

Results = Retention

Retention Annuity Factor

Year 1 *No Churn Balanced by No Up-sell*

New Orders Month	2	P1	P2	P3	P4	P5	P11	P12	Total
Avg Month	\$800	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$19,200
			\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$17,600
				\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$16,000
					\$1,600	\$1,600	\$1,600	\$1,600	\$14,400
						\$1,600	\$1,600	\$1,600	\$12,800
							\$1,600	\$1,600	\$11,200
							\$1,600	\$1,600	\$9,600
							\$1,600	\$1,600	\$8,000
							\$1,600	\$1,600	\$6,400
							\$1,600	\$1,600	\$4,800
							\$1,600	\$1,600	\$3,200
								\$1,600	\$1,600
Monthly Revenue		\$1,600	\$3,200	\$4,800	\$6,400	\$8,000	\$17,600	\$19,200	\$124,800
Annual Run Rate		\$19,200	\$38,400	\$57,600	\$76,800	\$96,000	\$211,200	\$230,400	

Retention Annuity Factor

Year 2

No Churn Balanced by No Up-sell

		\$19,200							
New Orders Month	2	P1	P2	P3	P4	P5	P11	P12	Total
Avg Month	\$800	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$19,200
			\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$17,600
				\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$16,000
					\$1,600	\$1,600	\$1,600	\$1,600	\$14,400
						\$1,600	\$1,600	\$1,600	\$12,800
							\$1,600	\$1,600	\$11,200
							\$1,600	\$1,600	\$9,600
							\$1,600	\$1,600	\$8,000
							\$1,600	\$1,600	\$6,400
							\$1,600	\$1,600	\$4,800
							\$1,600	\$1,600	\$3,200
								\$1,600	\$1,600
Monthly Revenue		\$20,800	\$24,000	\$28,800	\$35,200	\$43,200	\$124,800	\$144,000	\$812,800
Annual Run Rate		\$249,600	\$288,000	\$345,600	\$422,400	\$518,400	\$1,497,600	\$1,728,000	

Customers are more Sophisticated










SHOW ME THE
MONEY!!!!!! And
PROOVE IT!

Competition is on Point

Why Choose ReachLocal?

It's simple. We get results for our clients.

- 1 We've been 100% focused on local from the start. 
- 2 We get you great results for your investment. 
- 3 We cover all your online marketing needs across the entire Web. 
- 4 We put a team of online marketing experts to work for your business. 
- 5 We deliver real results for local businesses just like yours. 
- 6 We have deep relationships with the brands that rule the Web. 
- 7 We're a leader you can count on, today and tomorrow. 

