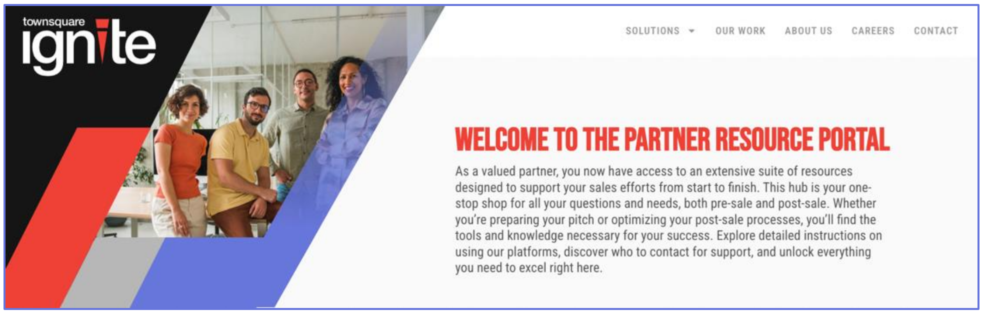
WELCOME TO IGNITE MEDIA PARTNERSHIPS

A RESOURCE GUIDE

01 WELCOME TO TOWNSQUARE

Welcome to our White Label Partnership. As a valued partner, you now have access to a comprehensive suite of resources to support your sales efforts from start to finish. This guide is designed to help you learn how to effectively utilize these resources, serving as a one-stop shop for most of your questions and needs, both pre-sale and post-sale. Whether you are preparing your pitch or looking to optimize your post-sale processes, this guide will provide you with the necessary tools and knowledge to ensure your success. From detailed instructions on using our platforms to understanding who to contact for support, you'll find everything you need right here.

02 PARTNERSHIP RESOURCE PORTAL



We have created a Partner Resource Portal for your sales team to access all that they will need to start selling. This portal will house all your training, sales and operations files and links that your sellers will need to sell and launch digital campaigns.

03 NAVIGATION TIPS

You will be receive the URL and password to your portal to share with your sellers at the start of our partnership. The Partnership Resource Portal is broken into three sections: **SALES**, **OPERATIONS**, and **TRAINING**. Clicking on a file name will initiate a download. Clicking on videos and links will open a new window to view the content.

04 SALES COLLATERAL

TELLING A STORY

Our approach to presentations emphasizes storytelling over merely pitching products. This section will teach you how to craft narratives that allow clients to visualize their ideal customer and understand how our data and technology can reach and engage that customer. By telling a story, you can help your clients see the value and impact of your solutions, making your pitches more persuasive and memorable. This storytelling technique is key to building strong connections and driving client success.

BUILDING PROPOSALS

Our pitch is designed to streamline the proposal creation process, allowing you to build customized presentations and media grids with just a few clicks. This section will guide you through the different parts of the sales deck, how to use them and what to incorporate when.

Every single presentation you create will utilize the "core deck," which serves as the foundation for your pitch. You will enhance this core deck with applicable personas to tailor the presentation to your client's unique audience. We will explain how to effectively integrate these personas in a later section.

