

Meeting Objective

- Introduce PepsiCo Marketing and Agency Partners to Autonomy Works
- Explore Win/Win Opportunities for Driving Efficiency and Effectiveness across Marketing Operations Deliverables
- Encourage Exploration & Consideration vs Obligation



AutonomyWorks

Exceptionally Talented to Empower Your Business

Meet our founder: Dave Friedman

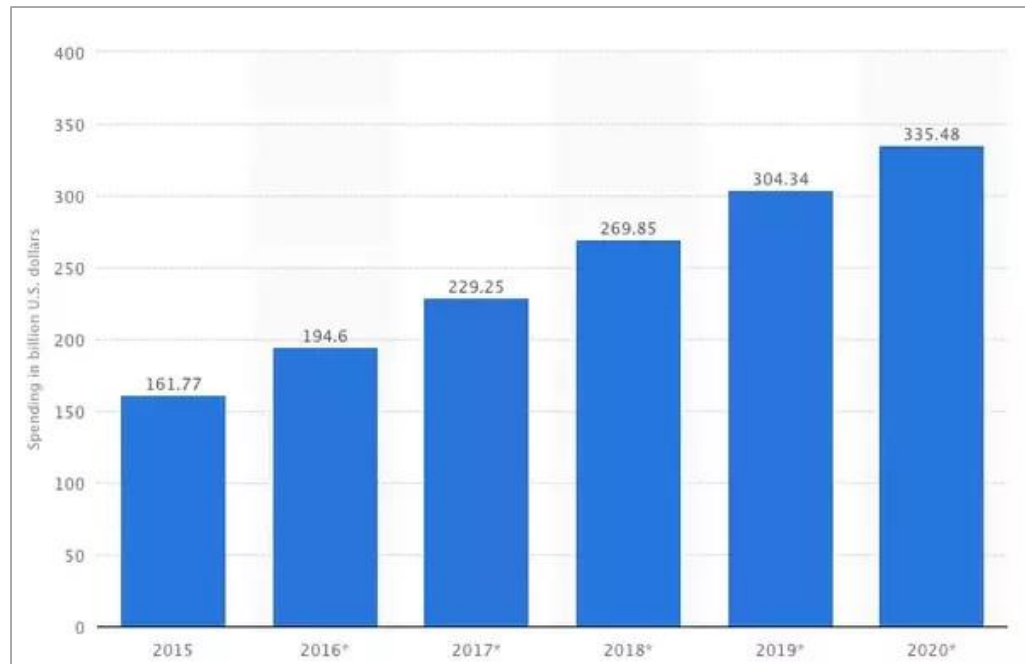


dave@emailautonomy.com

- 25 year business career focused on marketing integration and applied technologies
 - Chief Marketing Officer for Sears Holdings
 - President, Americas for Razorfish
 - Associate Partner, Accenture
- Experienced organizational leader
 - Led Razorfish to tenfold growth
 - Created Razorfish's global marketing process outsourcing business
- Marketing innovator and executor
 - Created a comprehensive customer targeting capability at Sears
 - Frequent speaker on marketing trends and organization dynamics
- Runner, reader, dad



Explosive growth in digital marketing ...



- Digital media spend is increasing close to 10% per year.
 - Exceeded TV spending in 2017
 - Expected to exceed \$100 mm in 2018
- Mobile advertising is capturing a larger share of spend.
 - 34% in 2017
 - Expected to grow to 31% in 2018
- Video is responsible for a significant increase in customer engagement.
 - Completion rates increased by 20% in 2017
 - Share of engagement rose by 19%



... and the promise ...