Progressive Solutions Deliver

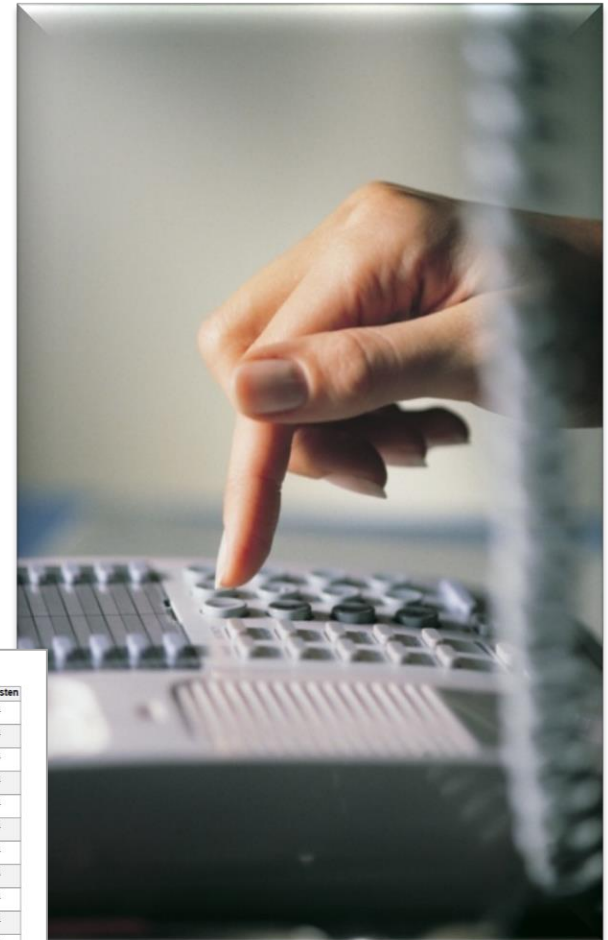


The Importance of a 4 Month Campaign

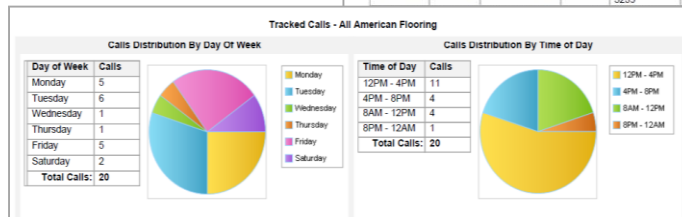


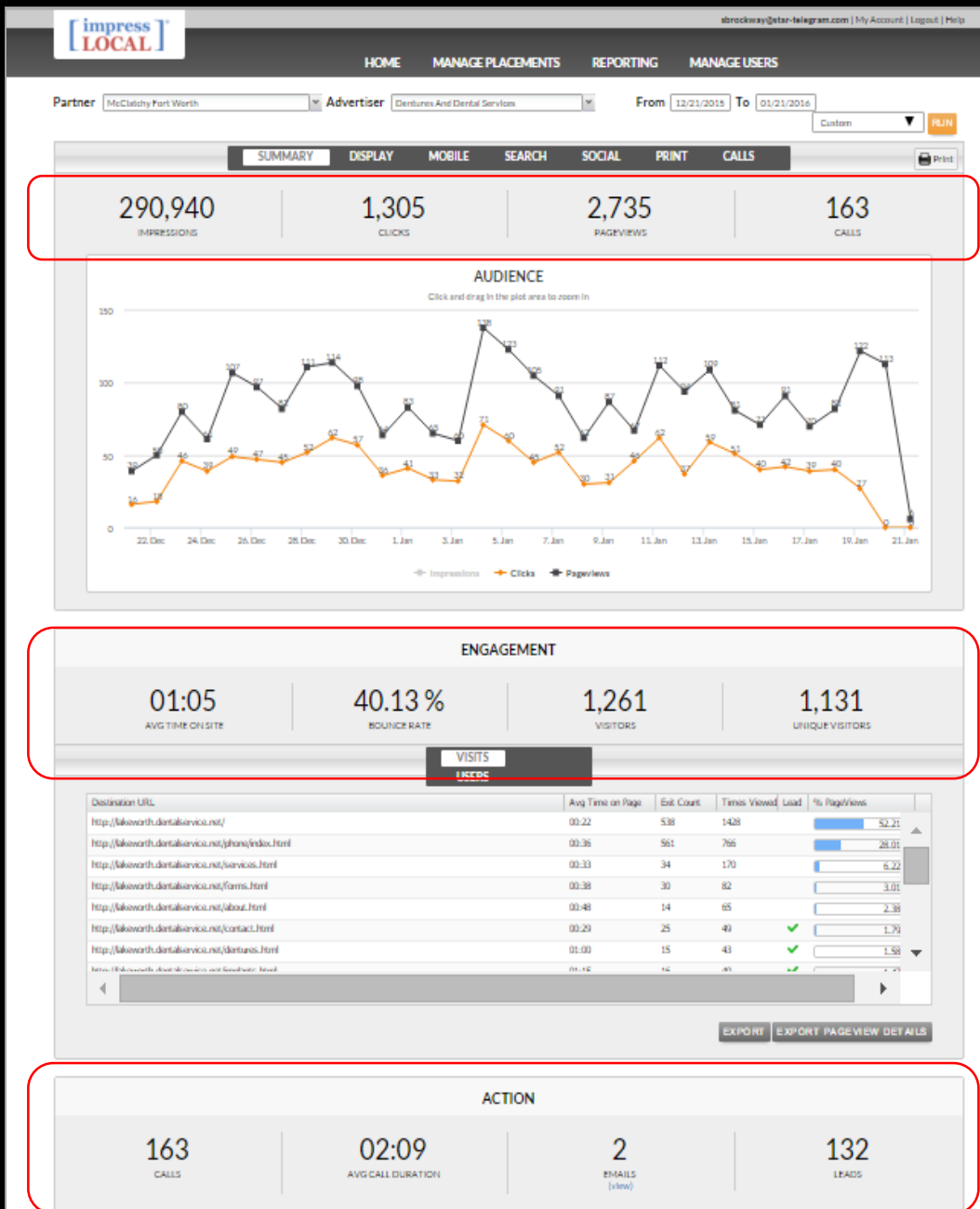
Recorded Call Tracking is Powerful!

