

LOCAL SOLUTIONS

A NEW APPROACH, A BIGGER IMPACT





HOW WE GOT HERE





THE DATA LAB

MEET THE TEAM:



The Data Lab is the **attribution and analytics** hub for Local Solutions, specializing in Elite and Key accounts. The team transforms complex data into clear reporting and actionable recommendations that help sales teams **prove ROI, retain clients, and drive growth**. Whether through **multi-channel analysis & recommendations, AIM insights, matchback studies, or advanced tracking and dashboards**, Data Lab turns data into decisions. When data needs to be connected, analyzed, and translated into action, Data Lab is where your ticket goes.

MEET THE DATA LAB TEAM



Samara Vielhak
Sr Manager
Digital Insights &
Analytics



Nhat Tran
Digital Business
Analytics Manager



Frances Weaver
Sr Web
Architect



Aaron Brewer
Sr Advanced
Campaign Analytics
Strategist



Alex Caughman
Advanced Campaign
Analytics Strategist



Jenalee Gillespie
Sr Advanced
Campaign Analytics
Strategist



NEW LAB, NEW OFFERINGS

Omni-Channel
Recommendation
Report
(ChannelSync)

KPI Tracking –
Elite & Basic
Accounts

CEO Reports

NinjaCat
Assistance

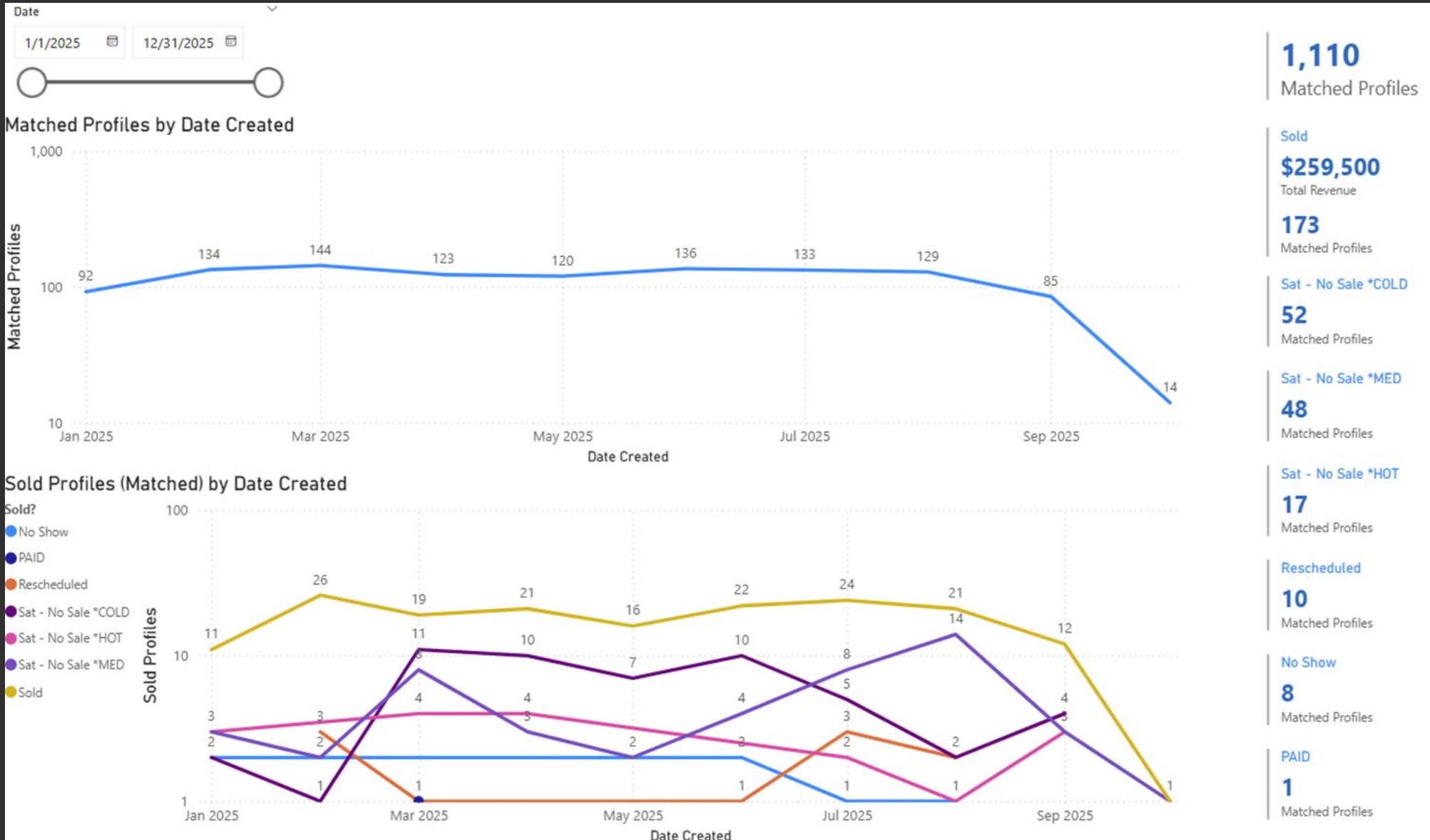
Monthly Meetings
to review Top
Accounts

Client Calls

AIM Interpreters

- AIM User Journey Report
- AIM Advanced Matchback Reports

CEO Report



AIM Advanced Reports

Records Matched from Audience Targeting Lists to Client CRM

(AIM Pulse, Global, and Lookalike Lists matched to Data provided by Client)

Date Ordered (Export)

1/1/2026

3/15/2026

375

Total Customers

113

Total Matched Profiles

30.13%

Match Rate

\$696,653.2

Total Revenue

MatchType	Sample Customer Name	Sample Email	Sample Phone Number	Sample Address	Building Model	Condition	Date Ordered	Total Amount \$
Full Name	Sample Customer (3)	samplecustomer3@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Traditional Cabin	New	3/14/2026	\$7,966.58
Full Name	Sample Customer (6)	samplecustomer6@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Elite Cabin	Used	3/14/2026	\$12,808.64
Full Name	Sample Customer (7)	samplecustomer7@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Elite Center Porch Lofted Cabin	New	3/14/2026	\$9,155.95
Full Name	Sample Customer (8)	samplecustomer8@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Traditional Side Utility	New	3/14/2026	\$3,059.20
Full Name	Sample Customer (14)	samplecustomer14@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Metal Side Utility	New	3/13/2026	\$2,537.77
Full Name	Sample Customer (18)	samplecustomer18@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Elite Lofted Barn	Used	3/13/2026	\$4,667.60
