



Data-Driven Digital Marketing

Vital Data For Vital Industries

2025



Contents

- 1.0 Introductions
- 2.0 Our Approach
- 3.0 Strategies & Audits
- 4.0 Creative Suite
- 5.0 Organic Growth
- 6.0 Brand Marketing
- 7.0 Performance Marketing
- 8.0 Intelligence



1.0 Introductions

- 1.1** Fusable Overview
- 1.2** Who We Are
- 1.3** Our Partnerships
- 1.4** The Fusable Team




















Fusable Overview

The leading provider of vital data and services to vital industries

Highlights

- Market-leading provider of data, analytics, and digital services to vital industries
- Primary Verticals: Agriculture, Construction, Trucking & Insurance
- Primary Client Segments: OEM’s, Dealers/Distributors, Products & Services Providers, Finance, Insurance, and Equipment Operators

Solutions	Agriculture	Construction	Trucking & Insurance
Content Core Media Brands		 	   
Market & Company Intelligence			 
Pricing & Asset Intelligence Taxonomy & Specs			
Digital Services			



Who We Are

Fusable's product offerings and market reach are deep and unmatched in our industries.

4,400+
clients



10MM+
audience reach

- Owner-Operators
- Fleet Executives
- Construction Executives
- Ag Equipment Buyers
- Construction Equipment Buyers
- Lift Truck Buyers
- Machine Tool Buyers
- Business Equipment Buyers



Our Partnerships

We partner with the best in the industries we serve.

Whether that's for strategizing and deployment with digital partners; industry insights with leading organizations; or data-providers in-house and beyond, we're in the know.

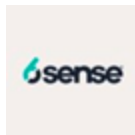
INDUSTRY PARTNERS



DATA PARTNERS



DIGITAL PARTNERS



The Fusable Team

Fusable, backed by a diverse team of over 35 specialists in digital, content, and design, is dedicated to delivering tangible results. Our certified professionals in platforms such as Google, Meta, and Demandbase meticulously track the performance of your campaigns using advanced analytics and tracking tools. Through our purposefully designed roles and team structure, we ensure a quality of service and skill unmatched in the industry



Tina Hannagan
EVP & GM, Asset Intelligence



Carly Clark
Director of Creative Services



Christopher-Cameron McNaught
Senior Director of Digital Services



Daniel Carter
Digital Account Director



Ashley Wier
Digital Account Director



Ethan Garrison
Director of Digital, Content Strategy



Austin Hallman
Digital Account Director



Megan Gunter
Director of Digital Media



Kaleb Phillips
Digital Sales Engineer



Ramon Yslas
Digital Sales Engineer



Aubrie Harper
Sr. Digital Account Manager



Aron Vasha
Sr Digital Marketing Specialist



Don Ross
Sr Digital Marketing Specialist



Dylann Schneider
Sr Digital Account Manager



Jannexy Reyes
Sr Digital Marketing Specialist



John Roberts
Sr Digital Account Manager



Kalynn Young
Sr Digital Account Manager



Rob Nowe
Sr Digital Marketing Specialist



Rich Muckerman
Sr Digital Marketing Specialist



Tricia Donaldson
Sr Digital Marketing Specialist



2.0 Our Approach

- 2.1 Our Expertise
- 2.2 The Fusable Nexus
- 2.3 How We Use Audiences



Our Expertise

Our 5 core areas for success: **Digital Strategy; Content & Design; Organic Growth; Brand & Performance Marketing & Intelligence**

Organic Growth

Organic is the keystone of your online presence. Ensuring your customers can find both your brand is first; yet Organic efforts can also increase the visibility of your products and offerings to qualified searchers.

Brand & Performance Marketing

These channels move people through awareness, education, conversion and loyalty. With a wide mix of channels, we can expose target audiences to your brands message, build products awareness and drive leads.

Intelligence

We're first and foremost a data company. Blending insights from our data brands and marketing performance, our intelligence informs our decisions and drives your bottom line.

Content & Design

Our in-house Content and Design Studio marries industry expertise and a deep understanding of our audiences with creative. Designing impactful creative to build connections, drive click-thru-rates and educate buyers.

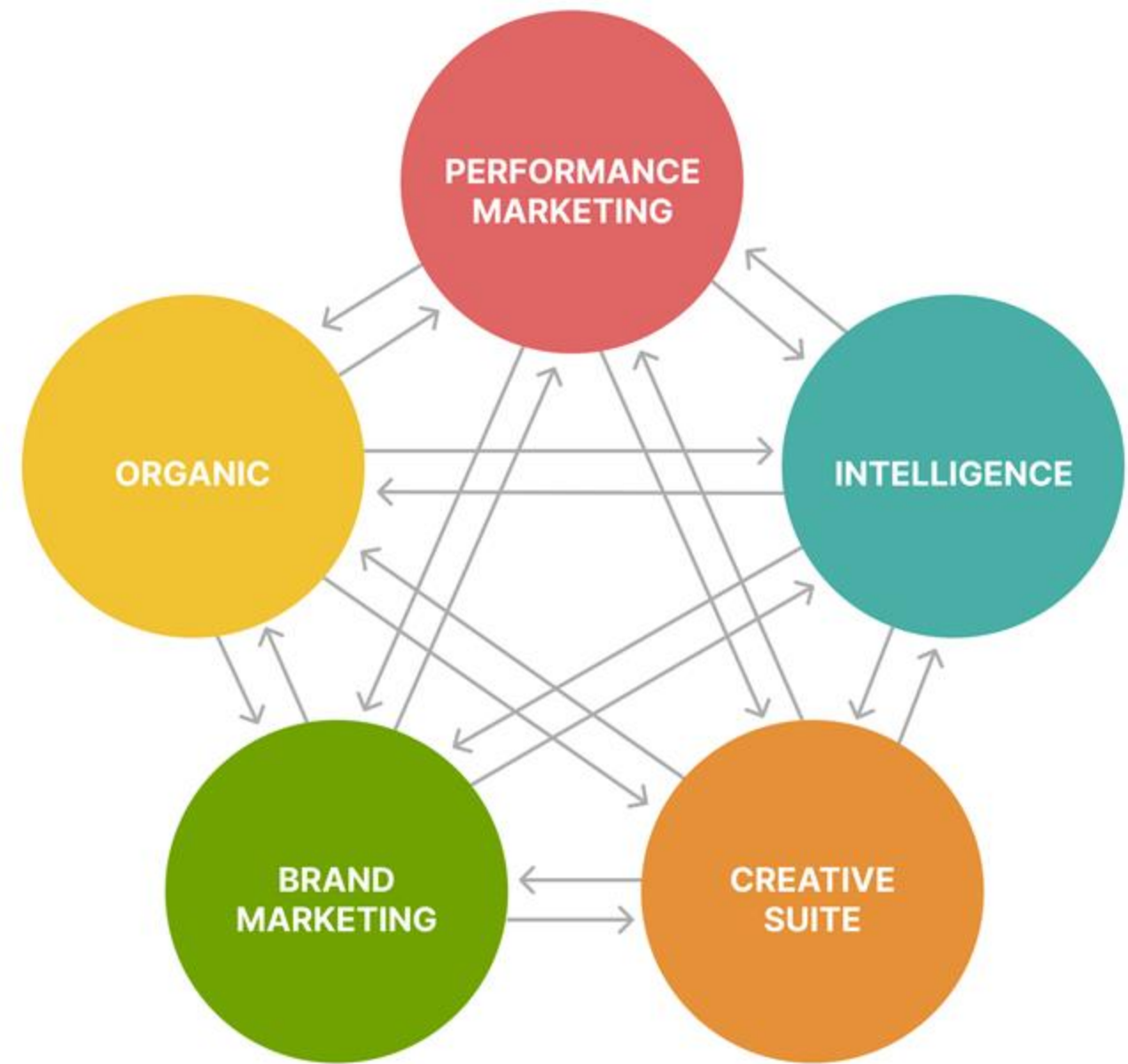
Digital Strategy

Fusable's Digital SMEs live and breath both digital and our industries. We take a holistic approach to look across your business to find ways to activate digital to achieve your business goals.



Interconnected Solutions

Marketing isn't a singular function; it commands a multi-channel approach to engage customers, beat out your competition and drive decisions.



CONTENT & DESIGN STUDIO

- Content Creation
- Digital Design
- Landing Page Design

ORGANIC

- Local Search
- Reputation Marketing
- SEO

BRAND MARKETING

- CTV
- DOOH
- Programmatic Audio
- Video Marketing

PERFORMANCE MARKETING

- ABM
- Display Advertising
- E-Commerce
- Geofencing
- Programmatic Advertising
- Paid Social
- SEM

INTELLIGENCE

- Dashboards + Reporting
- Analytics



How do we build our audiences?

...with data!



3.0 Strategies + Audits

- 3.1** Brand vs Digital Strategy
- 3.2** Strategy Recommendations
- 3.3** Website Audit Offerings