Call tracking was used in this campaign and we were able to demonstrate results to the customer...



Tracked Calls - All American Flooring									
Call Date	Call Time	Tracking Phone	Duration	Caller Phone	Caller Name	Address	Call Status	Click-to-listen	
4/5/2012	9:46 PM	(972) 665-6842	00:00:00	(972) 757-1763	Richar Rzepecki	Grand Prairie TX 75051	Missed	Listen	
4/9/2012	10:49 AM	(469) 444-9895	00:00:07	(972) 839-6555	C Fortenberry	Grand Prairie TX 75051	Answered	Listen	
4/9/2012	2:44 PM	(469) 287-7488	00:04:00	(972) 757-1763	Richar Rzepecki	Grand Prairie TX 75051	Answered	Listen	
4/11/2012	4:52 PM	(469) 444-9895	00:01:06	(214) 351-6600	PRIDE	5701 Maple Ave, Dallas TX 75235	Answered	Listen	
4/12/2012	10:12 AM	(972) 588-4308	00:01:53	(214) 545-6588		Dallas TX	Answered	Listen	
4/13/2012	3:26 PM	(469) 444-9756	00:00:00	(817) 988-7624	James Maurer	Fort Worth TX 76112	Missed	Listen	
4/13/2012	5:02 PM	(972) 587-7859	00:00:00	(972) 235-0772		DALLAS TX 75080	Missed	Listen	
4/13/2012	7:53 PM	(877) 858-2120	00:00:49	(240) 593-8622	Faisal Toor	Columbia MD 21045	Answered	Listen	
4/16/2012	1:27 PM	(972) 588-4308	00:00:42	(972) 567-5123		GRAND PRAIRIE TX 75232	Answered	Listen	
4/16/2012	3:55 PM	(972) 587-7859	00:01:24	(972) 658-2473		MC KINNEY TX 75070	Answered	Listen	
4/17/2012	1:49 PM	(972) 588-4308	00:00:13	(214) 545-6588		DALLAS TX 75223	Answered	Listen	
4/17/2012	2:47 PM	(972) 588-4308	00:00:34	(972) 243-5259	Steven Nance	3752 Park Pl, Addison TX 75001	Answered	Listen	
4/17/2012	2:51 PM	(972) 588-4308	00:02:40	(972) 243-5259	Steven Nance	3752 Park Pl, Addison TX 75001	Answered	Listen	
						DALLAS TX 75223	Answered	Listen	
					Sam Or	5701 Maidstone Dr, Richardson TX 75082	Answered	Listen	
					Sam Or	5701 Maidstone Dr, Richardson TX 75082	Answered	Listen	
						DALLAS TX 75223	Answered	Listen	
						DALLAS TX 75223	Answered	Listen	
					Wiley Kocurek	San Antonio TX 78219	Answered	Listen	
					JLVERS OF FLOWER MOUND	2709 Flower Mound Rd, Flower Mound TX 75022	Answered	Listen	






Reporting Specific to Campaign



Print
Included



executive@mcclatchy.com | My Account | Logout

HOMEREPORTING

PartnerMcClatchy Fort WorthAdvertiserDentures And Dental ServicesFrom01/01/2015To03/31/2015Custom