Opinion

The true potential of digital marketing is yet to be tapped

Rakesh Kumar
posted on 22nd September 2016

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The Digital Marketing Revolution Has Only Just Begun

MAY 10, 2017
By Marc Schuuring, Diederik Vismans, Nicolas De Bellefonds, Steve Knox

Tr f in s

Digital marketing presents a tremendous opportunity to engage consumers, but precious few companies have realized its full

Using "Big Data" to optimize digital marketing

By Francesco Banti, Eric Hazen, and Alain Levy

Addressable TV is the Future of TV Advertising

Jan 30, 2018 | Blog, In the News

This past week, Marshall Gibbs, COO of Target Data, and Craig Berkley, Head of Revenue, TV for LiveRamp, presented on the advantages and evolution of Addressable TV and its benefits in spending marketing budgets smarter. Together at Furniture Marketing Group's 2018 Symposium in Las Vegas, NV, Marshall and Craig discussed how TV operator growing Addressable TV, and how from them. While this audience v for all companies wanting to incre


How do you find the right households through data. Companies already existing customer data that tells target their messaging. At Target companies to analyze their existing data, model out who their best cu

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Benefits of Multi-Channel Marketing CMOs Should Not Miss

by Emily Pribanic - March 24, 2018

Share: f t in



CMOs should be taking advantage of the benefits a multi-channel marketing campaign brings.

Multi-channel marketing has a lot of benefits for companies and customers. When a customer is exposed to a choreographed campaign across all channels, they are more likely to act and trust the company more.

The average adult uses more than four connected devices to access the internet today. It is necessary for companies to understand this fundamental aspect of the user experience and tailor their marketing strategies accordingly.

