AnyRoad

Make every experience count

Jonathan Yaffe
CEO & Cofounder

We enable businesses to capture
the hearts of their customers
AnyRoad

Red Bull
TOTAL
TOTAL

We've built the Enterprise Platform for the Experience Economy

$XXM

'22 Rev Run Rate
(SAAS + Usage)

XXX%

Oct '21 / '20
ARR Growth

X.Xx

Guest volume
increase during Covid

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We are living in an experience economy

The world is shifting to a new kind of consumption model. Enterprises need software to meet this new demand.

72%

Of Millennials prefer to spend on experiences vs things.

The Harris Group, 2014

$63 billion

Amount spent by US consumer brands on experiences in 2018.

American Marketing Association, 2019

20%

Annual increase in budgets for branded experiences.

Freeman and SSI, CMO Survey 2017

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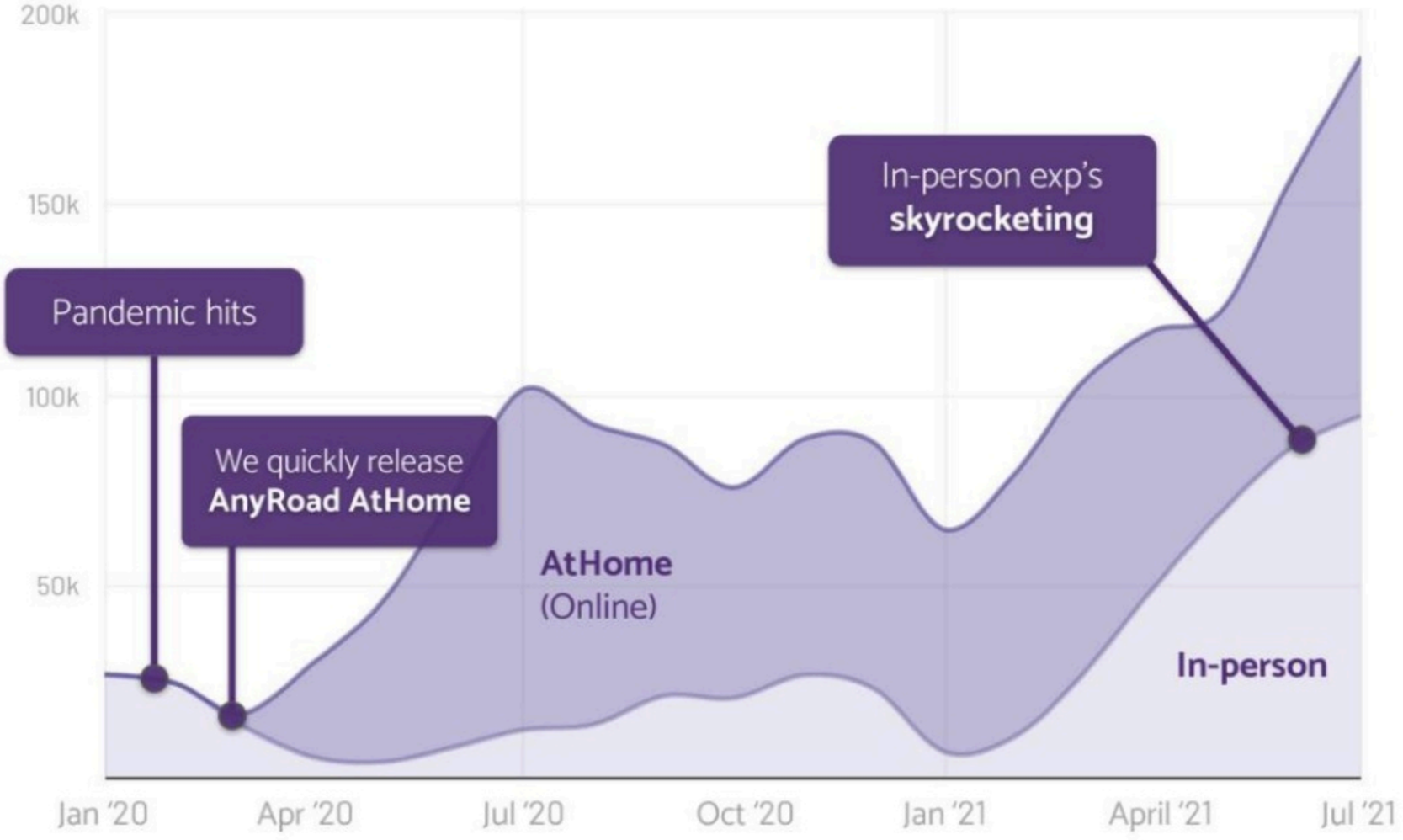
of AnyRoad Consumers Attending **Online** vs. **In-Person** Experiences

(rolling two-month average)



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What are business leaders seeing?

