing real money because of bad listings and reviews.

[Fix My Score Now!](#)

**Omega Dental Clinic**  
404 Maryland Plaza  
St Louis, MO 63108  
+1 940-483-8226  
<http://www.omegadental.com/>  
Health & Medical > Dentists



### Overall Score



Listings

C

Review

C

Social

D

Website

D

SEM

C

### Listings

C

#### Listing Presence

Total number of online listings found for your business



	Your Business	Industry Avg
Facebook	3 Listings Found	59.40%
Twitter	No Listing Found	18.70%
Foursquare	1 Listing Found	68.30%

#### Listing Accuracy

Percentage of accurate listings found for your business

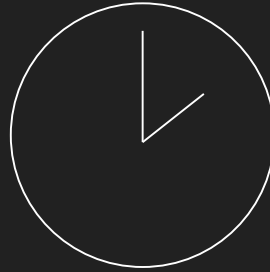
# Relevant Reporting

- Online Listing Accuracy
- Competitor Comparisons
- Social Media Performance
- Reviews & Ratings
- Online Mentions
- Relevant Images
- Website Analysis
- SEM Spend

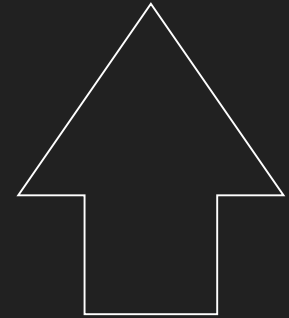
# Responding to Leads



Ready to Engage



Response Time



Close Rate

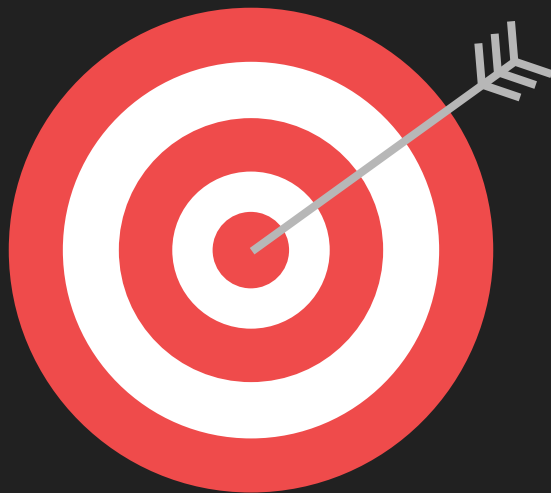


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# Lower Cost of Sales

Focused efforts on businesses who are ready to buy

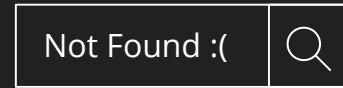


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# Solving Real Problems

Take the guesswork out of the sales process



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# Relevant Data = More Engagement

Marketing that is about the business

OMG, it's about me!



27.4%

.....  
Open Rates

31.3%

.....  
Click Through Rates



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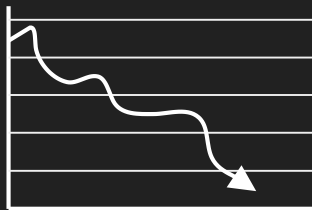


# Sales Team Insight

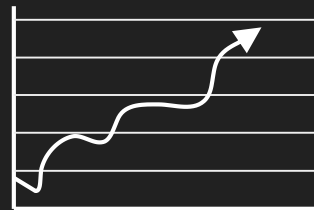
Based on real time data



Average  
Response Time



Churn By  
Salesperson



Close Rate By  
Salesperson



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# Benefits of Big Data Marketing

If content is King, **data** is Queen

1. Use data to turn outbound marketing into Inbound marketing
2. Find business when they are “Ready to Engage”
3. Contact them as close as possible to that moment
4. Offer a pertinent solution at the right price and service model



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