ADDITIONAL SALES COLLATERAL

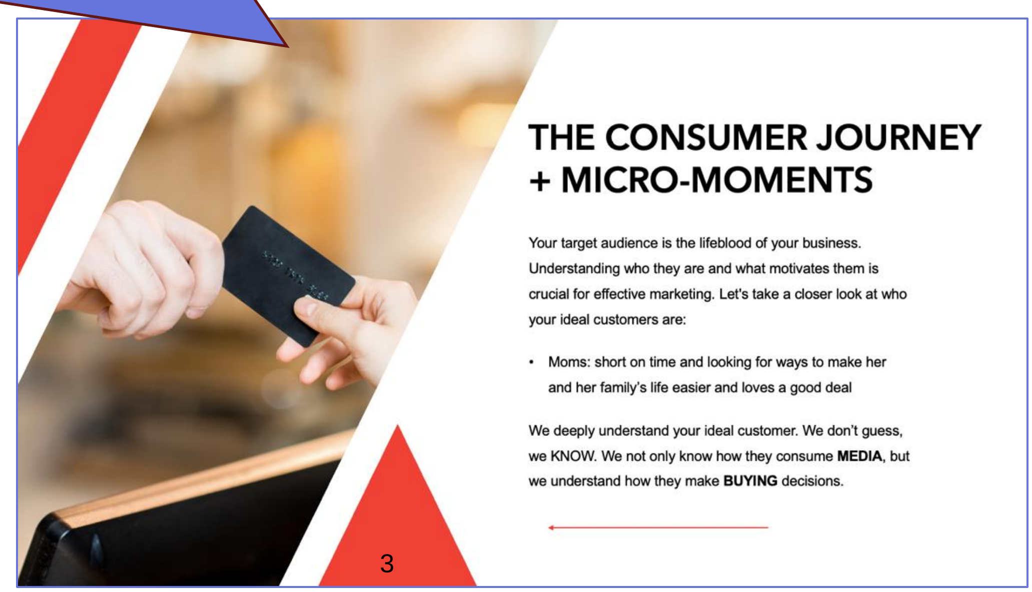
In addition to our core deck, you may need specialized slides or collateral for specific pitches. This section provides access to a variety of standard decks, category-specific presentations, and capabilities overviews. These resources are designed to enhance your pitches by providing detailed information and visual aids that address your client's unique needs and industry context. Utilizing this additional collateral will help you create more compelling and targeted presentations.

05 PERSONAS

What are these and how do I use them? Because we want to tell a story in each of our presentations, we also want our clients to be able to MEET their perfect customer. We've put a face and a name to popular groups of audience segments to help better tell that STORY! Here you'll find an example of how to set up the consumer journey and Persona portion of the Pitch:

Micro Moments and the Modern Consumer Journey

"Before we dive into the solutions, we are going to discuss how the modern consumer journey has evolved to include micro-moments that happen throughout a consumer's day/week/month that affect their decision making. What this means to you is that you have more opportunities to speak to your prospects and can be constantly connected with them!"



Personas

"Today you'll get to meet and learn about "Jen" – a mom of two who teaches yoga on the weekends and values her family. You'll be able to follow along her consumer journey and see how important it is to build brand awareness for [Insert Client], create interest and consideration, and ultimately the acquisition and later on – brand loyalty!

As you can see, Jennifer really values digital mediums and it plays a major role in how she receives and engages with content and ultimately makes buying decisions – knowing this is key when we set up your campaign; our goal using our data first approach to find all the other Jennifer's out there who will be your ideal customer.

Let's look at how she spends her day – as you can see Jennifer's consumer journey is full of micro moments that effect the choices that she makes. I bet as she's listening to her favorite podcast, one of her kids sticks a toy down the toilet and clogs it – and NOW she's on the hunt for a plumber. But luckily, a home repair company had been targeting her on social media so when she went to search for plumbers... she remembered them and clicked to call!"

06 SUPPORT TEAM AND ESCALATION PROCESS

As a valued partner, you will have access to a dedicated support team to assist you with any questions or issues. Key players in your support network include your **Digital Solutions Manager**, who will be your main point of contact for sales inquiries, and the **Digital Campaign Manager** for more complex technical issues. If you encounter any problems that require escalation, your Partner Support Network will guide you through the appropriate steps to ensure a swift resolution.

PARTNER SUPPORT NETWORK

Digital Solutions Manager (DSM)

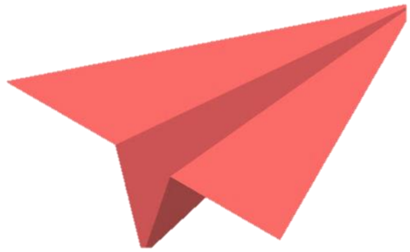
Digital Campaign Manager (DCM)