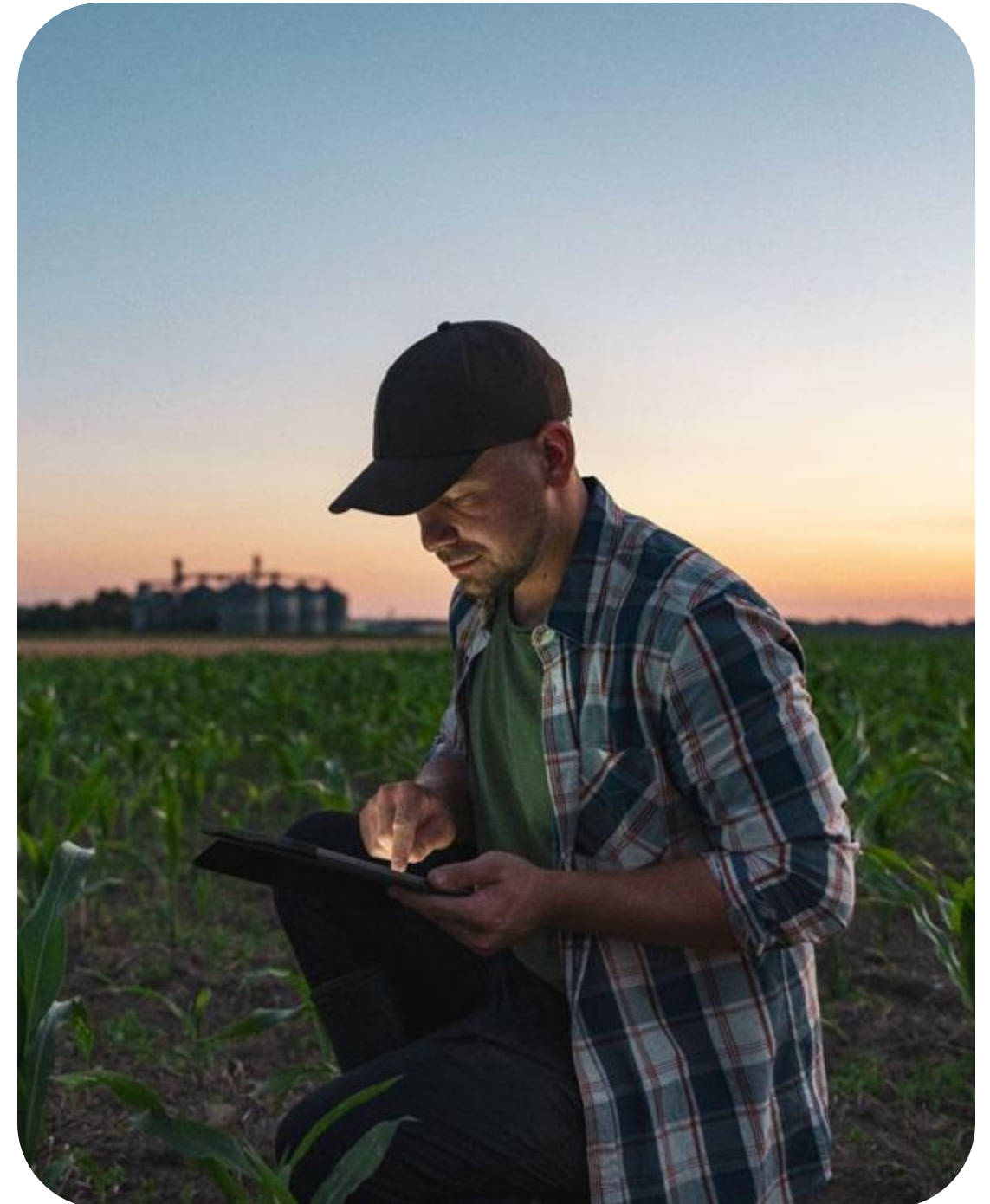
Brand Strategy vs. Digital Marketing Strategy

Brand strategy defines **what** your brand's identity, positioning, and messaging is to create a consistent and compelling brand experience.

Digital marketing strategy outlines **how** to leverage digital channels and tactics to reach, engage, and convert your target audience.

Implementing effective brand and digital marketing strategies can:

- Strengthen brand awareness
- Enhance customer loyalty
- Drive measurable results
- Improve overall marketing effectiveness and business growth.



Strategy Recommendations:

Recommendations include:

- Website UX
- Brand Visuals
- Brand communication and content
- Affiliate marketing and reputation management
- Paid and organic Social
- Email efforts
- SEO and local search
- CTV, OTT, Digital Out-of-Home (DOOH)
- Video marketing and programmatic audio
- Lead generation activities & opportunities
- Display advertising: programmatic, native, rich media, geofencing
- E-Commerce
- Account based marketing (ABM)
- Proprietary custom events



Website Audit Offerings

Our Comprehensive Website Audit is designed to address every aspect of your website's performance, user experience, design, and content.

Core Audit Components Include:

1. Technical Performance
2. UX Evaluation
3. Content Analysis and Recommendations

Deliverables Include:

- Detailed Report of findings
- Annotated Screenshots
- Prioritized Action List
- Visual Mockups where appropriate
- Wireframes where appropriate
- Design Improvements
- UX Enhancements
- Content Quality Assessment
- Content SEO Analysis
- Content Suggestions
- New Content Ideas
- Content Layout Suggestions



4.0 Creative Suite

- 4.1** Content Studio
- 4.2** Website Development
- 4.3** Landing Page Design
- 4.4** Design Services



Content Studio Offerings

Content Studio Site

- ✓ Playbooks/eBooks
- ✓ Custom Event Materials
- ✓ Videos/podcasts
- ✓ Feature articles
- ✓ Pre-recorded webinars
- ✓ Original research



Landing Page Creation

1

Conversion Optimization

Create visually appealing and user-friendly landing pages that drive conversions.

2

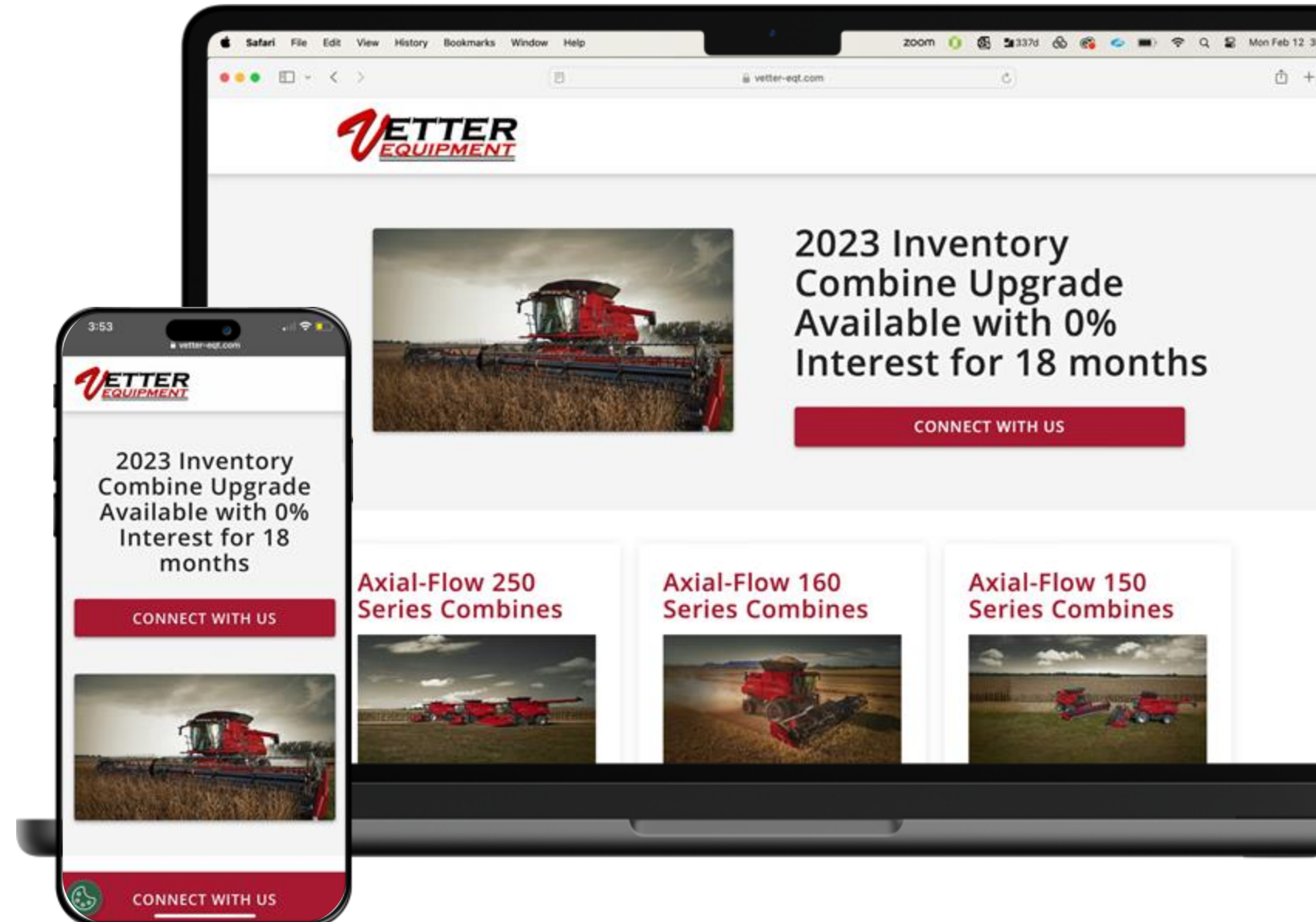
A/B Testing

Optimize your landing pages by running A/B tests to identify the most effective headlines, calls to action, and design elements.

3

Mobile-Optimized Design

Create landing pages that provide a seamless user experience across devices.

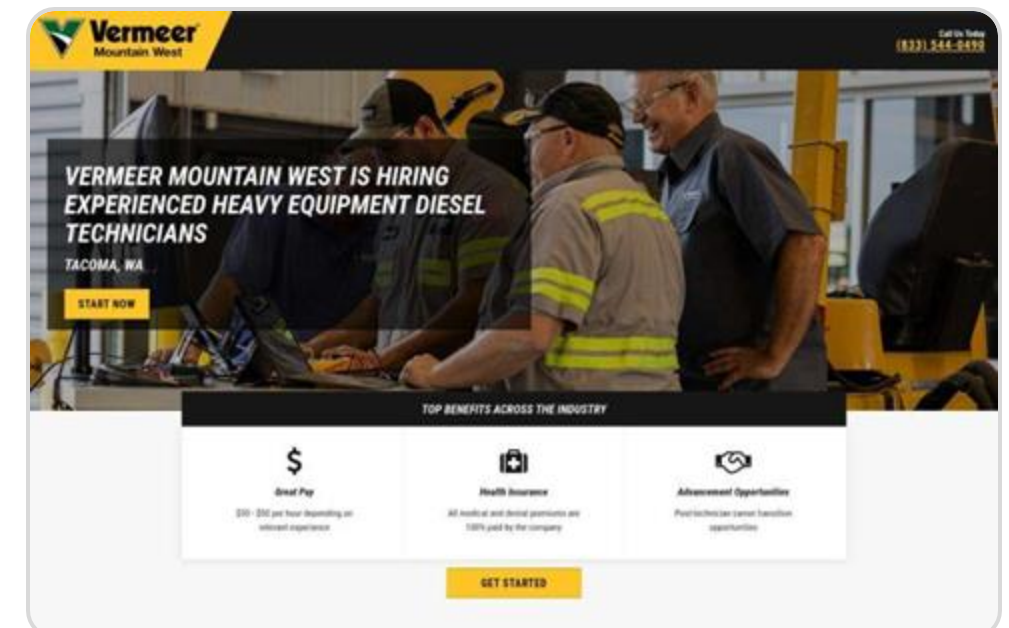


Design Services

We believe that great design tells a story. We blend creative visuals with compelling messaging to create a seamless user experience. We approach every design project with the end goal in mind. Our designs are geared towards driving results and generating an ROI for our clients.