Benefits of Multi-Channel Marketing

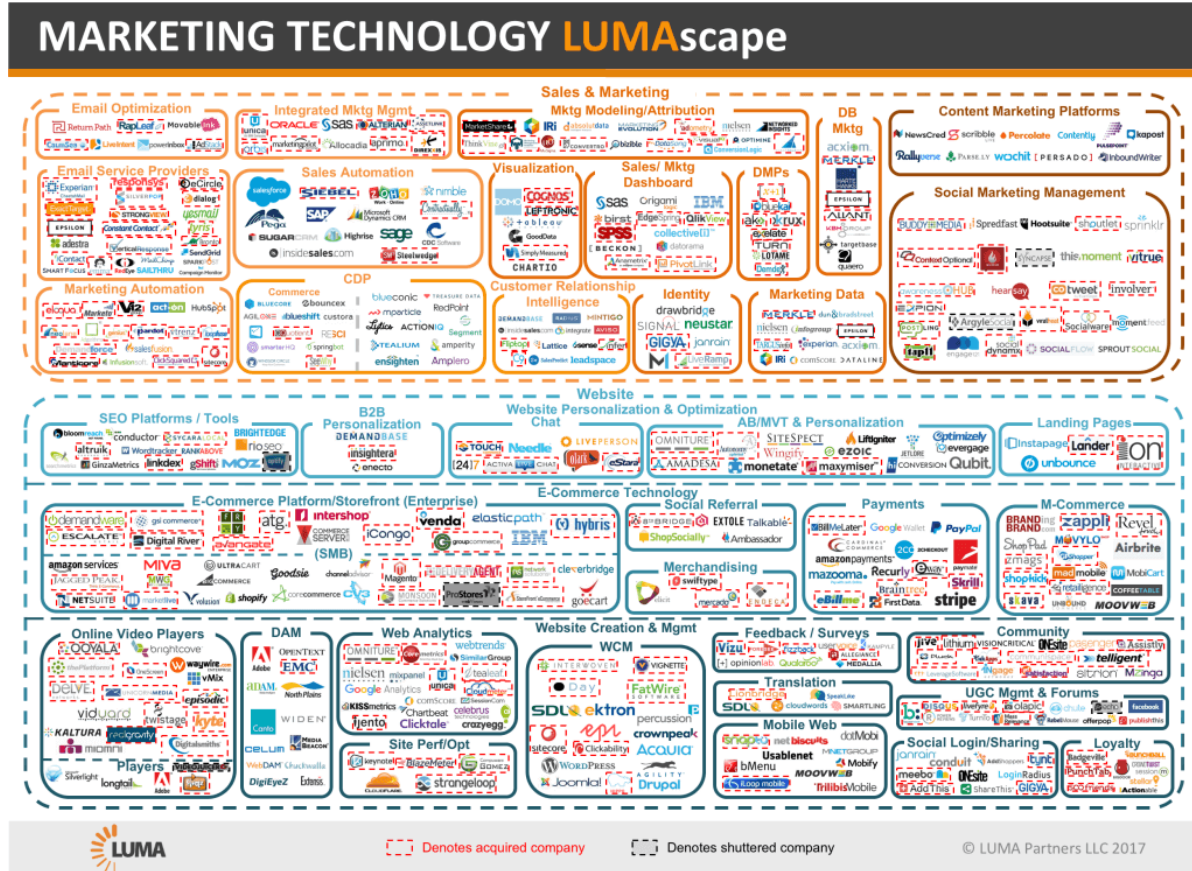
Channel Preference

Different people enjoy communicating through different channels. When a company takes the time to determine which channels are preferred by which customer personas, they can use this information to vastly improve the response rates of their campaigns.

- Real-time relevance
- Big data
- Marketing transformation
- Addressable media
- Multi-channel integration



... hide a dark secret.

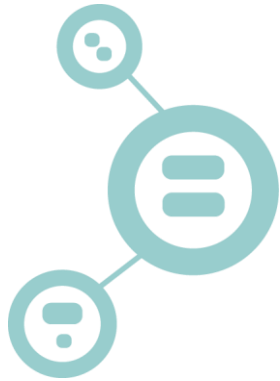


- Hundreds of platforms and tools compete for ad spend and analytics.
 - Platforms lack consistent process and usability models.
 - Product differentiation is limited and poorly communicated.
- Few standards exist – especially in data, reporting, and analytics.
 - Switching platforms can result in the loss of some or all historical data.
- Marketers struggle to keep-up with tools, processes, and terminology.

Why am I here?



AutonomyWorks eliminates complexity ...



Marketing
Operations



Campaign
Management



Data and
Analytics



... by unlocking the talents of people with autism.



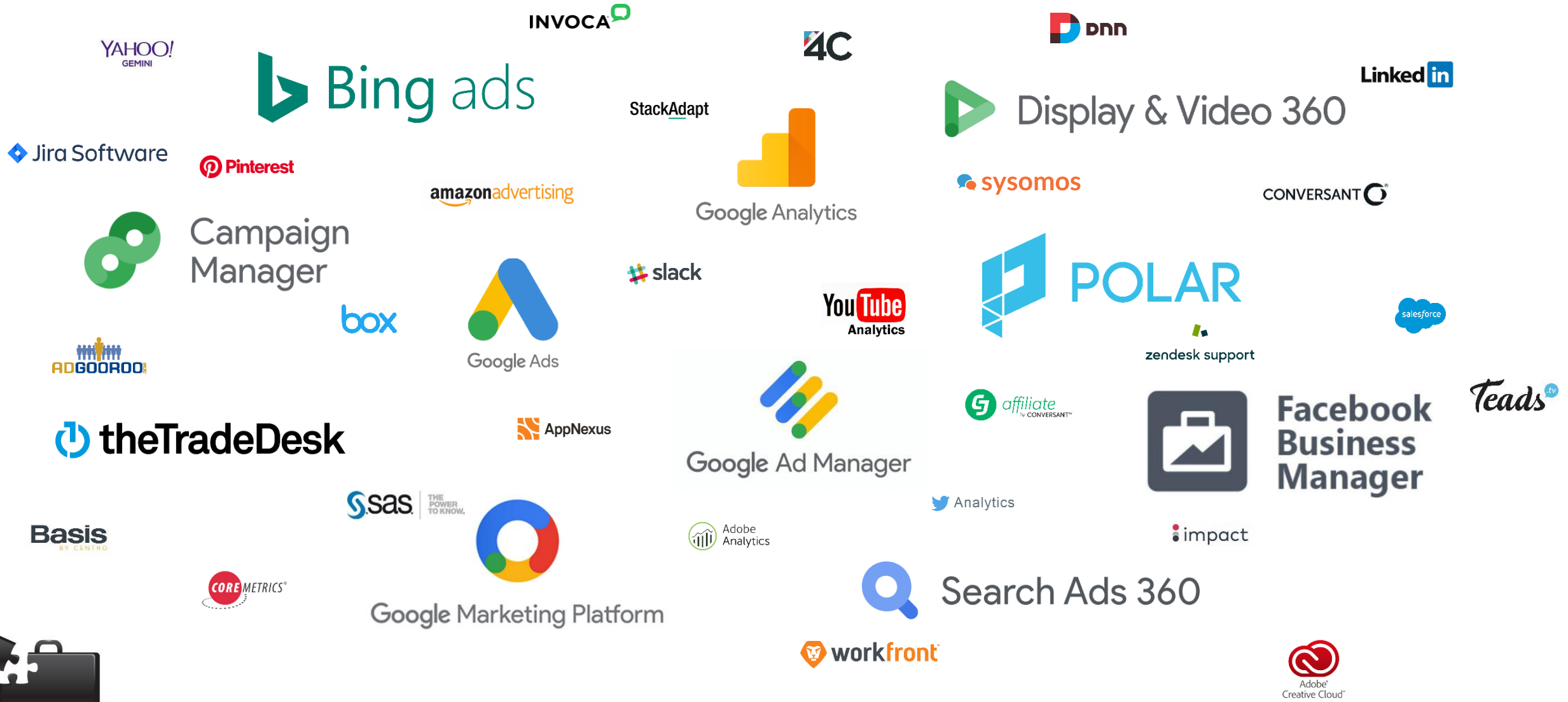
- Many people with autism excel at delivering Marketing Execution work.
 - Exceptional attention to detail
 - Affinity for repetitive work
 - Obsession for quality and accuracy
 - Keen math, technical, and analytical skills
- Hundreds of thousands of qualified candidates are ready to work.
 - Nearly two million people in the US
 - 50,000 enter the workforce every year
 - Unemployment rate exceeds 80%