VP, Ignite Operations
Shaun Collignon

VP, Digital Sales
Aleece Southern

VP, Solutions & Training
Eric Davis

07 OPERATIONS AND POST-SALE PROCESS



Launch Process

Instructions for Sellers After Closing a Deal

1. **Submitting Orders:**
   - AEs: Submit your orders to your internal order entry person.
   - Partner Order Entry Team: Forward all wholesale orders using your Ignite IO to us using the designated distribution list for your market.
2. **Activation Call:**
   - The Digital Campaign Manager (DCM) will contact the salesperson to schedule an activation call to go over launch requirements.
   - The DCM will review the assets you've collected from your client, clarify any details, and highlight any necessary adjustments. All campaign-related conversations should be conducted within TapOrders. Please @ your DCM with any questions about specific tactics at the Line Item level.
3. **Campaign Build:** Refer to the provided turn-around times to set proper expectations. Your DCM will reach out with any final questions or issues that may arise during the campaign build.
4. **Launch:** You will receive a notification of the campaign launch within the TapOrders platform. It is your responsibility to review the campaign and flag any issues promptly.
5. **Communication Protocol:**
   - Sellers should contact the DCM and Digital Sales Manager (DSM) individually for any specific inquiries. Do not use a general distribution list for these communications.
6. **Launch:** You will receive a notification of the campaign launch within the TapOrders platform. It is your responsibility to review the campaign and flag any issues promptly.

Campaign Turn-Around Times

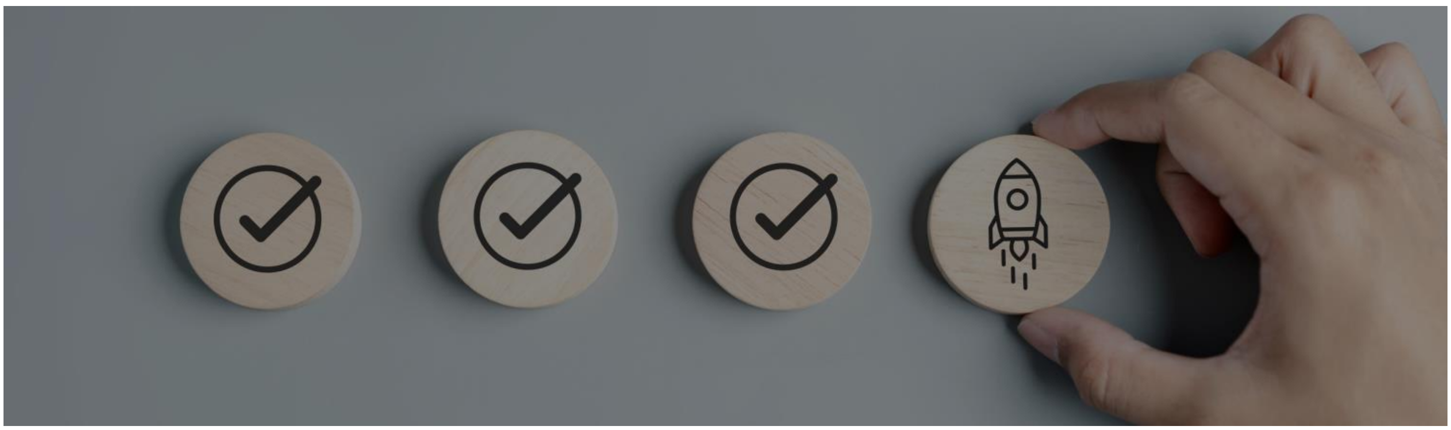
- Trafficking window: 3PM EST is the daily cut off for trafficking. Campaigns submitted after this time will be processed the following day.
- Expect 3-5 Business Days: Blended Tactics, STV, Social (no new campaigns Fridays)
- Expect 8-10 Business Days: Search Campaigns (no Friday launches)

Campaign Launch Requirements

Discussing these details with your client ahead of time will allows us to move quickly:

- KPIs
- Website/Landing Page
- Keywords
- Demographics
- Audience Behavior
- Geographical Details

Note: Your DCMs will work to highlight any limitations of each platform during the activation.



WHO DOES WHAT?