Design service include

- ✓ Social media ads
- ✓ Rich media - HTML5, GIFs, In Banner Video, Carousel, Animated, Hotspot, Slider
- ✓ Display and retargeting ads
- ✓ Website banner ads
- ✓ Newsletter banners
- ✓ White papers
- ✓ Lead gen media
- ✓ Email templates
- ✓ Landing pages
- ✓ DOOH - Billboards, signage



5.0 Organic Growth

- 5.1 Organic SEO
- 5.2 Local Search
- 5.3 Reputation Management



Organic SEO

Long-term success with Google



75% of clicks on Google go to the first 3 results on a search page

Organic leads have a **14.8% higher conversion rate** than other channels.

SEO identifies user intent and then picks **keywords** to implement on a website that helps identify people more likely to come to your site

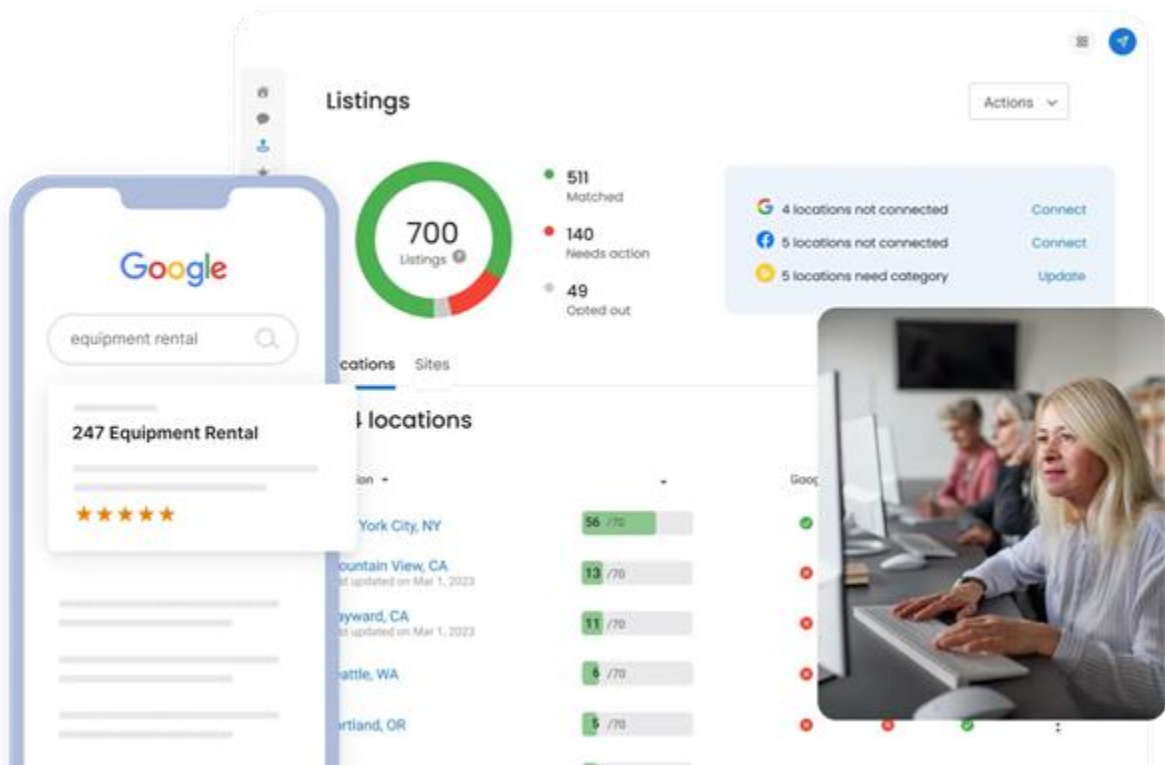


Local Search

Get your local search performance scorecard

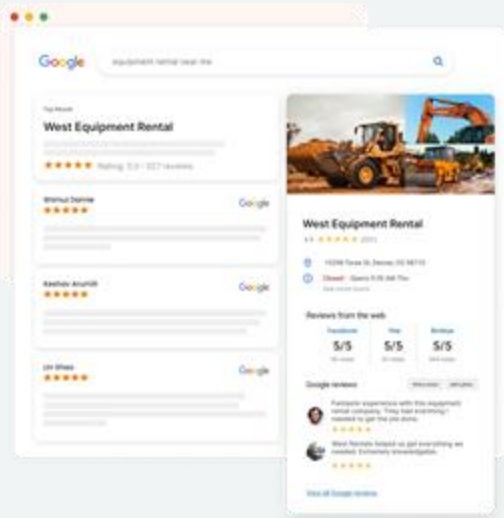
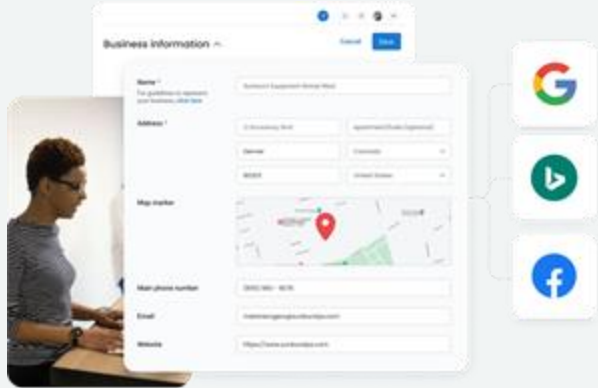
Companies like you want to rank higher in local search and drive leads to your business. Fusable simplifies listings management with support for single and multi-location businesses. We help customers:

- ✓ Rank higher in Google search with complete and accurate listings
- ✓ Box out the competition in local search
- ✓ Drive more engaged leads into your pipeline



Comprehensive and easy-to-understand

Fusable makes your listings attractive and comprehensive with 60+ fields like appointment links, contact information, photos, and so much more. Your location(s) have unique differences, it's important to highlight them for your customers

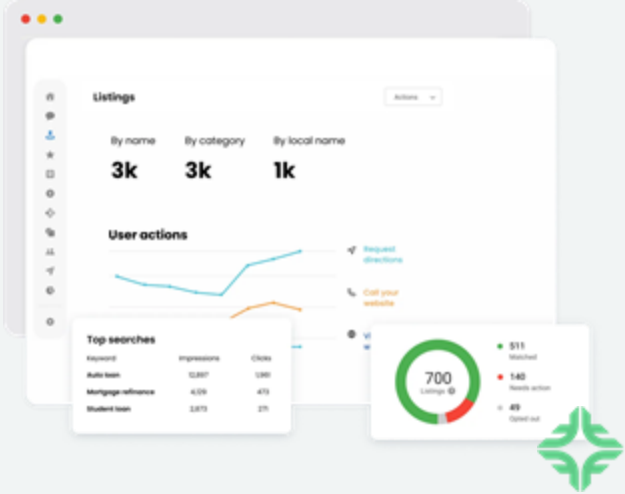


Improve search rankings for your locations

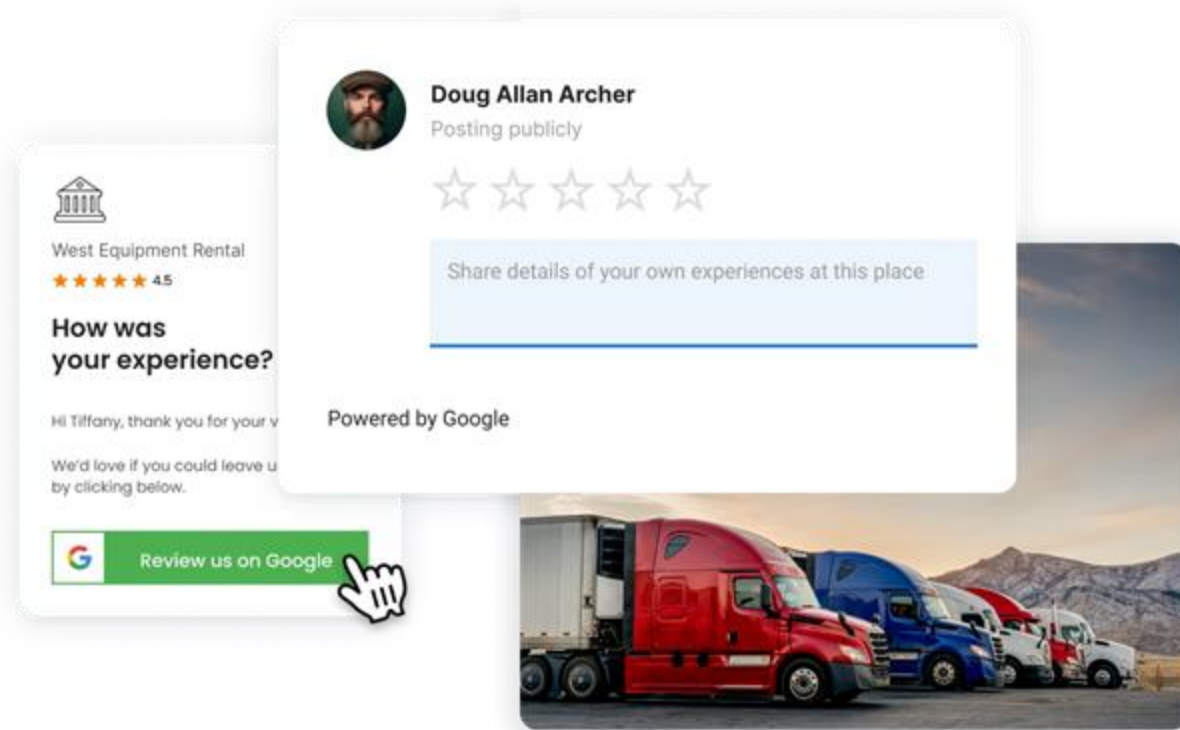
When customers search for “equipment rental near me” or “tractor dealers near me” you want your location(s) to rank high and ahead of your competitors. Fusable creates and polishes these listings for you so you rank higher in local search and can easily be found.

Insightful reporting and dashboards

Fusable provides a comprehensive view of how accurate your listings are across locations and directory sites. See how your listings are performing on Google Business Profile, Facebook, and Bing. Present the number of engaged leads you are driving to your business in your next management review.