Selected clients

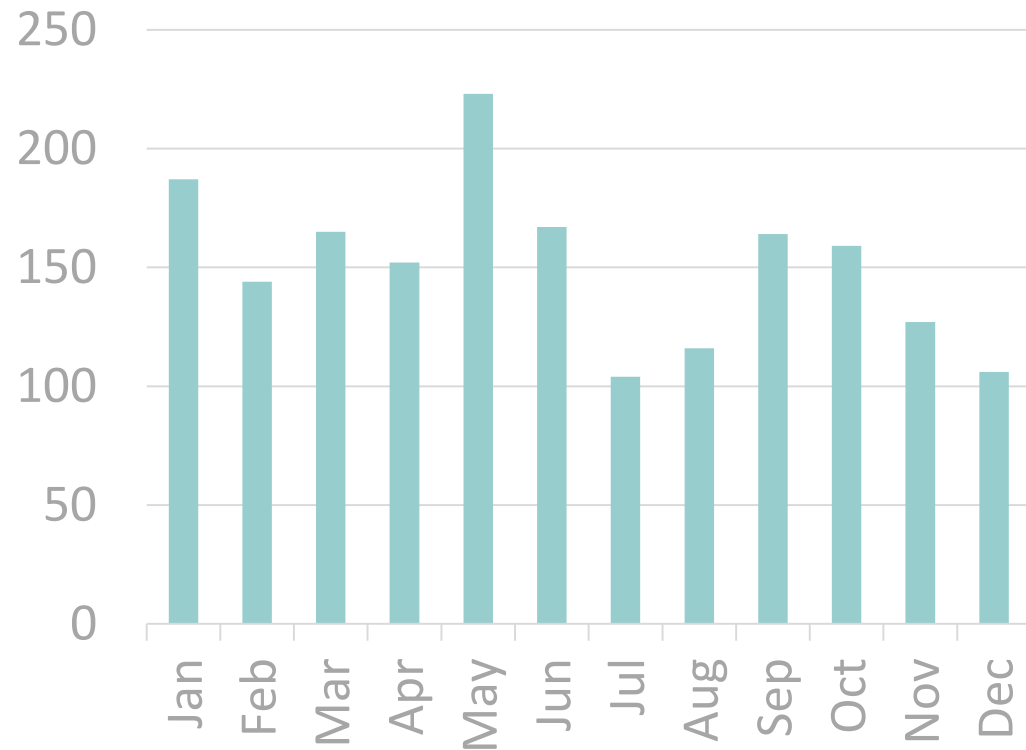


Broad platform experience



Marketing operations: campaign set-up and trafficking

Requests per Month (2018)