SUMMARYDISPLAYRETARGETINGEXTENSIONSEARCHSOCIALPRINTCALLS

5,388,000
AUDIENCE

135
CALLS

03:03
AVG CALL DURATION

APPEARED IN	DISTRIBUTION DATES	AD SIZE	TRACKING LINE	DESTINATION LINE	AUDIENCE
Fort Worth Metro	1/4/2015	6x10.5	(682) 200-6928	(817) 237-7377	4,992,000
	1/11/2015				
	1/18/2015				
	1/25/2015				
	2/1/2015				
	2/8/2015				
	2/15/2015				
	2/22/2015				
	3/1/2015				
	3/8/2015				
	3/15/2015				
	3/22/2015				
	3/29/2015				
APPEARED IN	DISTRIBUTION DATES	AD SIZE	TRACKING LINE	DESTINATION LINE	AUDIENCE
Star-Telegram Full-Run	2/15/2015	6x10.5	(682) 200-6928	(817) 237-7377	0
	2/22/2015				
APPEARED IN	DISTRIBUTION DATES	AD SIZE	TRACKING LINE	DESTINATION LINE	AUDIENCE
Weatherford S-T	1/7/2015	6x10.5	(682) 200-6928	(817) 237-7377	396,000
	1/14/2015				
	1/21/2015				
	1/28/2015				
	2/4/2015				
	2/11/2015				
	2/18/2015				
	2/25/2015				
	3/4/2015				
	3/11/2015				
	3/18/2015				
	3/25/2015				

ACTION

Campaign	Call Date	Call Time	Duration	Line	Tracking Number	Caller Number	Caller Name	Address	Call Status	
Print Ad Campaign	03/31/2015	5:41PM	08:14		(682) 200-6928	(817) 244-1491	Jose Gallegos	2920 Encino Dr, Fort Worth TX 76116	Answered	
Print Weekly	03/31/2015	5:31PM	03:07		(682) 990-8523	(817) 599-9658	Nancy Painter	433 Lipan Trl, Weatherford TX 76087	Answered	
Print Ad Campaign	03/31/2015	2:13PM	01:11		(682) 200-6928	(817) 625-9152		FORT WORTH TX 76106	Answered	
Print Ad Campaign	03/31/2015	2:12PM	00:35		(682) 200-6928	(817) 625-9152		FORT WORTH TX 76106	Answered	
Print Ad Campaign	03/31/2015	12:36PM	02:26		(817) 406-2488	(817) 832-1562	G Hewett	Arlington TX 76010	Answered	
Print Ad Campaign	03/31/2015	9:45AM	05:57		(817) 406-2488	(817) 832-1562	G Hewett	Arlington TX 76010	Answered	
Print Ad Campaign	03/30/2015	7:21PM	01:14		(682) 200-6928	(817) 656-3313	V N Rice	6428 Sudbury Way, North Richland Hills...	Answered	
Print Ad Campaign	03/30/2015	6:11PM	01:43		(817) 406-2488	(817) 832-1562	G Hewett	Arlington TX 76010	Answered	
Print Ad Campaign	03/30/2015	5:32PM	01:07		(682) 200-6928	(972) 743-2071	Hoa Rabia	Grand Prairie TX 75051	Answered	
Print Ad Campaign	03/30/2015	4:51PM	09:50		(817) 406-2488	(817) 832-1562	G Hewett	Arlington TX 76010	Answered	

