



Budget Calculator

Liberty Tax Service had a number of rules for advertising budget allocation – length of time open, number of returns, retention rate, and the like. We created an automated system in LMap to help them identify the budget percentage allocated to each location and then sent an email to each location asking them to vote on their top three priority media tactics to be used in their market. Finally, the system analyzed the data responses, identified the tactics per market and budget allocation per store, and placed the media buy for each market.



Grand Opening Automation

Our automated grand opening process originated from a problem Batteries + Bulbs had with store openings. Manual addresses artwork changes and unapproved materials, coupled laborious and inconsistent franchisee follow-up, Batteries + Bulbs needs a simpler and integrated way to open stores. We created a custom, automated Grand Opening Kit solution which enabled Batteries + Bulbs to ensure that the Grand Opening budget was met and the franchisee had the necessary brand-required items, ensuring brand consistency, and eliminating labor resources. The success of the Grand Opening Kit process was then incorporated as a core element of LMap’s automated offerings for all brands.



National Ad Fund Planning Tool

Great Clips, needed to understand how their direct mail and print advertising distribution and geographic artwork versioning aligned with their market coverage, and how that coverage then related to actual store sales. With over 4,100 locations and a media budget of \$50 million, the complexities are considerable. We built the NAF Planning Tool in LMap that enables tracking of available media, locations, sales data, with primary, secondary and tertiary tactics, that both summarizes and facilitates placing the media buys, on a national, regional and local level, with approval process capabilities.