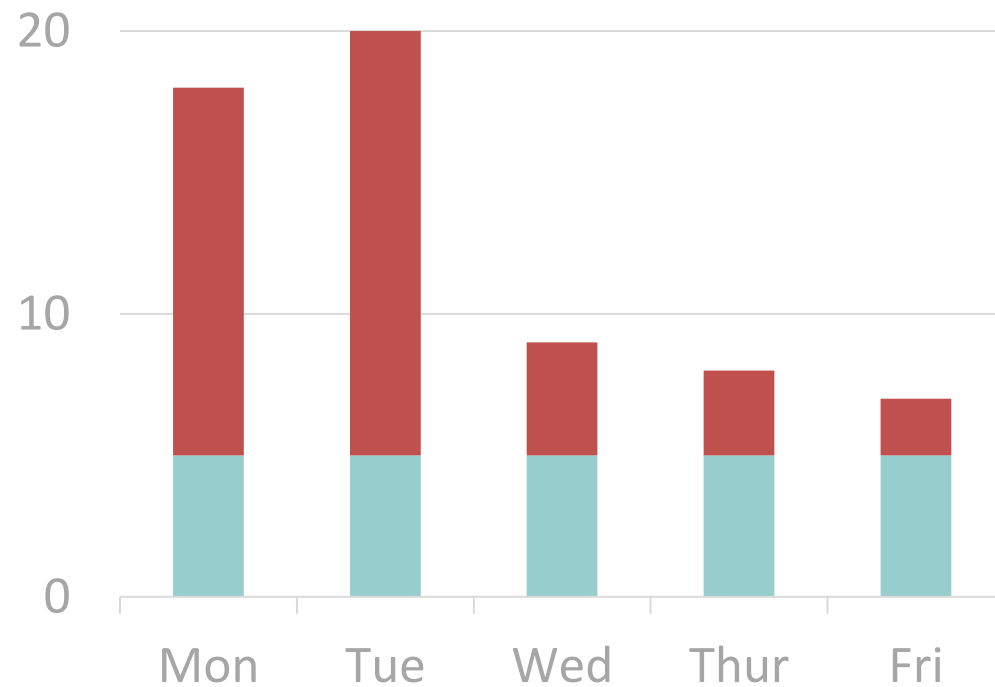


- Relationship exceeds four years in duration
- Currently supporting 8-12 clients with over 100 requests per month
- High volume months can exceed 200 requests
- Primary support includes trafficking, creative swaps, tagging, and QA
- Also provide “Level 2” support to support debugging and issue resolution



Data and analytics: daily/weekly reporting

Reports per Day



- Relationship exceeds four years in duration
- Currently supporting 35 clients with over 60+ reports per week
- Produce “client ready” reports as well as data sets designed for internal reporting tools
- Typical reports integrate data across multiple channels and platforms



Quality and productivity



- Solution teams
 - 5-10 people
 - Functional specialization
 - Peer experts
 - Solution Lead
- Embedded quality
 - Written processes
 - Best practices
 - Integrated quality checks
- Supporting technology
 - Workflow
 - Information management



