



TAYLOR

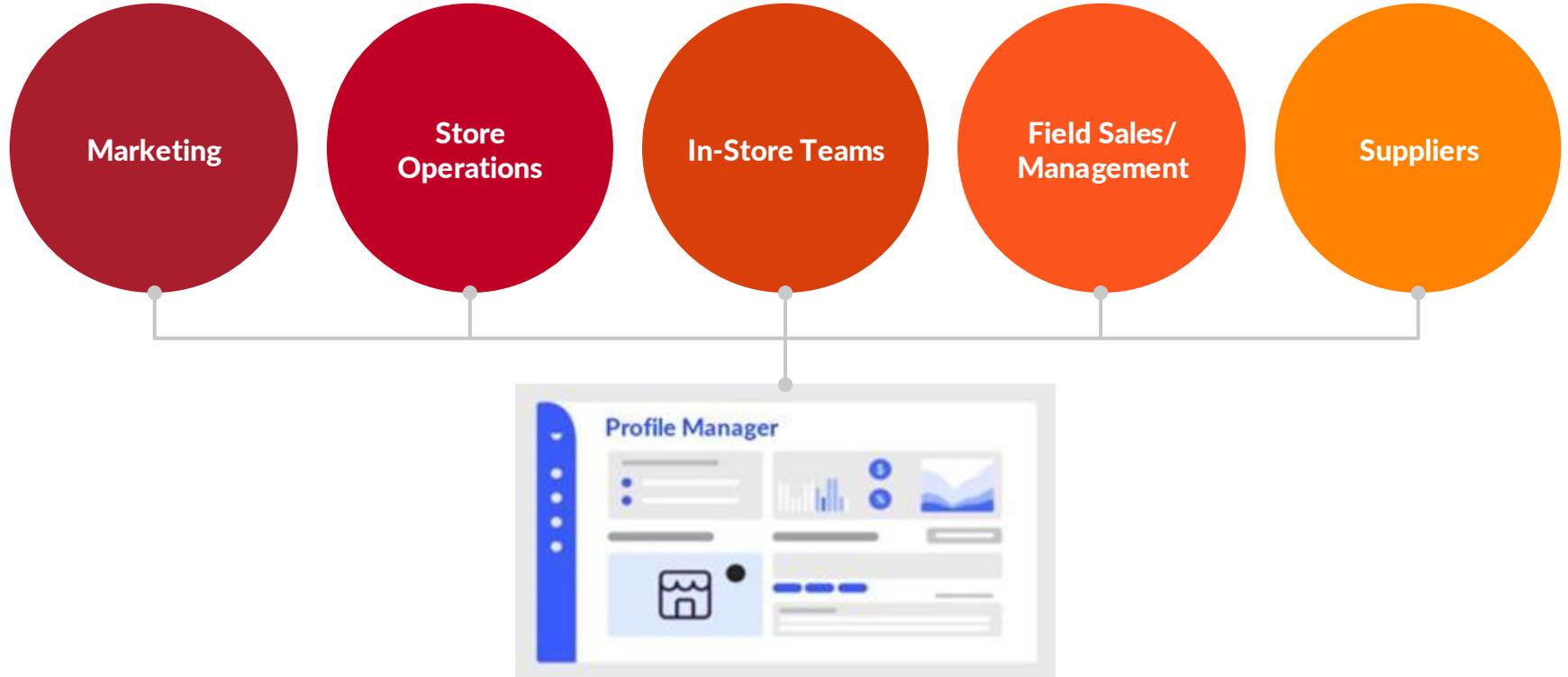
A Single Source of Truth for In-Store Marketing



Profile Manager

Marketing campaign management software that enables client teams to **plan, see and do**. Build and save detailed location-level information to manage location assets centrally and report marketing activity accurately.