Full Name	Sample Customer (23)	samplecustomer23@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Elite Utility	New	3/12/2026	\$4,842.24
Full Name	Sample Customer (24)	samplecustomer24@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Traditional Side Lofted Barn	New	3/12/2026	\$4,695.47
Full Name	Sample Customer (37)	samplecustomer37@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	PlayHouse Cabin (Seasonal)	New	3/11/2026	\$4,179.56
Full Name	Sample Customer (38)	samplecustomer38@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Greenhouse	New	3/10/2026	\$5,088.06
Full Name	Sample Customer (43)	samplecustomer43@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Metal Side Utility	New	3/10/2026	\$3,533.54
Full Name	Sample Customer (45)	samplecustomer45@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Traditional Cabin	New	3/10/2026	\$11,257.18
Full Name	Sample Customer (47)	samplecustomer47@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Traditional Side Utility	New	3/10/2026	\$5,462.52
Full Name	Sample Customer (48)	samplecustomer48@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Metal Utility	Used	3/10/2026	\$2,928.76
Full Name	Sample Customer (50)	samplecustomer50@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Chicken Coop (CASH ONLY)	New	3/9/2026	\$2,535.65
Full Name	Sample Customer (52)	samplecustomer52@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Elite Cabin	New	3/9/2026	\$10,443.95
Street + Zip	Sample Customer (57)	samplecustomer57@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Traditional Side Utility	New	3/9/2026	\$11,443.46
Full Name	Sample Customer (58)	samplecustomer58@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Elite Deluxe Lofted Barn Cabin	New	3/9/2026	\$16,933.36
Full Name	Sample Customer (67)	samplecustomer67@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Traditional Lofted Barn	New	3/6/2026	\$4,383.26
Full Name	Sample Customer (71)	samplecustomer71@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Elite Side Utility	New	3/6/2026	\$11,787.30
Full Name	Sample Customer (78)	samplecustomer78@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Traditional Utility	New	3/5/2026	\$2,415.52
Full Name	Sample Customer (80)	samplecustomer80@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Chicken Coop (CASH ONLY)	New	3/5/2026	\$2,944.62
Phone10	Sample Customer (83)	samplecustomer83@gmail.com	(123) 456-7890	1234 Sample St, City, State, Zip	Traditional Utility	New	3/5/2026	\$7,087.82