IGNITE PRE-SALE

		AE	DSM	DCM	PARTNER ORDER ENTRY TEAM
1	**CLIENT DISCOVERY MEETING**				
	AE prospects for new clients sets discovery meeting	X			
	AE runs discovery meeting solo and passes notes or invites DSM if applicable	X	X		
2	**STRATEGY, CAMPAIGN PLANNING & PROPOSAL CREATION**				
	AE & DSM discuss and decide on campaign strategy.		X		
	AE uses deck template to create pitch	X			
3	**PRESENTATION MEETING**				
	AE and DSM (when needed) make sales presentation and close the deal	X	X		

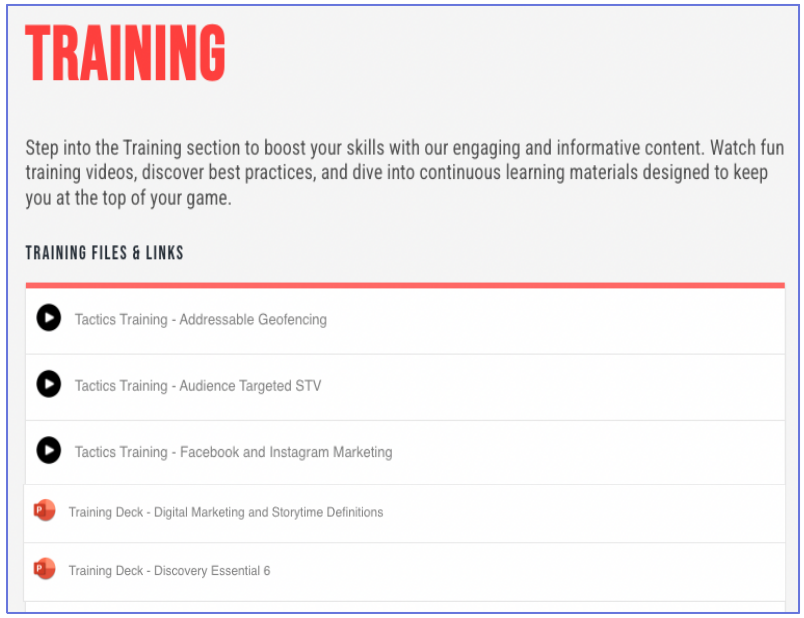
IGNITE POST-SALE/PRE-LIVE

Step	Task	AE	DSM	DCM	PARTNER ORDER ENTRY TEAM
1	**CONTRACT SIGNED/ORDER SUBMISSION**				
	Secure client signature	X			
	AE sends complete proposal & new client paperwork to internal order entry	X			
2	**ORDER RECEIPT AND ACCURACY CHECK**				
	Partner order entry team enters order into their billing system				X
	Partner order entry team completes Ignite Media Services IO and sends to order entry e-mail distribution				X
	DCM uses signed contract to cross-check order. Schedules Activation Call with AE/DSM.			X	
3	**ACTIVATION CALL & PRE-LAUNCH**				
	DCM will coordinate schedules for activation within 48 hours. AE to attend	X	X	X	
	Missing assets are identified. DCM creates activation punch list in TapOrders for seller to complete.	X	X	X	
	AE collects and uploads missing assets into TapOrders until Activation Punch List is complete. AE gets client approval on creatives.	X			
4	**CAMPAIGN LAUNCH**				
	Once Activation tasks are complete, DCM & Ops team launch campaign(s).			X	

IGNITE POST-LIVE

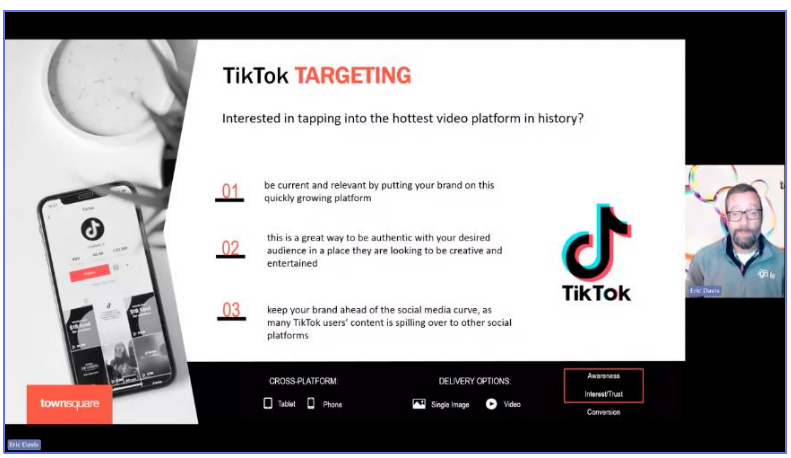
Step	Task	AE	DSM	DCM	PARTNER ORDER ENTRY TEAM
1	AE submits campaign revisions in TapOrders/Line Item via the "Tasks" dropdown	X			
2	Retrieve client reporting out of TapClicks	X			

08 TRAINING HUB



Accelerate Your Learning and Bring Your Ideas to Life!