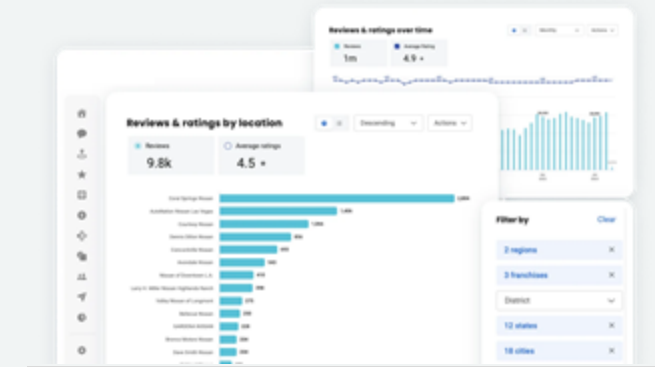
Reputation Management | Marketing



Rank higher with the best Google solution

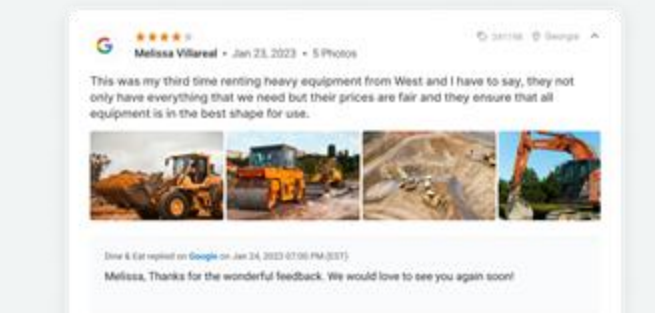
Grow your Google reviews and rank higher in local search. Thanks to Fusable's partnership with Google, your customers can review your business in just a couple of clicks.

- ✓ Boost your SEO and rank higher in local "near me" searches
- ✓ Attract more customers to your business
- ✓ Save time and resources managing reputation across locations & sites



Understand customer sentiment with reports

Quickly identify underperforming locations with powerful reports and dashboards. Monitor review count and ratings over time to improve customer experience and keep your teams on track. Share weekly and monthly reports with your management to keep them posted on your progress.



Never let a review go unanswered

Your dedicated Fusable team responds directly to reviews. Good or bad, Google values your response to your customers' testimonials.



6.0 Brand Marketing

- 6.1 CTV | OTT
- 6.2. Digital Audio
- 6.3. Digital Out-of-Home (DOOH)
- 6.4 Social Media Advertising:
YouTube



CTV | OTT

We connect first party data to streaming devices to programmatically target individuals across a wide variety of platforms and channels.



 SIMPLIFI

 StackAdapt

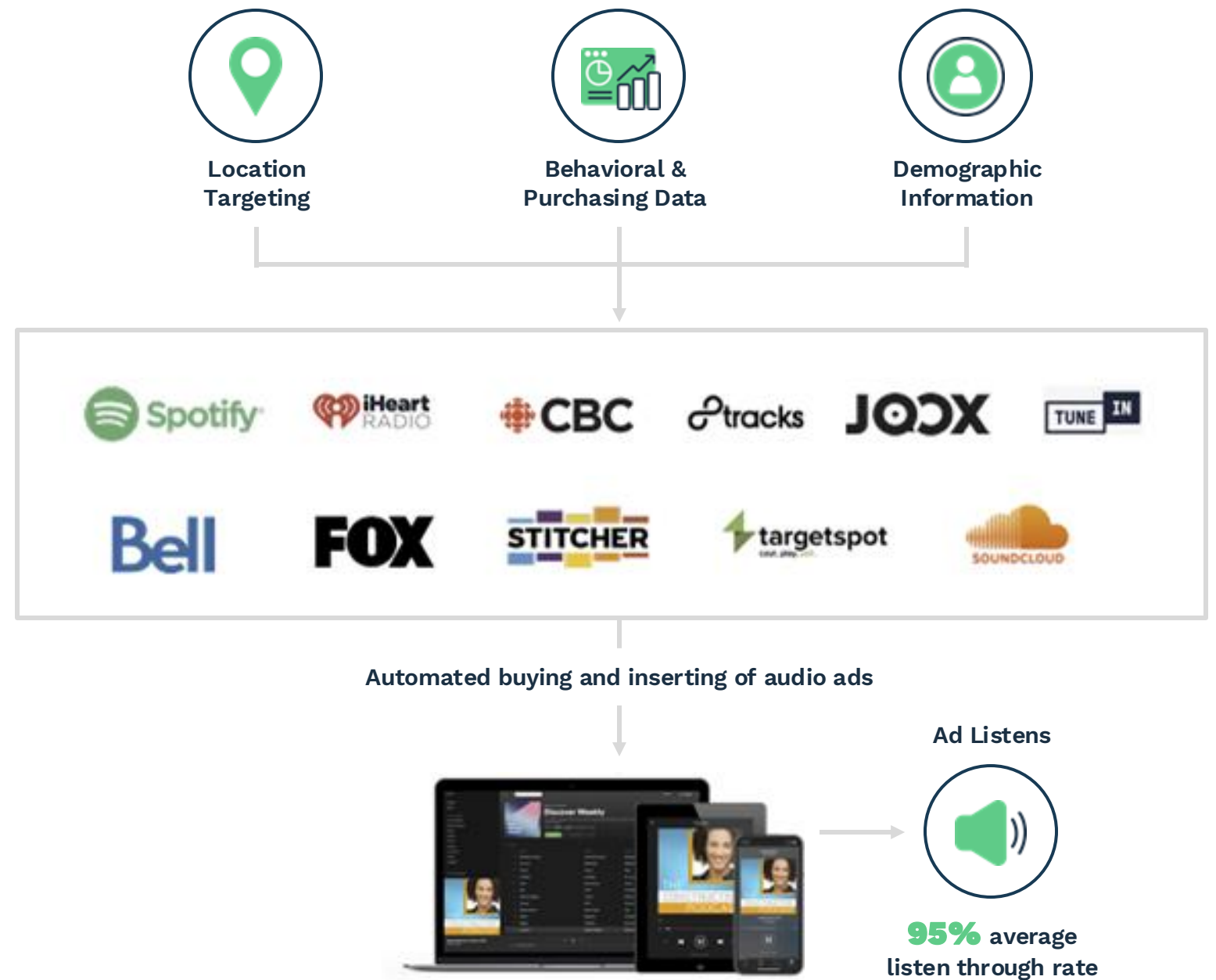
- ✓ **Viewers retain 95% of a message** when they watch a video, compared to 10% when reading it in text.
- ✓ **Video represented 82% of IP traffic** in 2023.
- ✓ **People spend 5x more time** with video content than static content.



Digital Audio

Better & more efficient targeting with in-stream audio

Instead of advertising on terrestrial radio with loosely defined audience data, we can expose your unskippable ad on audio streaming services and target based on our proprietary data, including buyer behavior, geography, online interests, and more using programmatic radio advertising. Unlike terrestrial radio, you can track the impact of your campaigns, including cost-per-completed listen, listen through rate, and more.



Digital Out-of-Home (DOOH)

Amplify Your Brand With Digital Out-of-Home Advertising



Combines the proven success of out-of-home advertising with the capabilities of a digital channel to reach your **audience in the right moment**.



One of the **fastest-growing** advertising channels with global expenditures projected at \$45 billion USD by 2024.



Variety of formats, like digital billboards, digital screens at gas stations, in elevators, on mall directory screens, or on taxi cabs.



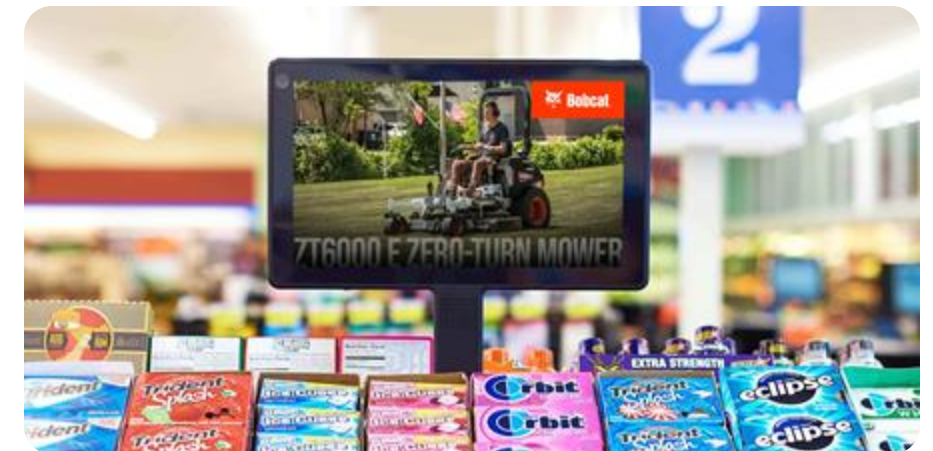
Deliver ads to the most **relevant audience**. Target based on location, time of day or of the week, type of venue, and weather in your geo targeted area.



98% of consumers have visited at least one DOOH venue in the past 30 days.