1



Location Profiler

Location profile
database

2



Campaign Builder

Collaborative campaign
management

3



Campaign Viewer

Two-way communication
and compliance verification

4



Reporting

Campaign and
location insight

5



E-commerce Ordering

Campaign order routing
and catalog updates



Too Complex

76% of retailers say producing one round of marketing materials takes a lot of effort.

No Visibility

52% of retailers cannot guarantee the accurate installation of marketing materials.

Poor Communication

86% of retailers rely on emails and spreadsheets to manage their marketing.

Local-level intelligence at the *speed of retail*...

- Create and control detailed location profiles
- Prepare orders and produce materials specific to the unique needs of locations, including segmentation and targeting
- Group locations by key attributes to reach your intended target audience with precision
- Reduce complexity with streamlined workflows and a single source of truth
- Gain visibility of campaign activity and in-store compliance
- Ditch the spreadsheets – reduce the clutter and confusion of multiple emails and spreadsheets





80%

reduction in time to
plan and manage
campaigns



60%

reduction in unused
marketing materials
and waste



100%

display compliance
achieved in
3 months or less









Do More in Less Time



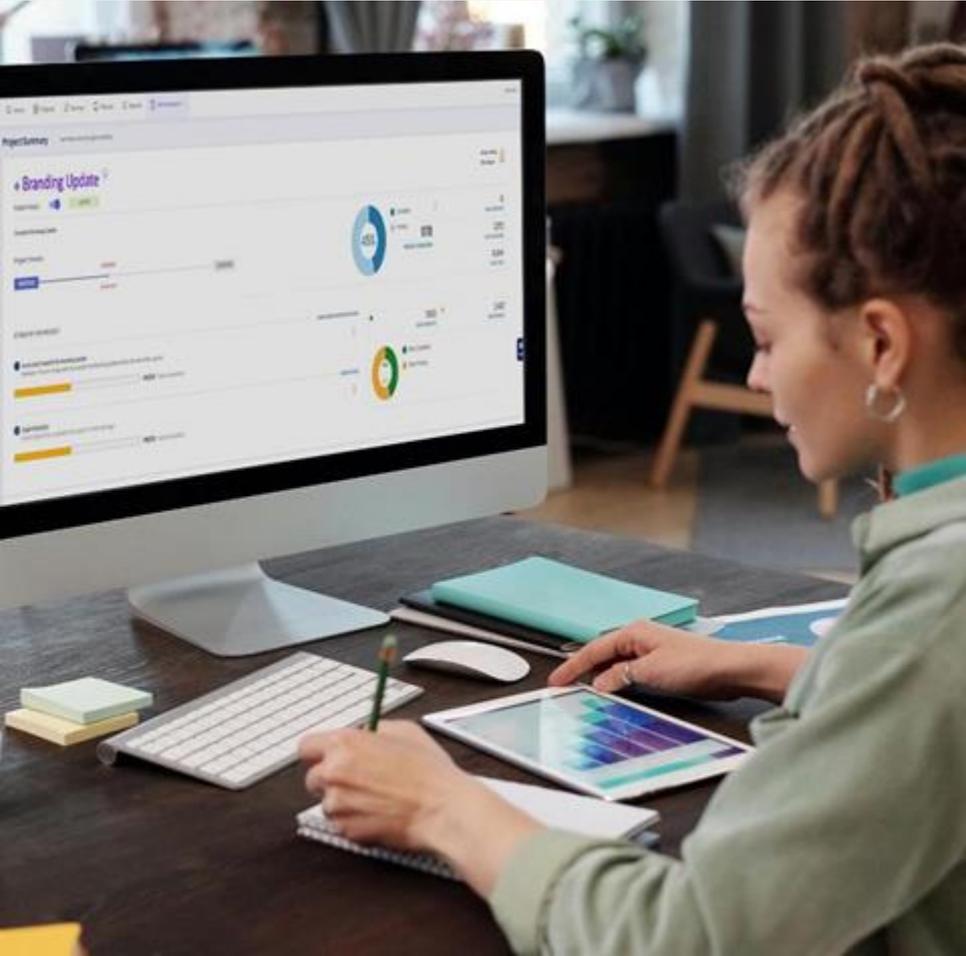
Example Scenario

Instead of only a couple of campaigns per year, the team wants to run more campaigns linked to events and different promotions.

How Profile Manager Can Help

Profile Manager streamlines campaign management so it's easy to allocate artwork to campaigns and materials to specific stores – and implement them accurately – improving cycle time.

Profile Manager unlocks your data and equips your team with a complete toolkit to run impactful marketing strategies in every location.



Reduce Failure/Error Rate



Example Scenario

A brand contract expired but the promotion and merchandise is still on display.

How Profile Manager Can Help

Profile Manager provides full visibility of upcoming, live and completed campaigns.

No one got into marketing or merchandising to manage spreadsheets. We're on a mission to eradicate inefficiencies and grow revenues.



Streamline Processes



Example Scenario

While team members used to collaborate by walking to a peer's desk, working from home makes this impossible.

How Profile Manager Can Help

Marketers create and share briefs with the design team digitally and can provide feedback using the tools in Profile Manager.

Profile Manager makes it easy to reach customers with impactful marketing in every location.



Execute flawless in-store marketing, everywhere.

taylor.com/print-services/in-store-marketing

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Appendix

Challenge	Example Scenario	How Profile Manager Can Help
Reduce failure/error rate in physical marketing	<ul style="list-style-type: none">● A brand contract expired but the promotion and merchandise is still on display● A campaign failed to deliver on time to the relevant stores	<ul style="list-style-type: none">● Profile Manager provides full visibility of upcoming, live and completed campaigns with dates for each stage● Issue questionnaires for your store teams to respond to● The automated process allows quicker speed to market
Align work with sustainability initiatives	<ul style="list-style-type: none">● Launching sustainability initiatives and wanting to look at going more digital or reducing waste in print campaigns	<ul style="list-style-type: none">● Profile Manager allocates the right materials to the right stores so you only order what you need
Localize marketing and increase ROI through targeted campaigns	<ul style="list-style-type: none">● An upcoming campaign where the team wants to distribute specific, targeted messages to different locations● They want to run specific campaigns in certain types of stores/locations (i.e., next to competitors)	<ul style="list-style-type: none">● Users can build detailed store profiles with information such as location, nearby competitors, type of store, etc.● Then they can run campaigns with specific messages in specific stores
Streamline processes, decrease friction	<ul style="list-style-type: none">● While team members used to collaborate by walking to a peer's desk, working from home makes this impossible	<ul style="list-style-type: none">● Marketers create and share briefs with the design team digitally and can provide feedback on proposed artwork before sign-off● Senior management, store teams and regional managers can also have set viewing permissions for the campaign
Lack of visibility for senior management	<ul style="list-style-type: none">● Executive leadership keeps asking for reports and needs both bullets and more detailed information about campaigns	<ul style="list-style-type: none">● The analytics and reporting provide insights on cost, waste and campaign performance
Do more in less time	<ul style="list-style-type: none">● Instead of only a couple of campaigns per year, the team wants to run more campaigns linked to events and different promotions	<ul style="list-style-type: none">● Profile Manager streamlines campaign management so it's easy to allocate artwork to campaigns and materials to specific stores — and implement them accurately — improving speed to market

My Locations

Click on a location to view information regarding fixtures & fittings, features, survey data and photos

LOCATION NUMBER	NAME	REGION	TYPE
00001	LEXINGTON, KY #00001		
00002	LANCASTER, CA #00002		
00003	SANTA MARIA, CA #00003		
00004	VISALIA, CA #00004		
00005	BAKERSFIELD, CA #00005		