Partner **McClatchy Fort Worth**

Advertiser **Dentures And Dental Services**

From **01/01/2015** To **03/31/2015**

Custom

RUN

SUMMARY

DISPLAY

RETARGETING

EXTENSION

SEARCH

SOCIAL

PRINT

CALLS

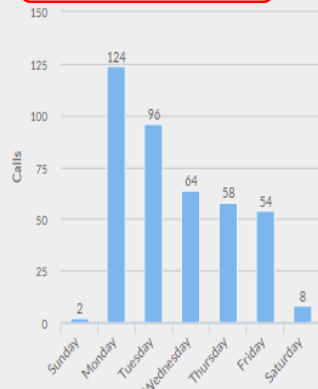


CALLS

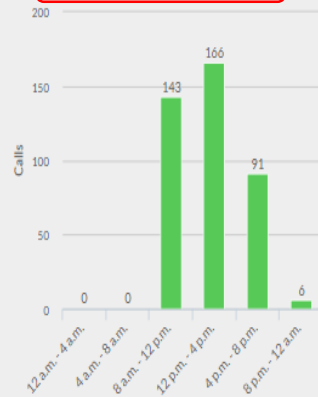
PLACEMENT

All

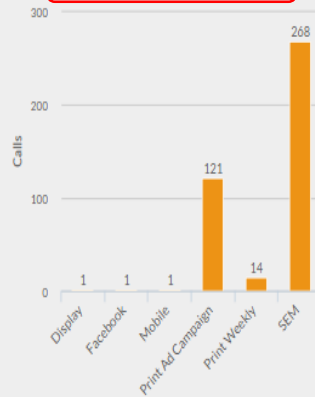
CALLS BY DAY OF WEEK



CALLS BY TIME OF DAY



CALLS BY CAMPAIGN

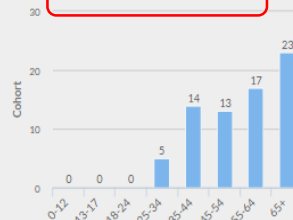


Campaign	Call Date	Call Time	Duration	Line	Tracking Number	Caller Number	Caller Name	Address	Call Status
Print Ad Campaign	03/31/2015	5:44PM	08:14		(682) 200-6...	(817) 244-1...	Jose Gallegos	2920 Encino Dr, Fort Worth TX 76116	Answered
SEM	03/31/2015	5:33PM	00:29		(855) 321-6...	(817) 480-7...	J Lawrence	Fort Worth TX 76112	Answered
Print Weekly	03/31/2015	5:31PM	03:07		(682) 990-8...	(817) 599-9...	Nancy Painter	433 Lipan Trl, Weatherford TX 76087	Answered
Print Ad Campaign	03/31/2015	2:13PM	01:11		(682) 200-6...	(817) 625-9...		FORT WORTH TX 76106	Answered
Print Ad Campaign	03/31/2015	2:12PM	00:35		(682) 200-6...	(817) 625-9...		FORT W...	
SEM	03/31/2015	1:24PM	05:55		(682) 232-4...	(817) 992-8...	M Tomlinson	Fort War	
Print Ad Campaign	03/31/2015	12:36PM	02:26		(817) 406-2...	(817) 832-4...	G Hewett	Arlington	
SEM	03/31/2015	9:59AM	01:25		(855) 321-6...	(817) 944-3...	Jesse Munoz	Fort War	
Print Ad Campaign	03/31/2015	9:45AM	05:57		(817) 406-2...	(817) 832-4...	G Hewett	Arlington	
SEM	03/30/2015	10:22PM	00:21		(855) 321-6...	(817) 944-3...	Jesse Munoz	Fort War	

CALLER ANALYTICS

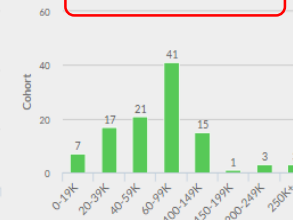
Caller Analytics provides directional data on the demographics of the audience that has engaged with your advertising. This is not a one-to-one match for every person that has placed a phone call in response to your advertising message. Rather, it is representative of the type of audience reached.

AGE



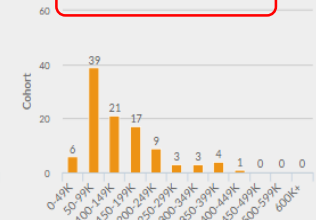
GENDER

INCOME



MARITAL STATUS

HOME VALUE



LANGUAGE

Caller Analytics

Case Study – Dental Practice

Business Objectives:

Leverage website to increase patient base

Campaign Approach:

- DMA reach
- Targeting
- Distribution included: mobile, social, traditional and digital
- Products utilized:
 - Display (print, np.com, network)
 - Paid search
 - Targeted social display

Sold account away from ReachLocal

4 month campaign

Wanted to cancel at end of first campaign, but rep used dashboard to “*prove results*” and renewed at an increased spend

3 year advertiser in the program, increases spend with each renewal

Case Study

Productions

MENU

PERFORMING ARTS

Classes & Workshops

Productions

Disability Arts

Testimonials

Registration is closed due to overwhelming response.

Now accepting waitlist entries. If interested, please email arobinson@jccdallas.org with the subject line Seussical Waitlist.