Business value

Campaign Management

20% less expensive than all other alternatives

Marketing Operations

>90% reduction in trafficking errors

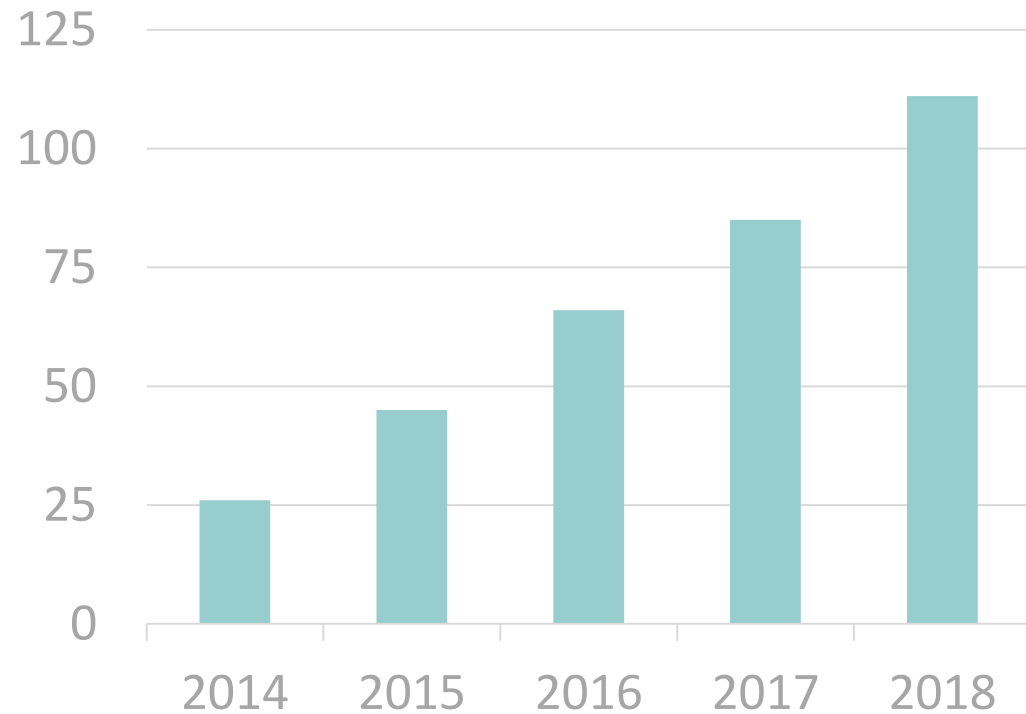
Data and Analytics

30% reduction in cost



Delivering social impact

Shifts Per Week



- Team of more than 30
- Comprehensive training program
- Associates taking on management tasks (e.g. QA, instruction writing)
- *Employer of the Year*
 - Illinois Division of Rehabilitation Services Region 1
 - Illinois Interagency Committee on Employees with Disabilities



AutonomyWorks in Three Minutes



<http://www.autonomy.works/about/our-story/profile-video/>



Why Autonomy Works?

DYNAMIC PROCESS

**Customized to meet
your needs:**

- Request based
- Peak/valley support
- Technology enabled

COLLABORATIVE TEAMS

**More than a
product, a partner:**

- Led by product experts
- 100% US based
- Easy communication

RESULTS DRIVEN

**Not only as good,
better:**

- 20-30% cost reduction
- High level of accuracy
- Transparent operations

SOCIAL IMPACT

**Opportunities for
people with autism:**

- Dozens of jobs
- Skill development
- Hope for the future

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Pepsico deliverables

Media

- Budget Management, Finance
- Media Buy Maintenance:
 - Digital- Data Reporting & Tagging
 - Digital Other
 - Search
 - Social
 - Video
 - Video and Audio Streaming
- Trafficking

Digital

- Analytics: Planning & Reporting
- Banner Ad Production:
 - Animated HTML Banners
 - High Impact Unit
 - Static Image Banners
- Search Engine Optimization
- Website Update & Maintenance:
 - Content Managed
 - eCommerce
 - Promotion
 - Promotion
 - Reskins
 - Static

PR

- Media Monitoring & Analysis (traditional & social)



Next steps?



AutonomyWorks

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- Collaborative exploration
- Pilots
 - 1-3 teams/clients
 - 3 months
 - Build processes
 - Demonstrate value
- Value-based expansion