Whether you're new to the partnership or have been with us for a while, we know there is always more to learn! The Training section of our Resource Portal has top-quality content, structured agendas for ongoing education, pro selling tips, and more.



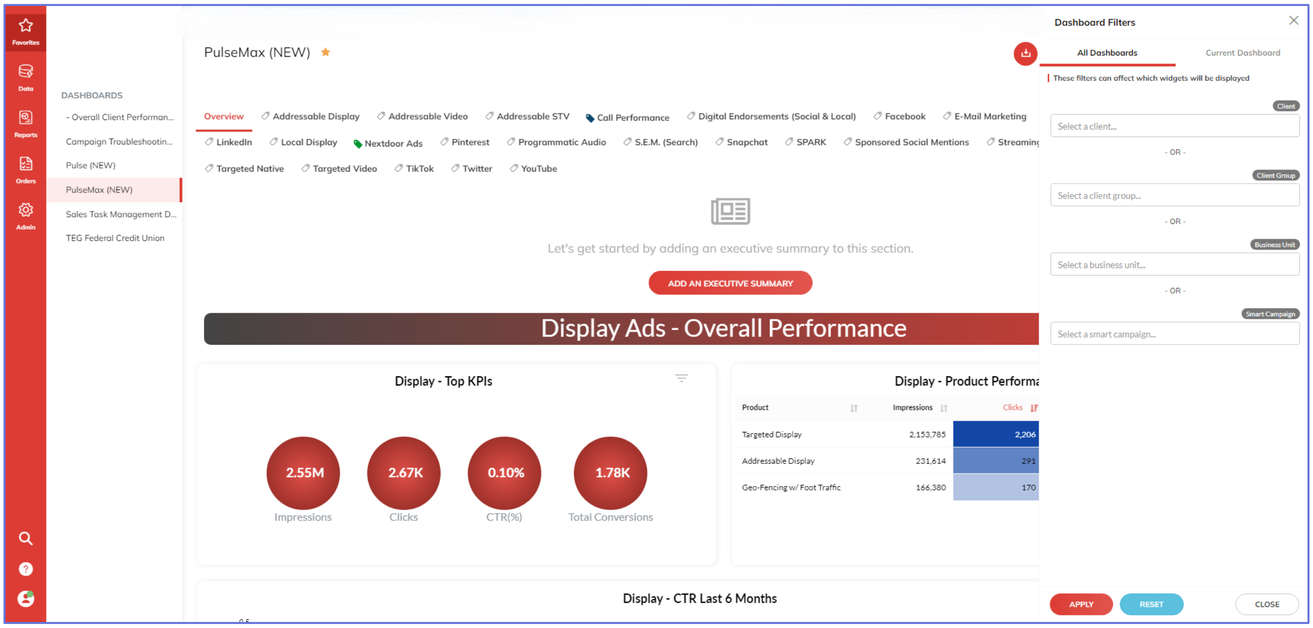
We believe in the power of continuous improvement. Embrace your craft, study it, perfect it, and breathe it. Never stop striving to be better at what you love to do. This hub is your go-to resource for mastering your sales techniques and delivering outstanding results for your clients.

> *"Trust in your craft enough to admire it, study it, perfect it, breathe it. Never stop getting better at whatever it is that you love to do."*
>
> *- Reyna Biddy*

08 TAPCLICKS REPORTING PLATFORM

Our Goal

Understanding and leveraging data is crucial for optimizing campaign performance and delivering superior results for our clients. Our Pulse and Pulse Max dashboards are designed to provide real-time insights and advanced analytics, enabling data-driven decision-making and enhancing client communication. As a company, our goal is to empower our partners with the tools and metrics needed to drive success and stay ahead in a competitive market.