Campaign Goals

Results

Business Objectives:

Drive Fitness Memberships and Performing Arts Enrollment

Campaign Approach:

- DMA reach
- Products utilized:
 - Display (network)
 - Paid search
 - Targeted social display
 - Eblast

4 month campaign

- Initial spend \$2,500/month
- Fitness memberships beat goal +70%
(goal of 70 / delivered 120)
- Performing Arts beat goal +25%
(goal of 58 / delivered 73)
Had to shut their website down and close registrations
- Renewal: Increased spend to \$5,600/month

Keys to Results / Retention

Pre-Sale

- Minimum 4 month commitment
- Know what will be measured
- Properly structure the campaign for success

Fulfillment

- Creative that speaks to the target audience
- Linking to the right page to engage and convert
- Include tracking in all elements; proxies, call tracking

Renewal

- Reporting (pre and post click)
- Optimization
- Focused strategy to Renew and Upsell
- Communication with Customer

What We Learned

- We uncovered revenue and took money from Pure Plays
- Print is a strength that competitors don't have
- Including call tracking in print ad improved results
- New business has a much longer sales cycle (3+ calls)
- Up-sell to existing customers for traction and early success
- Think big and longer term. Monthly orders were larger than expected avg \$1K month digital
- Retention takes work and expertise
- Upsell strategy tends to get lost when renewing = missed opportunity. Needs a dedicated focus.

Driving Digital Sales

Mega-conference Bonus Session

Monday, February 22nd

10am - noon

Staffing / Structure / Change

Print's decline has been pushing us towards change - What are the choices?

Will everyone sell everything? Or should there be separate sales forces for print and digital? How does our overall strategy mirror this choice? How do I decide what path is best? Should I start small or go all-in?

The economics of a digital salesperson

How much do they cost?

Salary \$40,000 or more

Commission 12% and could be higher

What do they sell?

% Sold

Publisher.com 30%

Audience Extension 30%

PPC (pay per click) 30%

Other

10%

The economics of a digital salesperson

What do they sell?	Margin	% Sold	
Publisher.com		100%	30%
audience Extension		50%	30%
PPC (pay per click)		35%	30%
Other		65%	
	10%		

So when do we break even?

	Annualized	% of Revenue
Cost of Sales	see above	
\$69,600.00		
Cost of Operation		10%
\$15,000.00		
Misc. Admin, Bad Debt		5%
\$7,500.00		
Total Expenses		
\$92,100.00		

Gross

The economics of a digital salesperson

Before you have added any contribution to your journalism or any content, your platform expenses, product development, and more -- not to mention profit...

A digital seller in this model has to be billing \$12,500 a month

Recruiting Digital Sellers

What to look for:

- First — all the normal traits of a good sales person still apply
- Yet it's harder and harder to find the relationship and communication skills necessary to be great at this
- Focus on the finding people with the aptitude and desire to LEARN

Recruiting Digital Sellers

How to get the best applicants, now that things have changed....

- You can't win without a recruitment strategy
- Your brand and reputation is more important than ever – and it may not be what you think it is...
- Even if you get good ones – expect turnover...

Managing Legacy Issues and Changing Mindsets

The fundamental difference in the print business versus the digital business is Competition

Managing Legacy Issues and Changing Mindsets

Take the time to understand what those issues can do to impact your digital strategy – through the lens of how a pureplay digital organization would operate. Look at:

- Systems and their dependencies
- Staffing capabilities and structure
- Financial restraints
- Relationships

Operational Structure

The reality for digital is that the closed sale is not the end. It's just the beginning.

Operation are too often the afterthought...

And then it's thought of in a traditional, traffic or production sense

The pure-plays think about it differently...

Retention Strategies

Some companies have as much as 50% turnover or more of their digital customers. THAT HAS TO CHANGE!

Every contact counts...

What do the best do?

- They see churn of less than 10%
- Weekly touch points for needs gathering, reporting, and optimization updates
- Resources now have to blend sales and operational skills

Managing Profitability

What is more legacy for newspapers than gross revenue accounting?

We can manage margins through systems and standards but it can be confusing and convoluted due to the combination of O&O products and third party

What would it take to move from a gross to a net world...

What's next

Can it get more complicated?

Yes... and it will

Before someone makes it simple – maybe that will be you