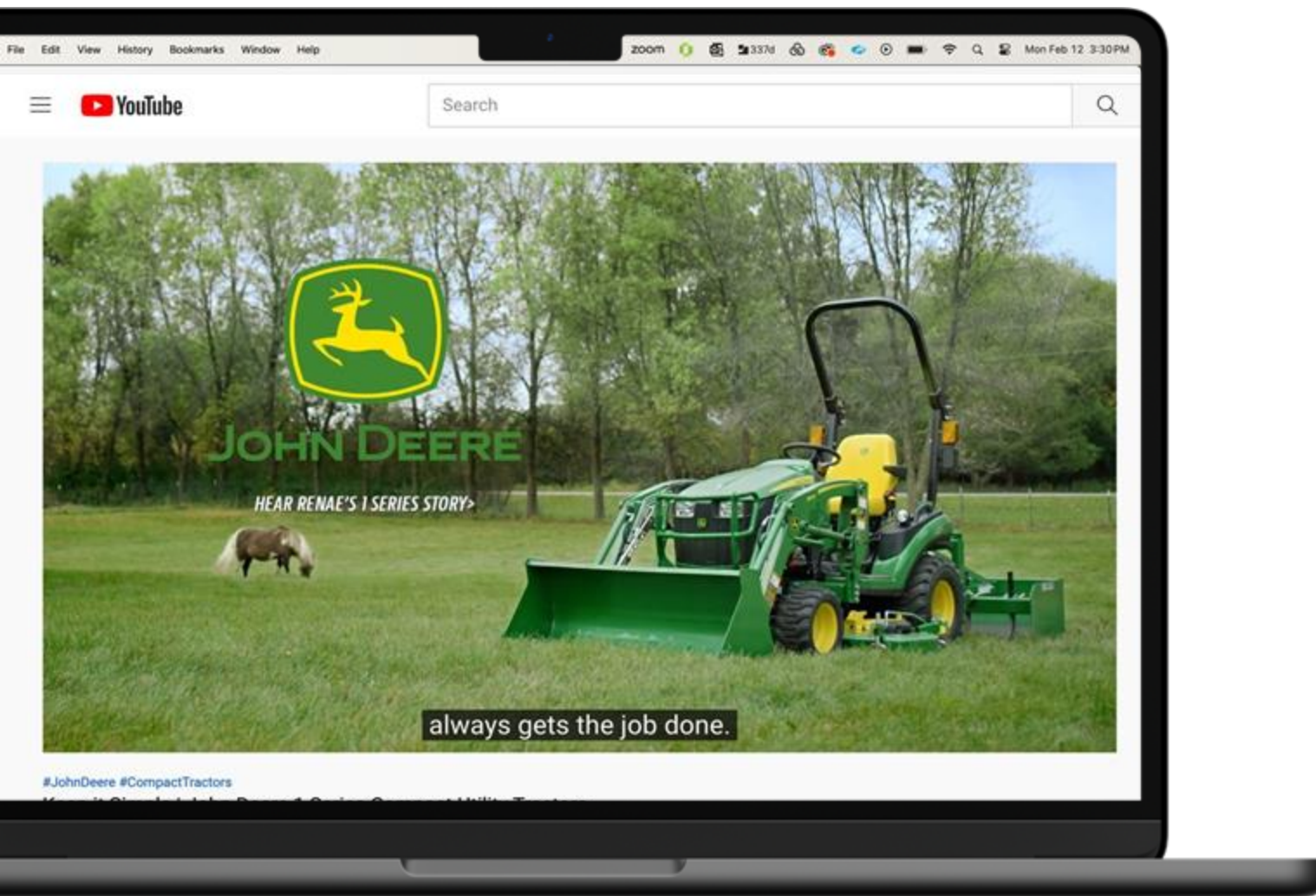


Ideal tactic for brand awareness: **84% of consumers** recall seeing DOOH ads, compared to ~50% for social media ads.



Social Media Advertising: YouTube

YouTube allows you to drive home a visually-impactful message where users are in the mindset to consume video content.



First-party data allows for a highly specific audience segment. This approach ensures your ads are shown to the **most relevant audience**.



Optimized for various devices and platforms, ensuring a seamless user experience across desktop and mobile **maximizing reach and accessibility**.



Utilizing first-party data in your Youtube marketing enhances the **quality of clicks** into your ads.



Using Fusable data in your campaign, you gain better insights into the customer journey and attribution. **Improving clarity** of how users move through the sales funnel.



7.0 Performance Marketing

- 7.1** Account Based Marketing
- 7.2** Display Advertising: Google
- 7.3** Display Advertising: Programmatic
- 7.5** Display Advertising: Native
- 7.5** Display Advertising: Rich Media
- 7.6** E-Commerce
- 7.7** Geofencing
- 7.8** Search Engine Marketing (SEM)
- 7.9** Search Engine Marketing: Google Performance Max
- 7.10** Social Media Advertising: Facebook & LinkedIn

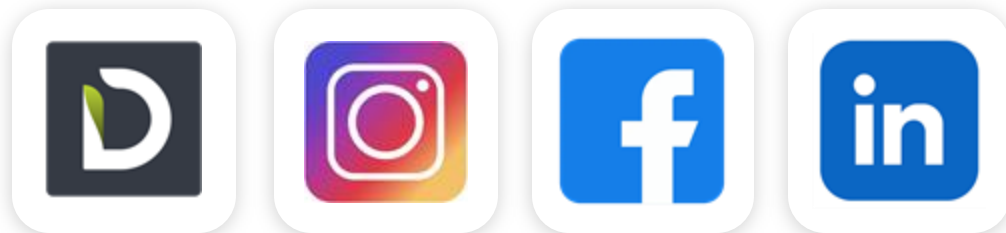


Account-Based Marketing

Whether your goal is new revenue or revenue from existing clients, ABM is a powerful strategy that enables marketers to efficiently reach and engage high-value accounts.

To deliver a targeted, effective, media plan we'll utilize several media channels, namely:

- **Demandbase** – Display and CTV
- **Facebook & Instagram** – Engagement & Lead Generation
- **LinkedIn** – Engagement & Lead Generation/Meeting Requests



Digital buying experiences have created **new expectations** for responsiveness and personalization.



Account-Based marketing is now an expected part of the marketing mix.



87% of marketers say that ABM delivers a higher ROI than other marketing strategies.



Move contacts within your **target account list** from Qualified and Aware to Engaged, and finally, Opportunities and New Clients.

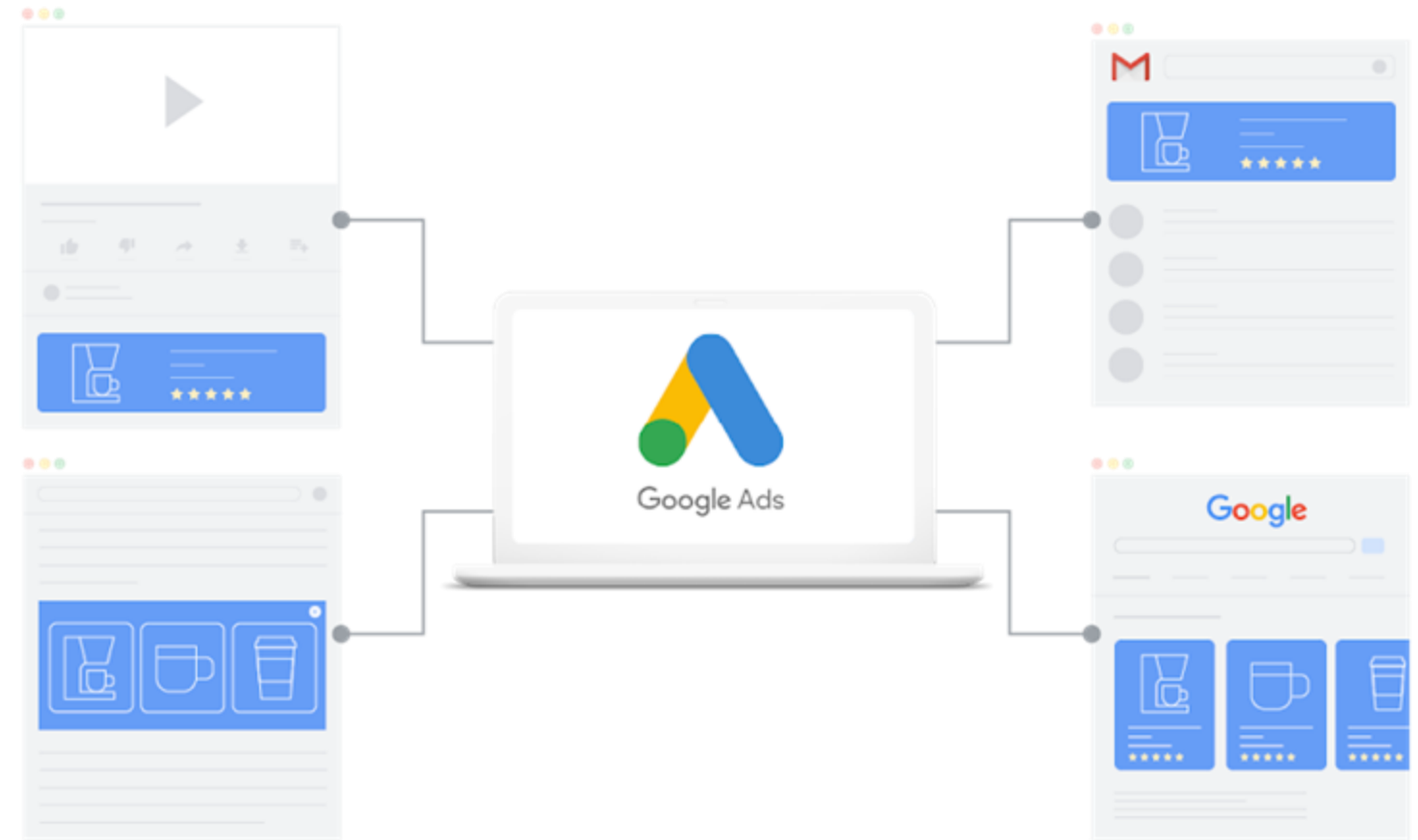


Display Advertising: Google

Google provides access to more than 2.5 million websites, through their display networks. When target prospects from our first party data are visiting sites through this network, their browsers are tagged. This allows your ads to appear on any of the display network websites tagged prospects visit.