What You Can Expect

TapClicks Pulse & Pulse Max Dashboards empower you to:

- Track real-time campaign performance
- Navigate a user-friendly, customizable interface
- Visualize clear, impactful metrics
- Access on any device
- Dive into advanced analytics and reporting
- Integrate multiple data sources seamlessly
- Leverage predictive insights and trend analysis
- Customize KPI tracking

Why It Matters

- Make quick, informed decisions
- Enhance client communication with clear visuals
- Save time with streamlined reporting
- Optimize strategies with deep insights
- Stay proactive and prepared for market shifts

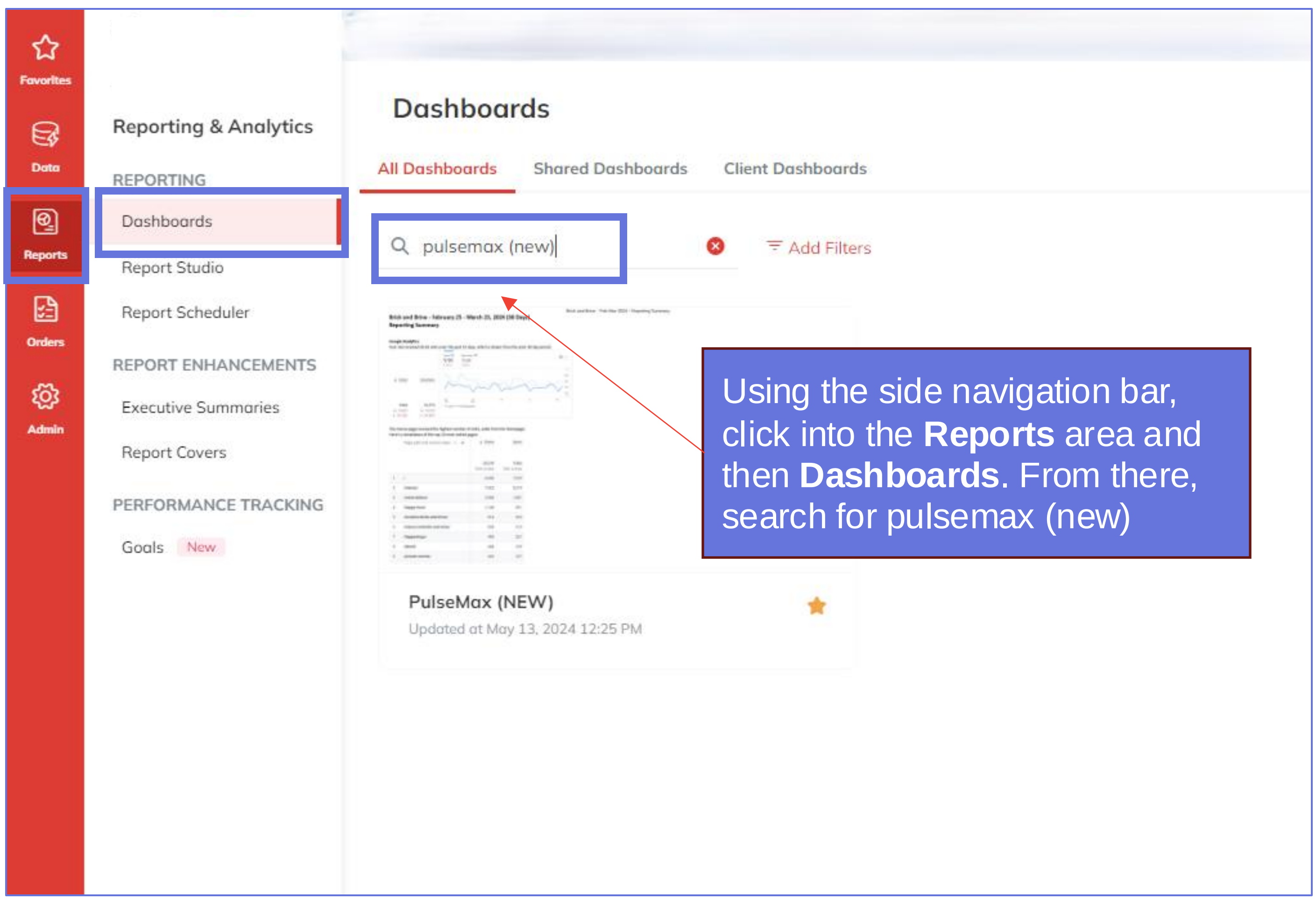
Logging In

You will receive a shared username and password for your market that you will use to log in and access TapClicks.