"REI will eventually **make more money from experiences** than selling things."

- REI Leadership

"**Virtual classes** are an important element in extending the impact of our branding."

Ashley Buchanan, CEO

"Coke is spending **>$3B/year** on experiential marketing and has no idea what's working."

- Francisco, fmr Coke CGO/CMO

"Lululemon is not an apparel company anymore - **we're an experience company**."

- Calvin, Lululemon CEO

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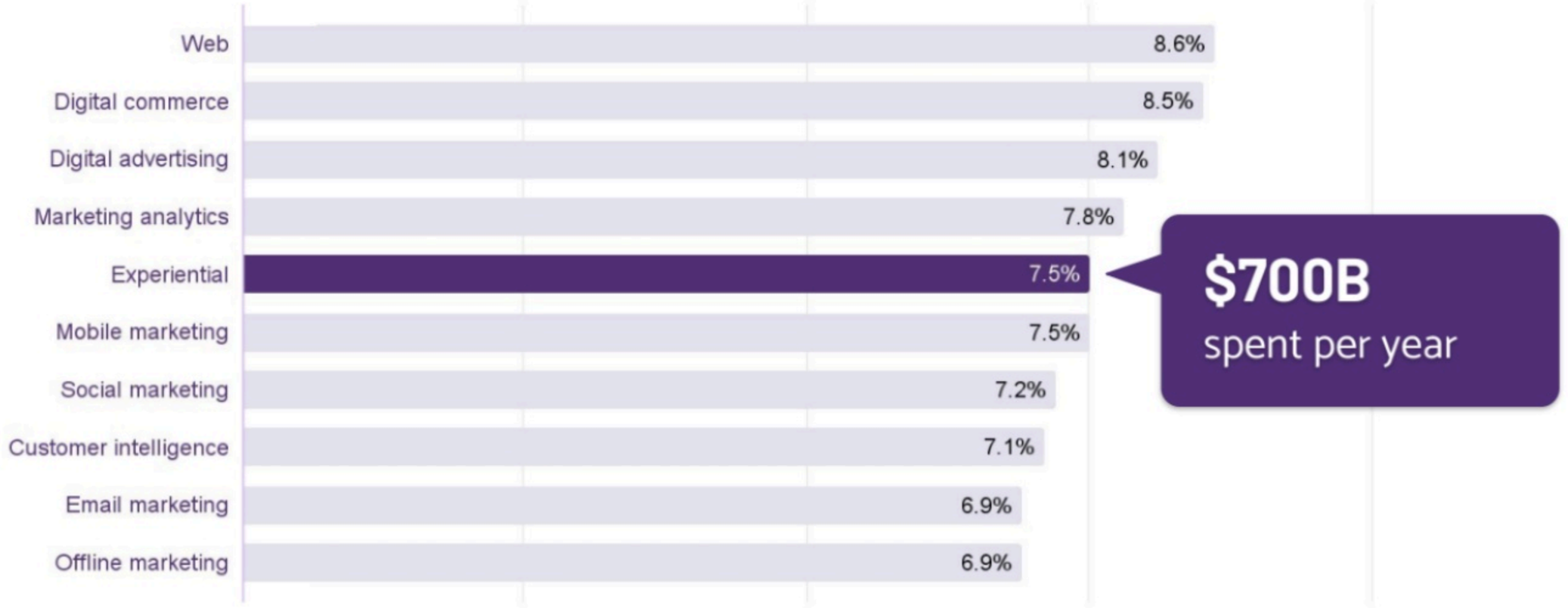
The only top marketing spend that is not measured



