



WHAT WE DO

G5 is reinventing Local Marketing by giving business owners visibility into what advertising efforts produce their most profitable customers.

U.S. businesses spend over \$100 billion annually targeting local and regional customers. As consumers shift from more traditional types of media consumption to the online world, we believe there are significant opportunities to measure and improve the efficiency of local marketing and advertising. We have developed the G5 Local Marketing Platform to help our clients:

- 1) Manage the shift from off-line to online**
- 2) Measure what works**
- 3) Optimize to the sources that provide the best return on marketing spend**

WHAT SETS US APART

A scalable technology platform designed specifically for Local Marketing

An online to off-line customer tracking system across several media types

A dashboard that gives instant visibility into what works

SERVICES

Drive: Drive customers to your website or offering from Google, Yahoo, Facebook, Yelp, Craigslist and a host of other sites.

Engage: Engage prospective customers to do something - pick up the phone, fill out a form, request more information.

Track: Track all leads including calls, forms, coupons and special offers.

Measure: Measure what leads turn into customers and map them back to where they originate.

Optimize: Optimize to the sources that provide the best return.

WHO USES US

Companies with multiple locations trying to reach local customers at each location.

VISION

Today you can log into your Charles Schwab account and have instant visibility into your individual stocks and your returns from each one. Soon business owners or marketing executives at large companies will be able to log into their G5 Dashboard and have instant visibility to their returns from all advertising sources in one dashboard.