

wednesdaywise

WEBINARS

Digital Advertising Best Practices

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Co-Hosts



Pete Durand

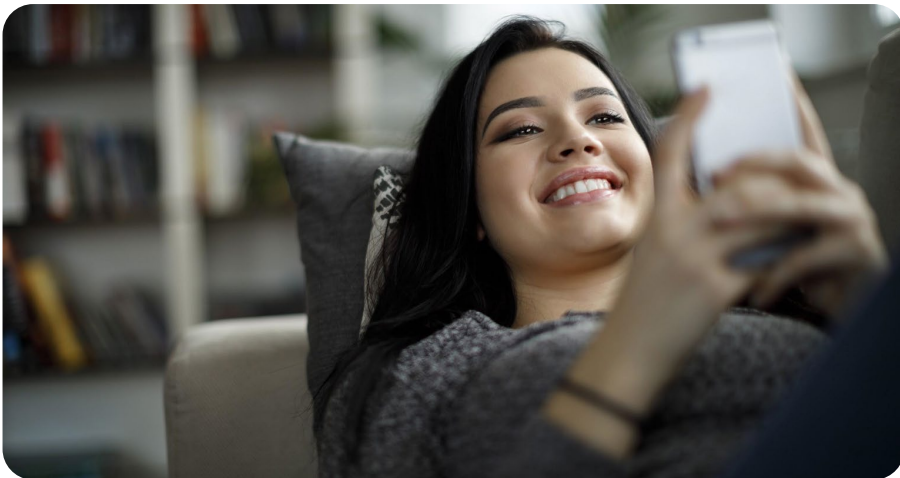
Chief Revenue Officer
Netsertive



Lindsay Ellis

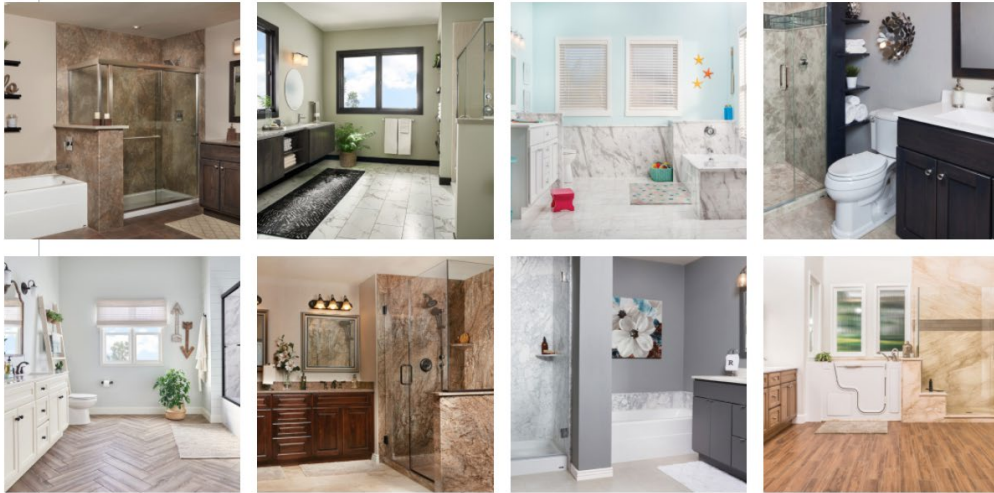
Marketing Director
Re-Bath Corporate

About Netsertive



- Digital advertising for multi-location businesses
- Founded in 2009
- \$1 billion in media spend
- Multi-channel local advertising experts
- In-program and brand-compliant

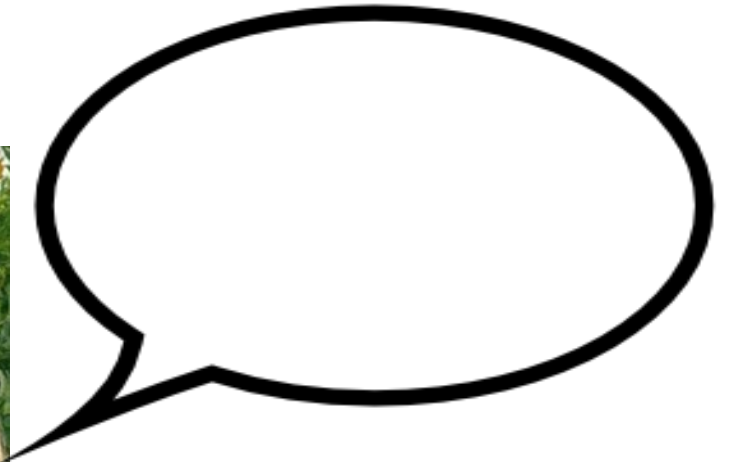
About Re-Bath



- Nation's largest bathroom remodeler
- Launched as a dealer network in 1991
- Over 1 million bathroom installations since 1991
- Today Re-Bath is a franchise network made up of over 95 franchise locations



Q&A



What's the biggest challenge
you solved by working with a
digital partner?

What kind of feedback have you received from the Re-Bath Franchises regarding your digital marketing efforts?

Have you seen a shift in behavior as people do more research and selection online?

How important is flexibility,
especially around demographics and
seasonality, to Re-Bath?

How important are video channels,
such as YouTube and Connected
TV, to Re-Bath as a brand and to
your local Franchises?

Questions?

Thank you for attending!

Reach us at
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