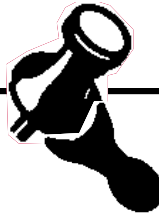


Did you ever lose money on ads that didn't work?
Did you get your money back?



Today's Discussion Agenda

*Call me.
Let's talk.*

Problem:

***"We want More Customers ... But ...
Advertising is NOT doing the job."***

This situation poses 3 questions for the retailer:

1. How do we Sell More? --
 - Increase ad effectiveness.
 - Draw more customer-traffic into the store.
2. How do we Save on Costs? --
 - Find the hidden waste (ads that don't work).
 - Cut out cost of in-effective, low-profit ads.
 - Get more bang for your buck (higher ROI).
3. How do we Re-gain Control? --
 - Make advertising accountable and risk-free.
 - End the un-certainty and gamble.
 - Demand some sort of Guarantee on Results.

\\Goal-2015\\Client 2015\\Confident 2015
\\Push-Pin Agenda 2015 09/24/15 07/22/15

*"I know that fully half of the money I spend on advertising
is wasted. The problem is, I don't know which half!"*

-- John Wanamaker, Founder of the giant
Wanamaker's department store in Philadelphia

This quotation is over a century old. Today, his "half" that is wasted is Over 83%!



The Customer Broker
IS Your Solution.

*"When you run low on
customers, just call
The Customer Broker
and 'order' more."*