SALES ENABLEMENT



MEET THE TEAM: SALES ENABLEMENT

SALES ENABLEMENT MISSION: GROWTH

OUR MISSION

- EQUIP OUR TEAM
- EMPOWER SELLERS
- DRIVE PERFORMANCE
- ACCELERATE GROWTH

MISSION CONTROL: SALES ENABLEMENT

SYSTEMS ONLINE

- ✓ TRAINING
- ✓ CONTENT
- ✓ TOOLS
- ✓ COMMUNICATIONS
- ✓ ENABLEMENT
- ✓ INSIGHTS

WE ENABLE TODAY. THEY ACHIEVE TOMORROW. WE GROW TOGETHER.

ENABLEMENT DASHBOARD

- TRAINING COMPLETION: 92%
- CONTENT UTILIZATION: 78%
- SELLER ENGAGEMENT

IMPACT TRACKER

- ACTIVITY: UP
- ENGAGEMENT: UP
- WIN RATE: UP
- REVENUE: UP

COLIN HAYES
DIRECTOR OF DIGITAL OFFERINGS

QUEST GARIGLIANO
DIRECTOR OF SALES ENABLEMENT

LINDSEY WARD
SALES ENABLEMENT COORDINATOR

WE EQUIP
Deliver the right content, training, and tools.

WE EMPOWER
Enable our sellers to have confident conversations.

WE DRIVE
Turn enablement into action and performance.

WE GROW
Stronger teams. Stronger results. Stronger future.

SALES ENABLEMENT
WE LAUNCH SUCCESS

SALES ENABLEMENT

WHAT YOU CAN “ORDER” FROM US

Trainings:

- Product Training
- Sales Training
- Platform Training

New Seller Onboarding

- Product
- Platforms

Support on Client Calls

- Campaign Strategy
- Closing Support

Collateral Requests:

- Sales
- Product

OTHER WAYS WE WILL SUPPORT YOU

Scaling wins

KPI reporting

GTM materials and strategy

Market initiatives + O&O support

Sales efficiency



SYSTEM OPERATIONS SUPPORT

MEET THE TEAM: SYS OPS



You sell. We carry the gear. Markets have been hauling operational weight that was never yours to pack – broken handoffs, inconsistent standards, systems that don't connect the way they should. That ends here. We're your Sherpas. We own the standards, the integrations, and the support that make the climb repeatable across every market. No more guessing which path to take. No more setting up base camp from scratch. Just a clear route, consistent execution, and a team that knows the mountain, so you don't have to.

This group handles everything related to owned-and-operated digital inventory, ad delivery, revenue reconciliation, order management, and cross-system troubleshooting.

Other groups build strategy and tell the story; Sys Ops makes sure the ropes are set.



Systems Troubleshooting / Sherpa Support

- Cross-system troubleshooting for AdsWizz, HubSpot, GAM, Wide Orbit, and other platforms. (Non-IT issues only.)

HubSpot Deal / Order Setup Support

- Assistance setting up or correcting deals and orders in HubSpot, including linking to correct records.

