



Immediacy. Growth. Profitability. **PROOF.**

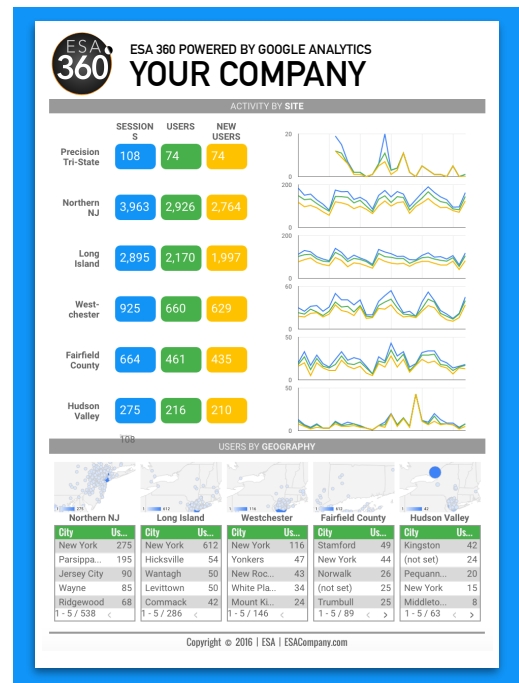
ESA has been living and breathing analytics for decades. Long before Google got into the game.

What are the **KPIs*** in your business?

- New customers
- Average spending
- Conversions & Calls
- Store traffic & Direct Traffic
- Page Value & Path Value
- Geographical expansion & heat-map
- Profitability & My364™
- Focused Lift & MyMetrics™

With all this data, it's not easy to put your finger on **the true pulse of your business growth**. Analytics can be a real haystack. Let ESA find the needle.

Sustained growth and profitability are expectations that come standard with every ESA campaign. ESA360™ is your window into that performance.



If these are ambitions for your business, we'll show you the most direct path. We've been doing this for decades. And ESA will bring not just Google Analytics to your business, but **real, retail math**. We get it.

We'll also show you the growth — we expect to watch the lift with you, in real-time. ESA360™ is your secure real-time visualization of your campaign's results, available 24/7/365.

Accountability is not a new concept to ESA and its media partners. It's the foundation of our business, and an expectation we insist on sharing with our clients.

Stop testing media and wasting your money. Embrace real growth and raise your expectations. Visit ESAROI.com/ESA360 or contact your local media representative to activate your ESA360.



ESA is the nation's premier retail and business growth strategist. Since 1981, the firm has delivered sustained business growth to thousands of businesses across all industrial, geographical, and economic markets.

*KPIs: Key Performance Indicators — metrics to validate the efficacy of your campaign.