Use Google display to:

- Build brand awareness through targeted impressions
- Drive traffic to your landing pages and website
- Support conversion-based campaigns
- Promote special product offerings

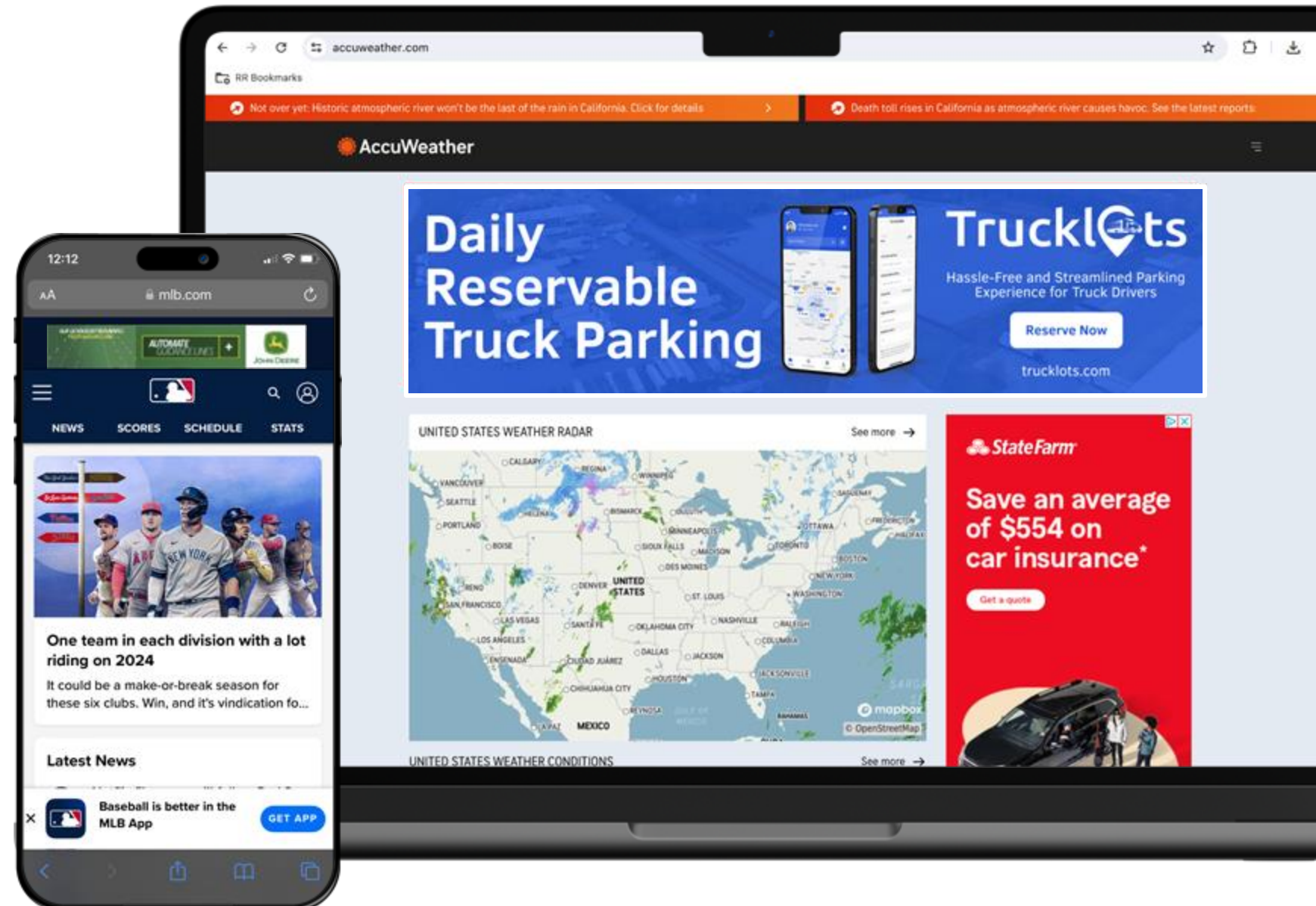


Display Advertising: Programmatic

Leveraging our proprietary database and behavioral data, your custom audience can be targeted with pinpoint accuracy across targeted display. Programmatic advertising offers expansive reach into other site networks and since studies have shown that this method impacts the entire buying process, your brand will be top-of-mind when it comes to purchase decisions.

Use programmatic display to:

- Build brand awareness through a wider network of placements
- Drive traffic to your landing pages and website
- Leverage omni-channel retargeting across other channels like CTV, Audio and Video.



Display Advertising: Native

Native digital advertising is a powerful tool that seamlessly integrates with the platform or website it appears on, providing a unique and enjoyable browsing experience for users.

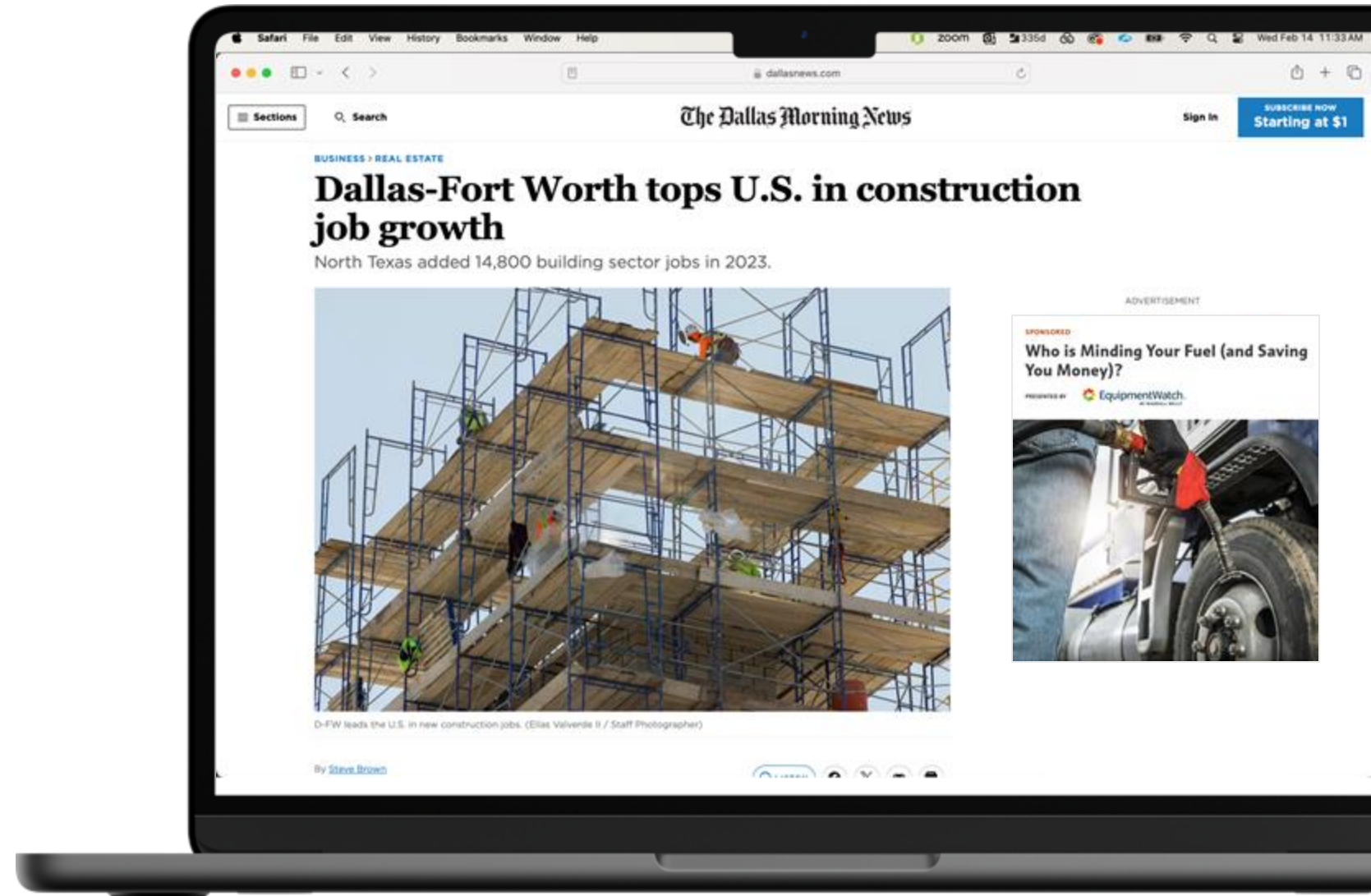
Non-intrusive Engagement: Native ads provide a natural way for audiences to engage with brands without interrupting their online experience.

Increased Click-through Rates: The seamless integration of native ads often results in higher click-through rates compared to traditional advertising formats.

Greater Brand Awareness: Native ads help to raise brand awareness by blending seamlessly with the surrounding content, thereby enhancing brand visibility.

Improved Campaign Performance: With their ability to capture audience attention and foster engagement, native ads contribute to improved overall campaign performance.

Innovative and Positive Approach: Native advertising represents an innovative and positive approach to online advertising that benefits both advertisers and users by delivering relevant and engaging content.



Display Advertising: Rich Media

Enhancing User Engagement With Rich Media Advertising

- ✓ Capture users' attention with interactive elements and immersive experiences, resulting in **increased user engagement** and longer interaction times.
- ✓ Rich media ads can achieve click-through rates that are up to **10x higher** than traditional static banner ads.
- ✓ Leads to **higher conversion rates** as they can tailor content and calls to action to user preferences and behaviors.
- ✓ Optimized for various devices and platforms, ensuring a seamless user experience across desktop and mobile **maximizing reach and accessibility**.
- ✓ Allows advertisers to tell engaging stories and narratives, creating a deeper **emotional connection** with users and fostering brand loyalty.
- ✓ Rich media ads often bypass ad blockers, as they are seen as more **user-friendly** and **less disruptive**, ensuring that the message reaches your audience.



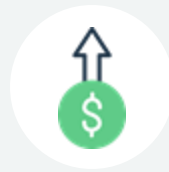
E-Commerce

Increasing brand awareness, driving traffic, and generating engagement and sales. One of the huge benefits of online advertising for ecommerce is that you can reach specific groups of people who would like your products, and keep in touch with them through multiple platforms.



Increased visibility and reach

Expand your brand's reach with ecommerce ads using platforms like Google and Meta, leveraging Fusable's 1FP data for precise targeting to potential customers actively seeking your products.



Increased sales and revenue

Dynamic ecommerce ads drive sales by targeting the right audience, showcasing products effectively, and creating urgency through limited-time offers, ultimately boosting revenue through increased conversions.

facebook

Google

Why E-Commerce?

- ✓ Online stores that have a social media presence **generate 32% more sales.**
- ✓ Facebook represents **85% of social media sales.**
- ✓ Google Shopping Ads deliver a **600% increase in click-through rates** compared to standard text ads.
- ✓ Aftermarket e-Commerce **revenue up 19%** vs. 3% for brick and mortar.

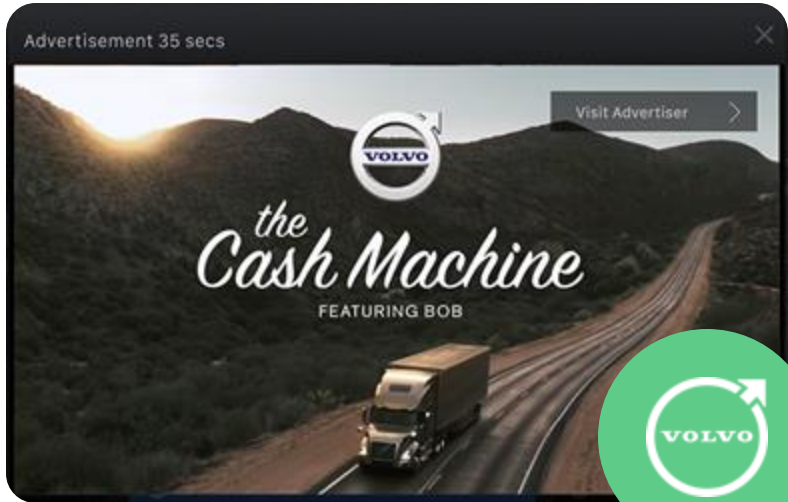


Geofencing

Target your prospects, wherever they are using Advanced Media Technologies.
How do you reach prospects and clients during the consideration phase?