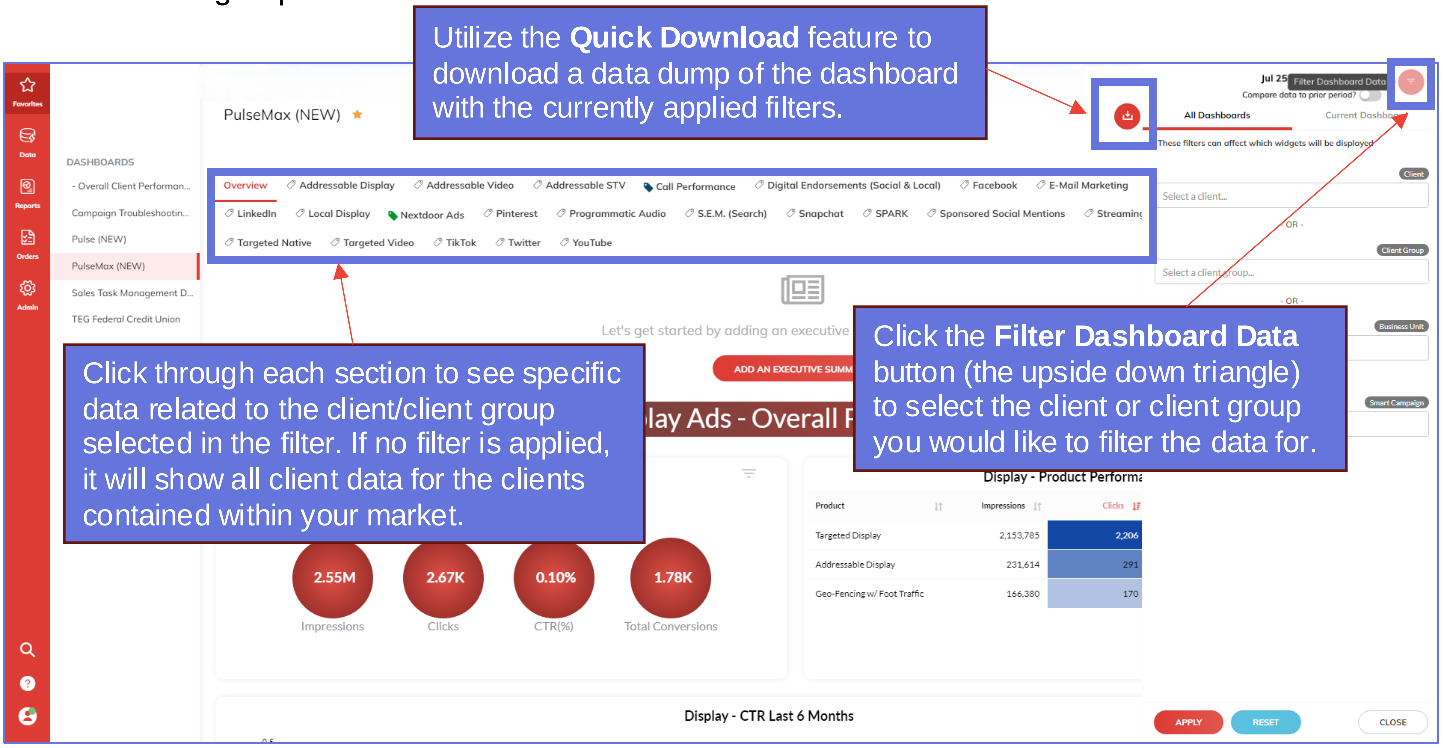
- Please log in at insights.townsquaremedia.com
- Please reach out to your DCM if you are having issues accessing the system

Navigating Dashboards

Below, you can see the dashboard area and how to navigate to this area to select the PulseMax dashboard to view:



Once you are in the dashboard, you can click through the sections to see more granular data by product. You can also see in the screenshot below the option to filter the dashboard to a specific client or client group:



Report Studio

To generate a Report Studio export, you will need to follow the steps below: