



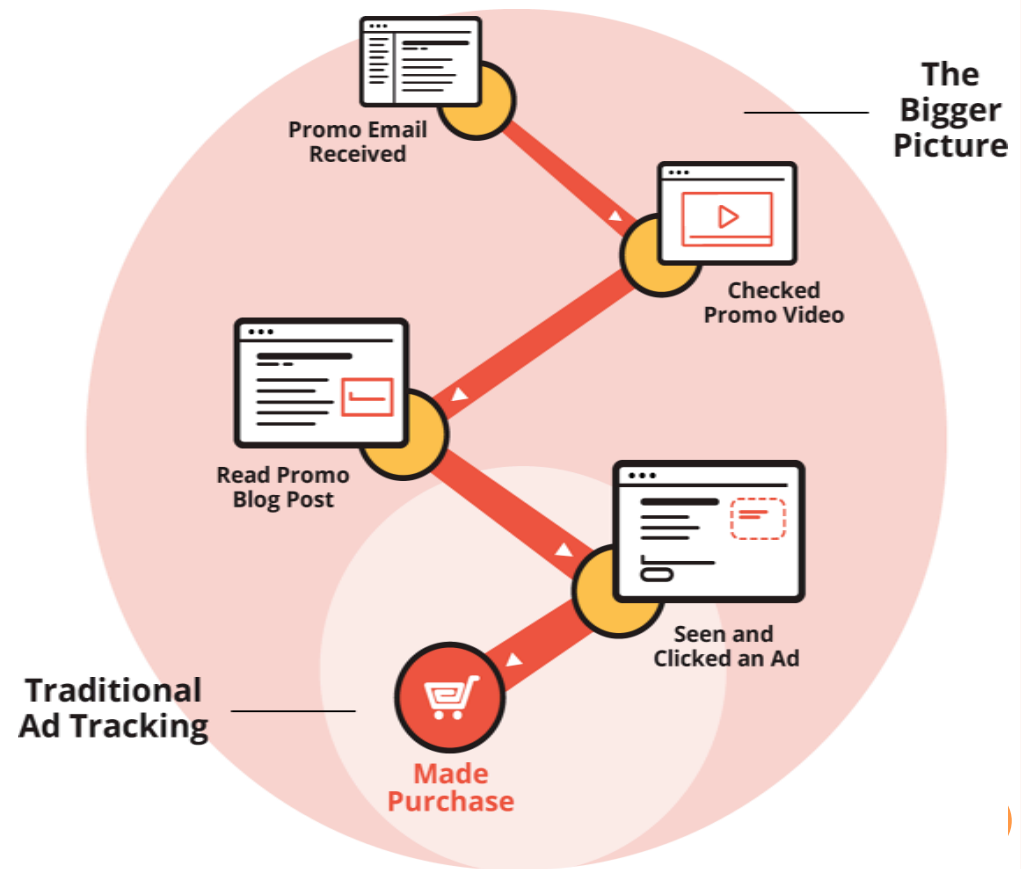
WICKED REPORTS

Scott Desgrosseilliers, CEO

THE BIG IDEA IN 180 WORDS

Online small businesses must spend money on Facebook, Google, and email marketing to find new customers and retain the ones they acquire.

But there's a problem in the market. Most people evaluate their marketing by focusing on the last touch of their marketing campaign -- what is called "last click attribution." This tells the marketer only the very last click before a purchase. It does not detail how they first attracted the prospect, converted them to a lead, or re-engaged them while already a lead.

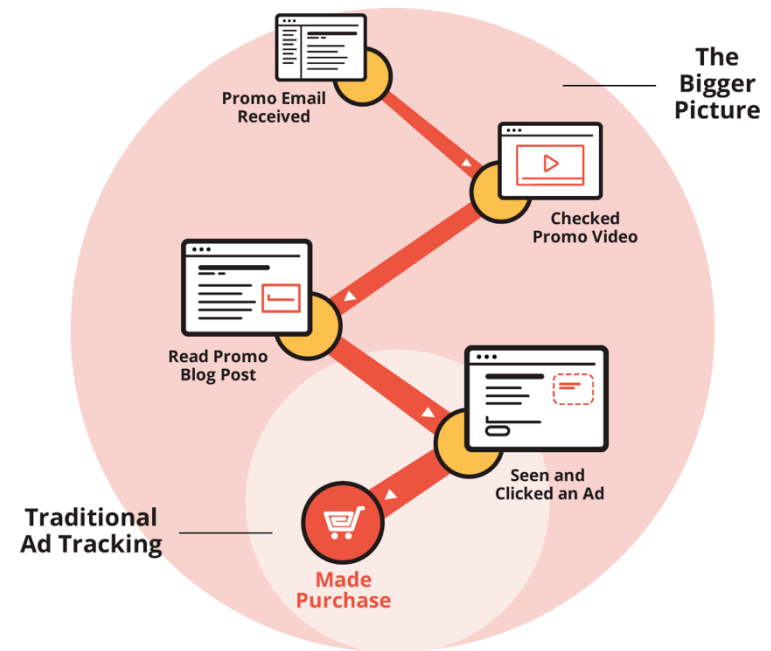


Existing reports within dashboard and analytics tools don't grasp the problem. They focus on cost per click or merely repeat what the ad platforms tell them.

Facebook and Google have acknowledged that last-touch attribution is not enough for scale your marketing based on ROI - **but have done nothing to fix it for small businesses.**

Even if the stats needed to scale a small online business were available inside Facebook or Google, small businesses rarely know what to do with the data.

Wicked Reports has fixed this problem for online small businesses and this webinar explains how we are going to help your evergreen funnel get sky-high ROI.



SCOTT DESGROSSEILLIERS

- Finance guy day trading before day traders existed
- Played fantasy “moneyball” and dominated
- Architected and ran project management applications at Motorola that supported 25,000 daily users
- Built the Breck Hair shampoo & Ovaltine financial forecasting systems
- Consulted with the Hong Kong 911 department on faster geo-location
- Patent-pending in customer-lifetime value tracking by email and IP



THE PROBLEMS



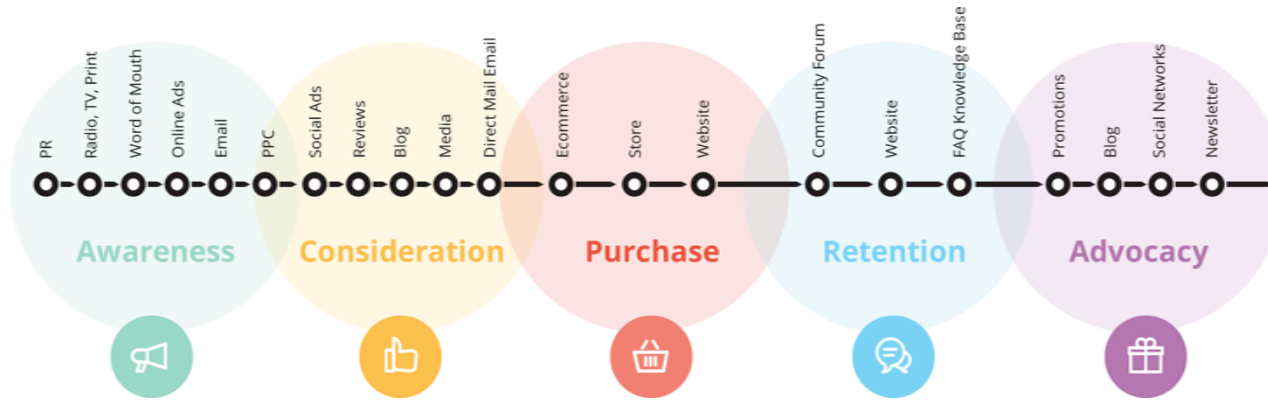
The Marketing Problems

SMB are puzzled by complex reports that can't connect sales attribution to decisions or ensure their data is good enough to act on.



The Marketing Problems

Customer Journey Confusion

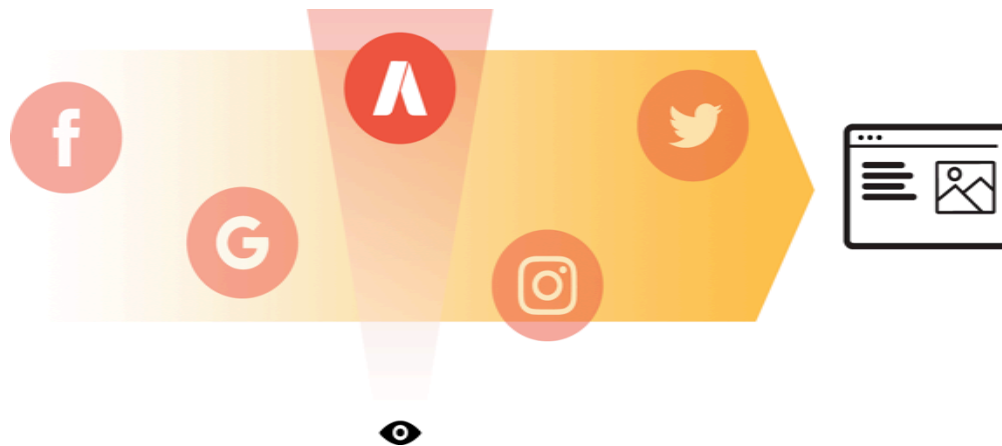


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The Marketing Problems

Single Channel Measurement Ignorance



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The Marketing Problems

Pixel-based System Inaccuracy



Gives inaccurate results



Misses the most valuable customers – those that make multiple purchases such as subscription-based business customers



Multiple devices over the customer lifetime



Must program the "value" of a conversion on every Thank You page



The Marketing Problems

Trusting data that you can't verify enough to increase Facebook budget

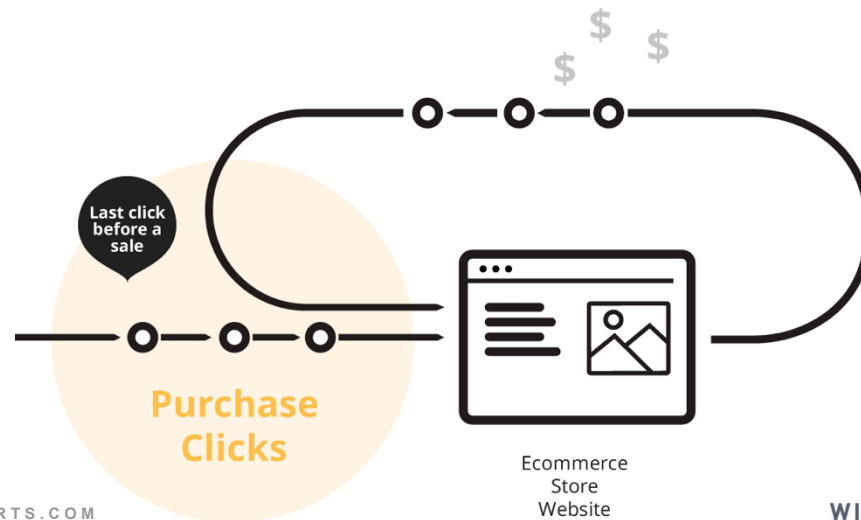


Wasting time looking at multiple spreadsheets and being confused and miserable



The Marketing Problems

Longer sales cycles & subscriptions make last-click attribution useless



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The Marketing Problems

CROSS-CHANNEL ATTRIBUTION IS EXPENSIVE & TIME CONSUMING

Vendor	Cost (per year)	Contract	Score
Abakus	\$50,000 - \$150,000	Yearly	1
AOL Convertro	\$60,000 - \$1 M	Yearly	1
C3 Metrics	\$90,000 - \$350,000	Monthly	1
Impact Radius Clearsaleing	\$60,000-\$850,000	Yearly	1
Adometry Google	\$275 - \$300,000	Yearly	0
TV Squared	\$18,000 +	Monthly	1
Neustar Marketshare	\$200,000 - \$1M	3 Years	0
Conversion Logic	\$60,000 - \$1 M	Yearly	1
Visual IQ	\$325,000 - \$1M	Yearly	0

Vendor	Time to Onboard	Score
Abakus	1 month	1
AOL Convertro	2 months	0
C3 Metrics	1 – 4 weeks	1
Impact Radius Clearsaleing	1 ½ months	1
Adometry Google	3 months	0
TV Squared	1 – 4 weeks	1
Neustar Marketshare	1 month	1
Conversion Logic	1 month	1
Visual IQ	3 months	0

• Source - Gartner

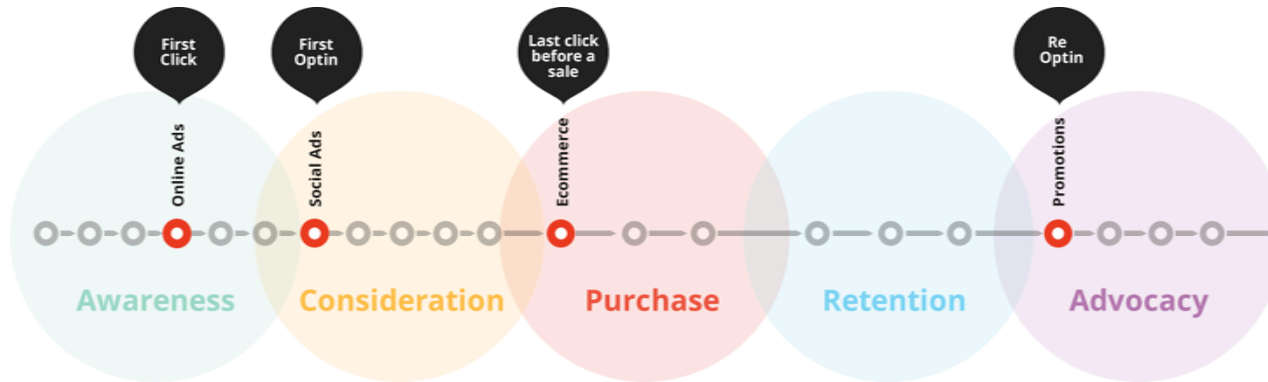


LIVE DEMO



Wicked Reports Solution to Customer Journey Confusion
and Single-Channel Measurement Issues

Customer Journey ROI



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Wicked Reports Solution to Pixel-based System Inaccuracy

Our Patent: People-based Tracking



CRM



SALES



CLICKS



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WICKEDSMARTZ – AUGMENTED INTELLIGENCE FOR BETTER DATA-DRIVEN DECISIONS

← Back to Reports **Wicked Smartz**

Campaign Data

BEST ROI Why ⓘ **1,298%**
content ad - dangerous chew - conversion
lookalike - ad 1

WORST ROI Why ⓘ **-100%**
free offer retargeting toxic ad 2 v6

MOST LEADS **222**
retarget wordpre

LEAST LEADS **0**
free offer retarge

Clicks, Leads, Sales ⓘ

CLICKS	LEADS	SALES	COSTS	REVENUE	ROI	LTV
62,753 18.52% ↗	1,167 1.00% ↗	3,316 1657.00% ↗	\$16,345 49.64% ↗	\$131,312 13262.88% ↗	703% -8.26% ↗	\$88.31 16.84% ↗

Select question you want answered

- Which of my content marketing ads to cold traffic generates leads from first-time visitors?
- Which of my content marketing ads to cold traffic found brand-new visitors that led to sales? Wi
- Which of my lead gen optin ads to cold traffic generated the most leads? conver
- Which of my lead gen optin ads to cold traffic generated the most sales?
- Which of my retargeting ads re-engaged my existing list and motivated them to re-optin? Wi
- Which of my retargeting ads generated new sales from my existing contacts who have re-opted in? 2 v6
- Which ads generate immediate sales?
- Which emails generate the most revenue?
- Which emails make the most sales?



Wicked Reports Solution to Longer Sales Cycles & Subscriptions Means
Last-click Attribution is Useless

Customer LTV tracking captures recurring subscription revenue



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Ecommerce
Store
Website


WICKED REPORTS



Wicked Reports Solution to Time-consuming Cross-Channel Attribution Setup

1-Hour Setup, 1-Click Facebook Tracking, 1-Step AdWords tracking



Erin Chase ▸ Scott Desgrosseilliers

October 31 at 3:14pm · 🌐

THANK YOU for making WR so simple and easy. I've been putting off "learning it" because I thought it would take forever...but alas, it only took 10 minutes!! Maybe I won't be that high maintenance client after all!?!? You and your dudes are superstars!!! Andrew Justin

Ad Campaign Name:

DWM | Webinar RB | General | RHC (6057365292184) ▾

Wicked validation	Campaign Name	Ad Set	Ad Name	Ad Social Counts	Ad Status	Ad ID	Current Ad URL	Wicked ID	URL Params
CORRECT	DWM Webinar RB General RHC	1% Wicked Email LA	Scale LP Copy 2 Image 2 - 574342166092517 xx	Likes: 0 Comments: 0 Shares: 0	ACTIVE	6057365304784	http://www.wickedreports.com/demo-webinar-schedule/	6057365304784	WickedSource=Facebook&WickedID=6057365304784
CORRECT	DWM Webinar RB General RHC	1% Wicked Opt-ins LA	Best Time LP Copy 1 Image 1 - 572708022922598 xx	Likes: 0 Comments: 0 Shares: 0	ACTIVE	6057365305384	http://www.wickedreports.com/best-time-webinar/	6057365305384	WickedSource=Facebook&WickedID=6057365305384
CORRECT	DWM Webinar RB General RHC	Warm	Scale LP Copy 2 Image 2 - 574342166092517 xx	Likes: 0 Comments: 0 Shares: 0	ACTIVE	6057365304984	http://www.wickedreports.com/demo-webinar-schedule/	6057365304984	WickedSource=Facebook&WickedID=6057365304984



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[HTTP://WWW.WICKEDREPORTS.COM/TESTIMONIALS/](http://www.wickedreports.com/testimonials/)



CUSTOMER SUCCESS STORIES



CUSTOMER SUCCESS STORY



Before Wicked Reports

Strategy:

Test ads for direct response to purchase.

Results:

- Spent \$4,000
- Made 1 sale for \$199
- Declared “Facebook doesn’t work for lobster”

After Wicked Reports

Strategy:

Capture leads by offering coupons, combined with our customer LTV tracking

Results:

- Made \$512K on \$79k spend
- 549% ROI

CUSTOMER SUCCESS STORY - PETSNACKS.AU.COM



Before Wicked Reports

Strategy –

Test ads to free snacks + shipping, and ran direct response to purchase ads.

- Seemed to be running at negative ROI
- Turned it off

After Wicked Reports

- Partnered with Wicked Reports-certified agency, Dominate Web Media.
- Strategy of brand awareness
- Turned “free + shipping” offer back on with our tracking:
 - Made \$15k on \$1.7K ad spend on 1 campaign.
 - Make 25,000% ROI on 1 adset that had previously been turned off!
- Overall – Made \$485k on \$75k spend (544% ROI)



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Summary of Benefits

- People-based Tracking gives the most accurate data possible by connecting directly to your CRM/Email systems
- WickedSmartz™ augmented intelligence provides visually intuitive answers to English-language questions
- Reporting not only shows ROI and performance of ads/funnels across multiple channels, but gives clear guidance on what to do next.
- No programming or complicated setup



The Offer for the Summit:

- **Free 30-day trial** of Wicked Reports (Regular Price \$299)
- Wicked Kickstart Package: (Regular price \$500)
- Ultimate Guide to Wicked Facebook Profits video training course (\$500 value)
- Ultimate Guide to Wicked Email Profits video training course (\$500)
- Total Value: **\$1,799**
- ***Free with the Evergreen Summit!!!!!!***



One Last Thing

**You owe it to your business to reach
your highest potential.
Our mission is to help you do that.**