We can develop a custom audience designed to your specifications and use your physical locations (or competitor locations) to create "conversion zones" for serving up ads to your custom audiences.
The business intelligence that feeds into our programmatic yields more highly actionable campaign reporting and the ability to report back on store visits.

A CASE STUDY

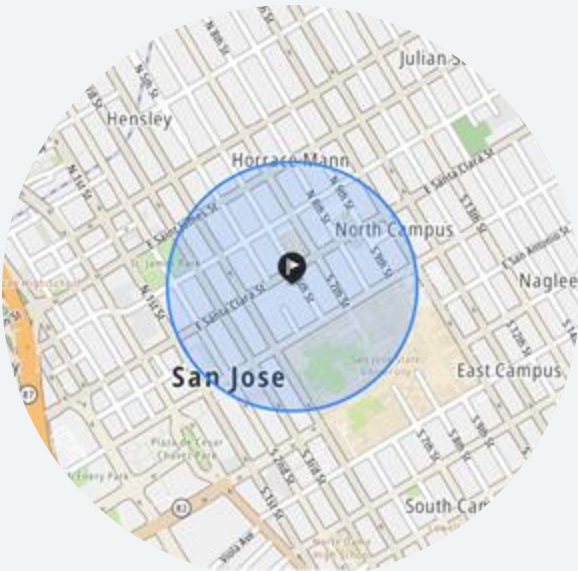


Campaign Length	Audience Targeted	Impressions Served
5 months	34K	1.3M

CAMPAIGN RESULTS

6K Total Prospects	18K Units Sold	1.5K In-Store Visits
-----------------------	-------------------	-------------------------

How geofencing works



Your custom audience +
EDA verified data.



Prospects enter one of the
predetermined geofenced
areas.



Prospects view ad on their
mobile phones.



Live ad drives prospects to the
desired location.



Search Engine Marketing (SEM)

Balance SEO Plays With SEM Quick Wins



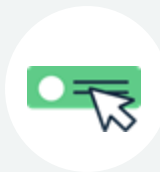
Harness Intent. With **millions of searches a day**, search engines are the destination for consideration. Brand awareness campaigns drive the search; SEM captures the intent.



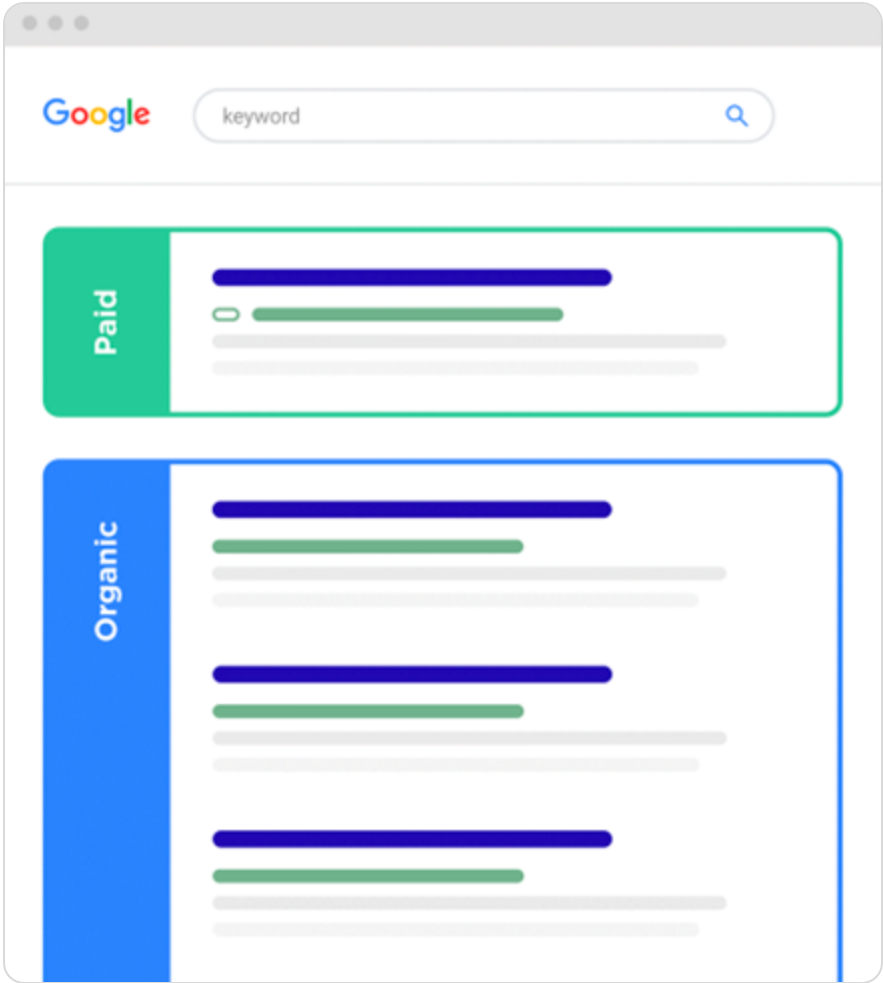
Google Ads allows you to target your ads to specific demographics, locations, and interests, ensuring that your message reaches a **relevant audience** while combining specific keywords and phrases.



The Search Engine Results Page (SERP) is a competitive space. By leveraging SEM you can **command more real estate**, push away competitors and reinforce your brand name.



Unlike SEO, SEM is quick to win by driving qualified, targeted traffic to your sites. **Tip: Combat long term SEO plays with SEM campaigns.**



Search Engine Marketing: Google Performance Max

Google Performance Max is a campaign type in Google Ads designed to automate and optimize ad placements across various Google networks, including Search, Display, YouTube, and Discover.

- ✓ **Optimization of Bids and Placements**
The most relevant audiences in the best possible placements across the Google Suite, maximizing the potential for conversions or conversion value.
- ✓ **Driving Conversions or Conversion Value**
Data-driven insights and machine learning delivering optimized ad experiences, maximizing the value achieved from your marketing goals.
- ✓ **Enhanced Ad Creatives**
Performance Max optimizes your ad visuals and copy to captivate users, making your brand stand out in a crowded digital landscape and driving higher click-through rates.
- ✓ **Utilization of Audience Signals and Customer Data**
Performance Max combines first party data and customer demographic data, fine-tuning targeting to reach relevant audiences at the right moments with compelling ads.



Social Media Advertising: Facebook & LinkedIn

Meeting Your Customers Wherever They Are



Target a custom audience of **known decision makers** where they are most active across Facebook, Instagram and LinkedIn.



Ads increase social media **engagement organically**, growing your overall brand presence online and leading to secondary SEO benefits.



Audience modelling from first-party data adds to **reach and engagement**.



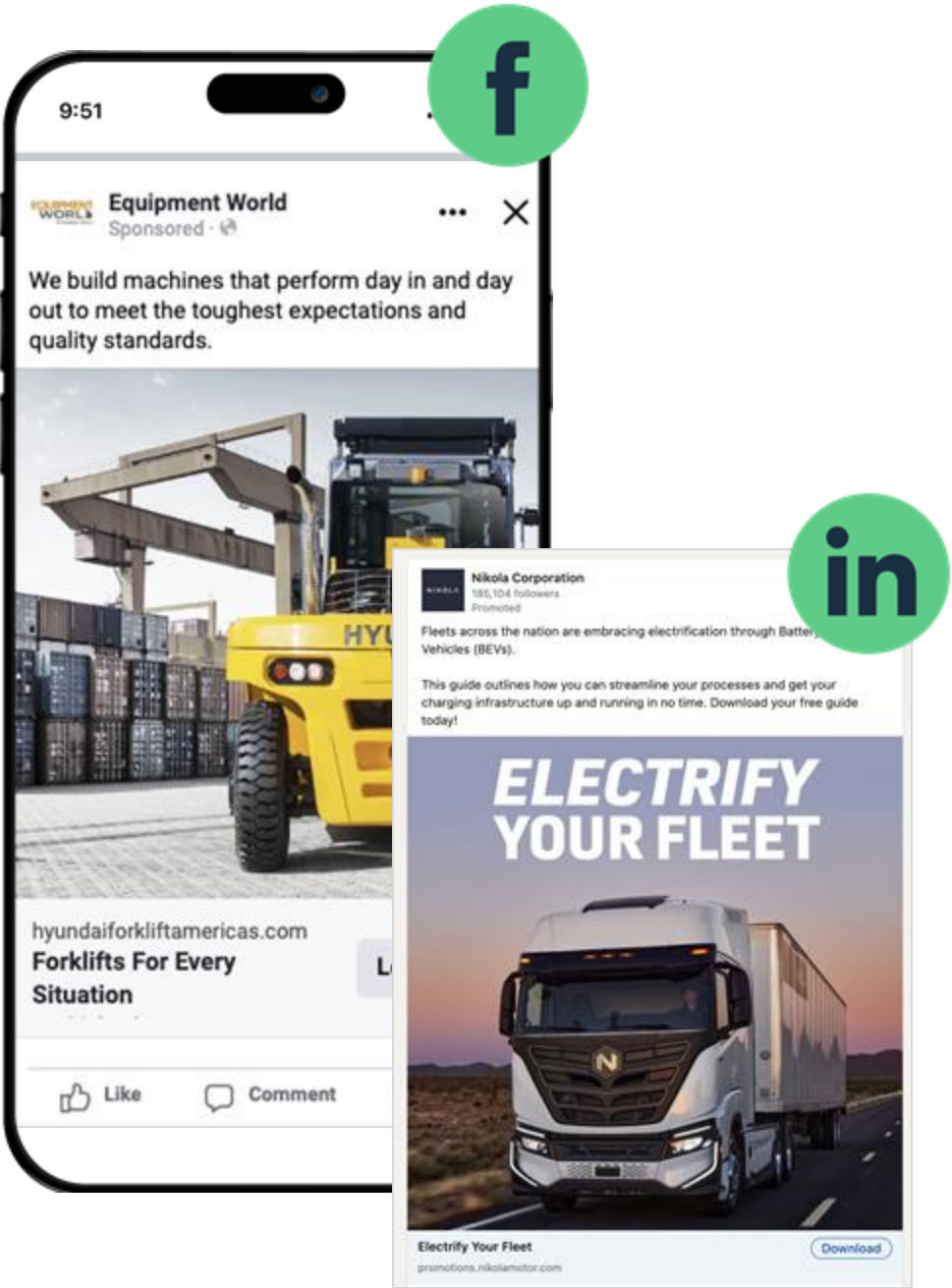
87.8% of LinkedIn users are also on Facebook, meaning that the benefits of running Facebook Ads for your B2B offering are numerous.



B2B audiences exposed to brand and acquisition messages on LinkedIn are **6x more likely** to convert than any other social platform



Incorporate static imagery as well as videos for rotation and A/B split testing to **optimize towards traffic quality** and CTRs.



8.0 Intelligence

- 8.1 Analytics Services
- 8.2 Dashboards & Reporting



Analytics Services

Analytics is a core part of Intelligence. It tells the story of what's happening beyond traffic and helps you understand website key performance metrics and user journey steps that lead to business success.

Our Analytics team focuses on two areas to setup, review and inform campaign optimizations and website decisions.

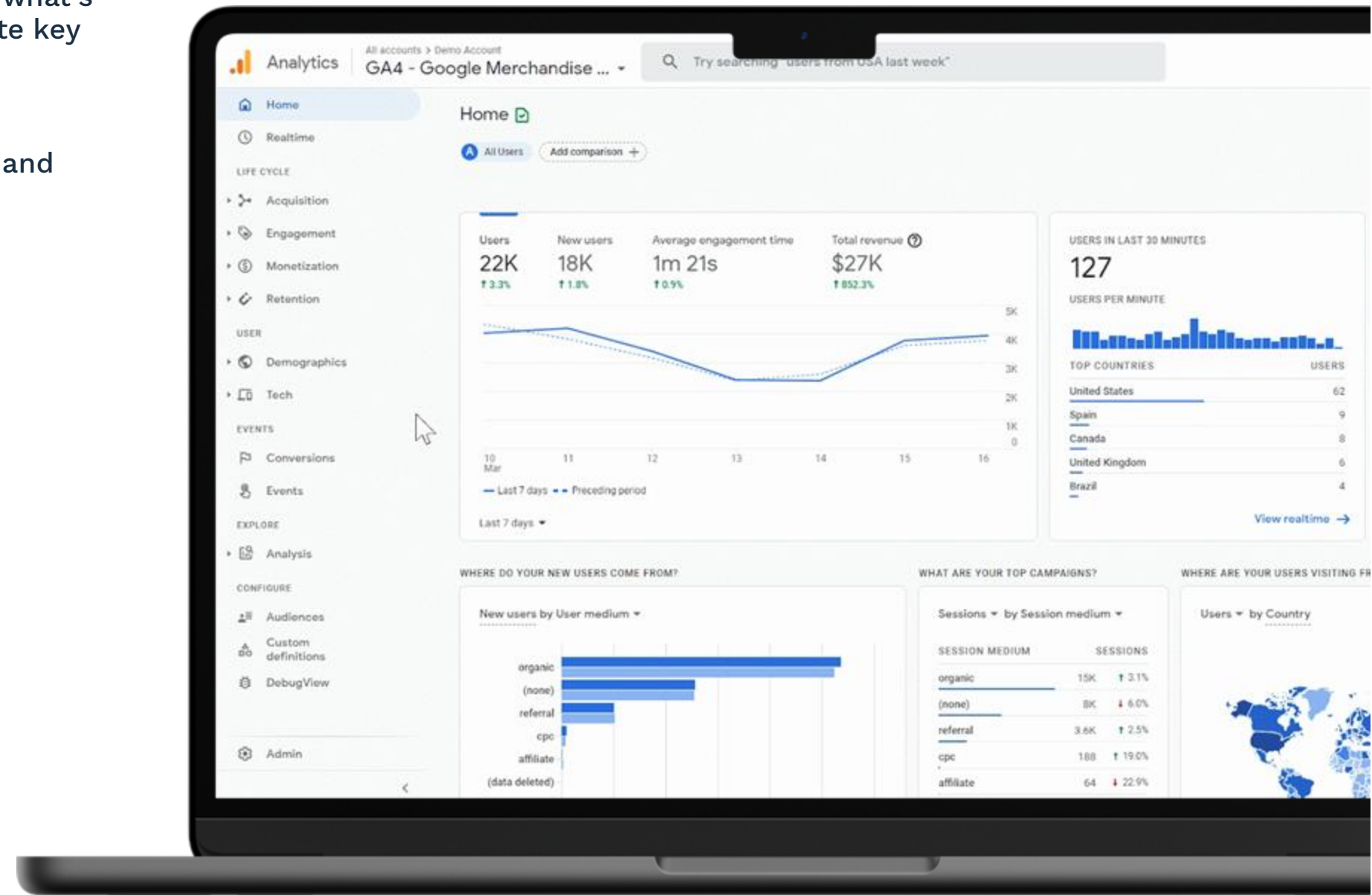
We achieve this through:

Google Tag Manager

- ✓ One set of code installed on all pages of a site instead of multiple tracking scripts that may slow down page load times.
- ✓ Allows for off-site tracking updates without help from web developers in most cases.

GA4

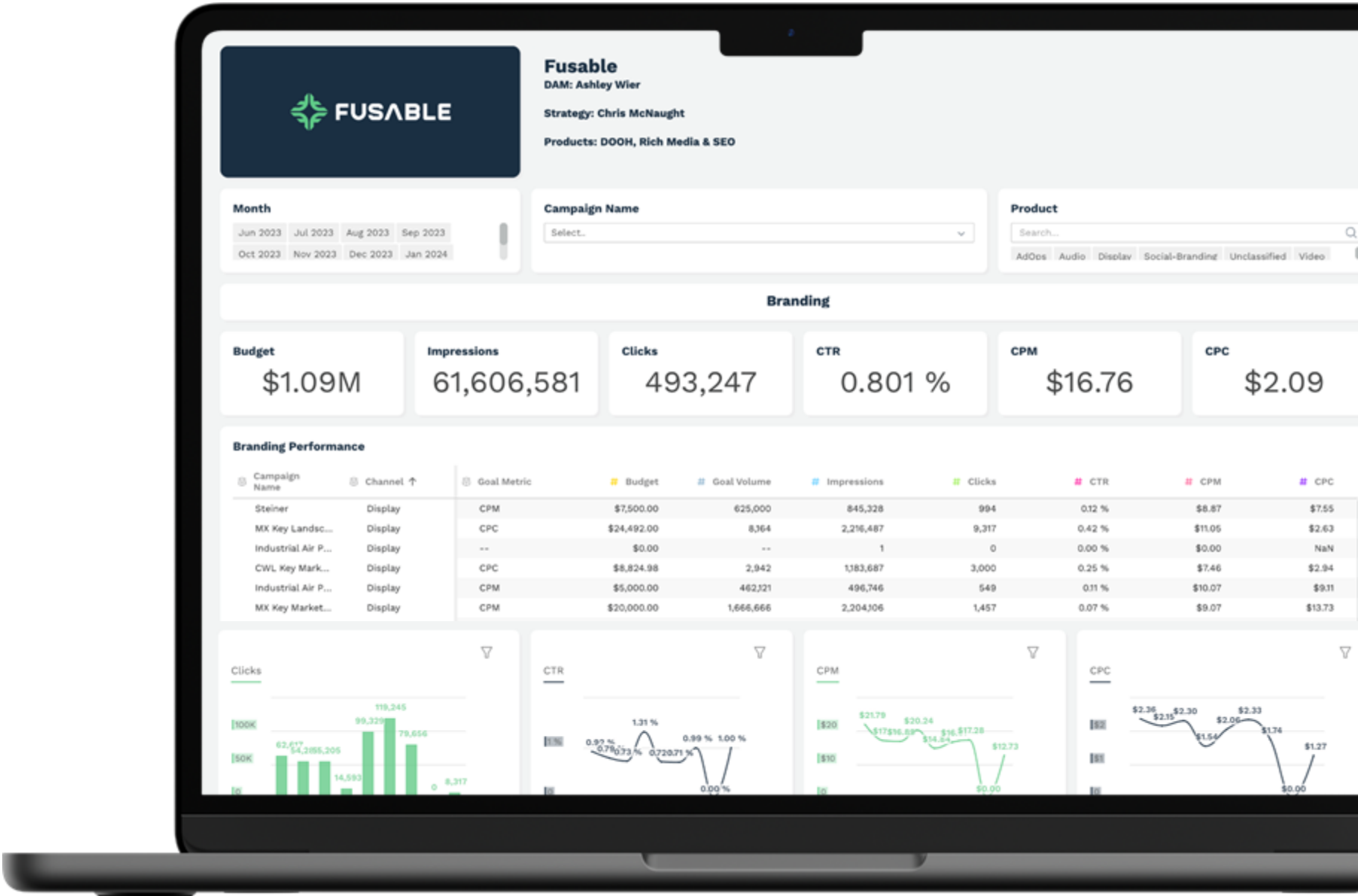
- ✓ Event-based data to provide more granular level reporting of user engagement.
- ✓ Extremely customizable reports for further insight into user journey, even across platforms and devices.
- ✓ Capable of predictive analytics with enough data while providing more privacy control.



Dashboards & Reporting

Our customized dashboards and detailed reporting help you stay informed about your marketing performance and make data-driven decisions. Access to live data helps you stay clued in on performance and monthly reporting calls uncover insights in-depth.

- ✓ Real Time Performance Overview
- ✓ Target Audience Insights
- ✓ Opportunities & Planning
- ✓ Activity & Optimization Timeline



We help clients build better relationships through technology to transform top-line growth.

Fusable is the ultimate destination for growth-driving vital data solutions, tailored for vital industrial markets.

Fusable combines multiple datasets into new abilities to understand your markets, sell more and manage risk. With a focus on innovation and customer-centricity, the company has established itself through its flagship brands such as EDA, Iron Solutions, Central Analysis Bureau, RigDig BI, Price Digests and EquipmentWatch.