The screenshot shows a web interface for managing a location. On the left is a dark sidebar with navigation options: Campaigns, Location Profile, Stock Ordering, and Admin. The main content area is titled "LEXINGTON, KY #00001" and has tabs for LOCATION INFO, FIXTURES AND FITTINGS, FLOOR PLAN, FEATURES, OTHER, and PHOTOS. The "LOCATION INFO" tab is active, showing a "Location Profile" section with a description: "View the location information. You can view and upload documents related to your location in the Documents tab." Below this are two tabs: "INFORMATION" (selected) and "DOCUMENTS". Under "INFORMATION", there is a "Location Information" section with the following details: "Location Number" is 00001, "Previous Location Numbers" is empty, and "Unique Reference" is 655. There is a toggle switch for "Is this location currently active?" which is currently turned off. At the bottom, there is a "Location Created" field with a calendar icon.

LEXINGTON, KY #00001

LOCATION INFO | FIXTURES AND FITTINGS | FLOOR PLAN | FEATURES | OTHER | PHOTOS

Location Profile

View the location information. You can view and upload documents related to your location in the Documents tab.

INFORMATION | DOCUMENTS

Location Information

Location Number
00001

Previous Location Numbers

Unique Reference
655

Is this location currently active?

Location Created

Location Profile

LEXINGTON, KY #00001

LOCATION INFO **FIXTURES AND FITTINGS** FLOOR PLAN FEATURES OTHER PHOTOS

Search assets

REFERENCE	NAME	QUANTITY	POS / PRODUCT CODE	CATEGORY
CLSA173	Channel Sign	10	channel003, channel002, channel001	
CLSA174	POG	3	POG001	
CLSA175	Endcap	4	endcap001	

Location Profile

LEXINGTON, KY #00001

LOCATION INFO FIXTURES AND FITTINGS FLOOR PLAN **FEATURES** OTHER PHOTOS

Search features

REFERENCE	NAME	VALUE	POS / PRODUCT CODE	CATEGORY	OPTIONS
CLSF62	Garden Zone	Zone 6			Zone 2, Zone 3, Zone 4, Zone 5, Zone 6, Zone 7, Zone 8, Zone 9, Zone 10
CLSF63	Pricing Tier	Tier 1			Tier 1, Tier 2, Tier 3, Tier 4, Tier 5
CLSF64	Hispanic Population Hotspot	No			Yes, No

The screenshot displays the Taylor CRM interface for a location profile. On the left is a dark sidebar with navigation options: Campaigns, Location Profile, Stock Ordering, and Admin. The main content area shows a 'Back to Locations' link at the top left. Below it is the 'Location Profile' section for 'LEXINGTON, KY #00001'. A horizontal menu contains tabs for 'LOCATION INFO', 'FIXTURES AND FITTINGS', 'FLOOR PLAN', 'FEATURES', 'OTHER', and 'PHOTOS', with 'PHOTOS' currently selected and underlined. The 'Photo Gallery' section includes a sub-header, a descriptive text 'View, add and edit any photos related to your location.', a search bar with the placeholder 'Search my photos', and an 'Upload Images' button with a download icon and a vertical ellipsis menu icon. At the bottom left of the gallery area is a 'Select All' checkbox.

Campaign Builder

Location Permanent Signage Refresh

Draft

Information

Elements

Briefs

Artwork Approval

Allocation

Confirmation

Pricing

Campaign Information

View and edit your Campaign Information. Make changes by clicking "Edit".

Name

Location Permanent Signage Refresh

File copy amount

1

Launch date

Campaign ref

Notes

Campaign completed in location

Number

8

Due in Location

Stock destruction by Colateral

Owner

Quote due

Sent to printer

Season

Approval of costs due

Last sent to printer

Purchase order number

Picking date

Version

[- Back to Campaign Viewer](#)

Compliance Survey DRAFT

Date Created: May 16, 2023
Created By: Lynn Amaya

Campaign no: 118

INFORMATION DATES SPACES **QUESTIONS** LOCATION PREVIEW QUESTION RESPONSES

[+ Create Question](#)

Question 1

Question 1

Enabled photo upload

Allow additional comment

Free-type