O&O Sponsorship Support

- Site, app, and livestream sponsorship campaign setup, inventory availability checks, and delivery/reporting across systems.

O&O Performance Reporting & Monthly Insights

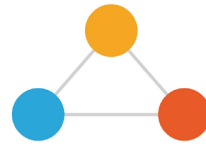
- Ad hoc and recurring performance reports for O&O digital properties. Includes analysis of results and optimization guidance.

Wide Orbit Revenue Reporting & Market Account Reconciliation

- Revenue reports to cross-reference current orders and confirm billing before month close.

Wide Orbit CIA / Unpaid Reporting

- Reporting on confirmed, in-progress, and unpaid orders within Wide Orbit.



CMG Client Strategy

From Insight to Impact

CLIENT STRATEGY

MEET THE TEAM: CLIENT STRATEGY

FROM INSIGHT TO IMPACT



Meet the Client Strategy Team!



Elissa Crooks

Sr. Manager -
Social & Programmatic Strategy



Brittaney Walsh

Manager -
SEO Strategy



Barrett Newsome

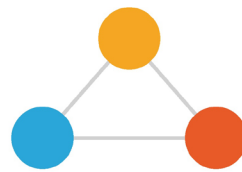
Sr. Manager -
Search Strategy



Shajan Thomas

Sr. Director -
Client Strategy

Client Strategy is the analytical and strategic brain behind media performance. The group partners with sales and account teams to grow revenue on new business, protect revenue on existing accounts, and support the vendor and product ecosystem that makes campaigns run. Their work spans the full client lifecycle—from **presales research and competitor analysis** through **ongoing optimization, performance reviews, and annual planning**. If a question starts with “What should we do about this account?” it probably belongs here.



CMG Client Strategy

From Insight to Impact

REVENUE GROWTH

Client Presales Calls

SME participation on presales calls to present tactical expertise and help close new business.

Strategy Support

Analysis to identify key presales opportunities and align client goals to media efforts.

Omni Channel Reco's

Cross-platform media strategy recommendations designed to drive goal-oriented results rather than delivery metrics.

Product Integration

Supplementary integration support — e.g. connecting HubSpot to Google Ads or aligning call tracking solutions.

SME Support

General subject-matter-expert questions about tactics, platforms, or campaign approaches.

Competitor & Landscape Analysis

Research into what competitors are doing in a given space and what the client can learn from it.

REVENUE RETENTION

Media Mix Modeling

Determining the right media mix between tactics and silos to maximize ROI.

Account Performance Review & Audits

Reviewing performance on an existing account and making recommendations for improvement.

Monthly Market Execution Calls

Recurring calls to review performance and pacing for top-level accounts and surface actionable items.

Client Performance Calls

Direct client-facing performance reviews.

Annual Strategy Planning

End-of-year or pre-renewal strategy sessions that review the past year, identify gaps, and build a proactive plan.

VENDOR/PRODUCT SUPPORT

Cheq, Marchex, Hoot Setup

Fraud prevention tool setup and configuration, Call recording setup and configuration and Feed management and support.

Meta Page Support

Connecting Facebook pages to enable media buying.

Deep Sync Support

3rd-party audience segments for Meta.

SOO Management

Fulfilling and Managing SOO

Vendor Escalations

Manage Vendor issues, Escalations and Resolutions

Wishlist / Feature / Process

Internal recommendations for process, tool, or product improvements.

CMG Digital Launchpad

Your one-stop hub for ordering the digital products and services that support CMG. From strategy calls to tracking pixels, everything is all in one place.

24

Hours

Standard orders will be acknowledged by the individual department within 24 hours of the order being received

4

Hours

Emergency orders will be acknowledged within 4 hours. Orders submitted after hours will be processed next day.





Next Steps

- Roll out New Local Solutions to other Digital personnel
- Be on the Lookout for the Ticket/Order Form links
- Schedule follow up meetings for any additional questions

LOCAL SOLUTIONS

LOCAL SOLUTIONS

QUESTIONS?