Marketing Budget Expense Allocation

% of Total Spend – Gartner, 2019 – Global

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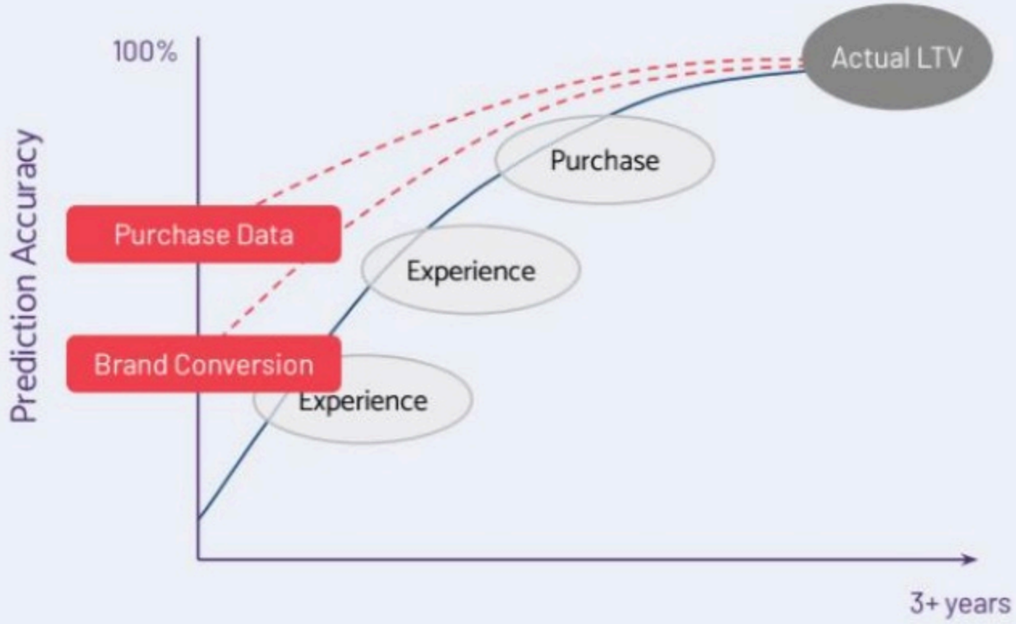
NPS is Outdated

AnyRoad leverages exponentially more data to help businesses make actionable decisions.

AnyRoad better predicts LTV with brand conversion & purchase surveys for every experience



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Full-circle ERM:

Experience Relationship Management

A 360 degree view of the customer journey to better understand long-term customer loyalty.

We leverage data throughout the customer journey to increase LTV

Basic surveys

qualtrics MEDALLIA

Dependent on response rate

Used to surface **red flags**

Behavioral Data

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250 million proprietary data points

Data collection deeply embedded in the customer journey

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Customers use behavioral data to increase LTV

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Experience Manager

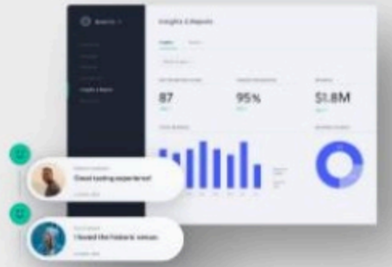
Manage experiences and capture valuable 1st party data.

Data Manager

Centralize and connect data to your business through integrations and APIs.

Atlas

Understand brand impact and customer behavior to drive world-class experiences



AnyRoad Experience Platform

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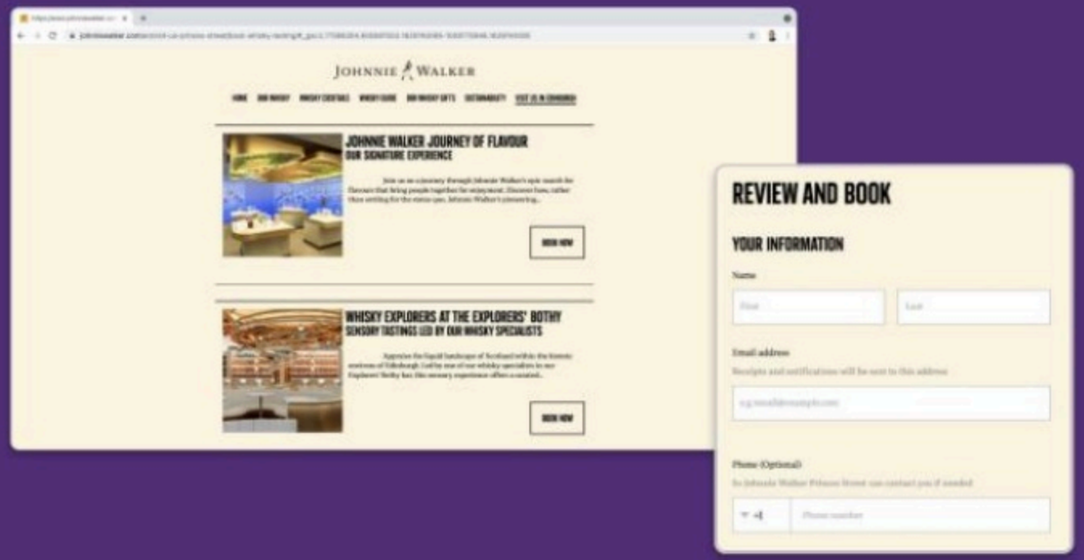
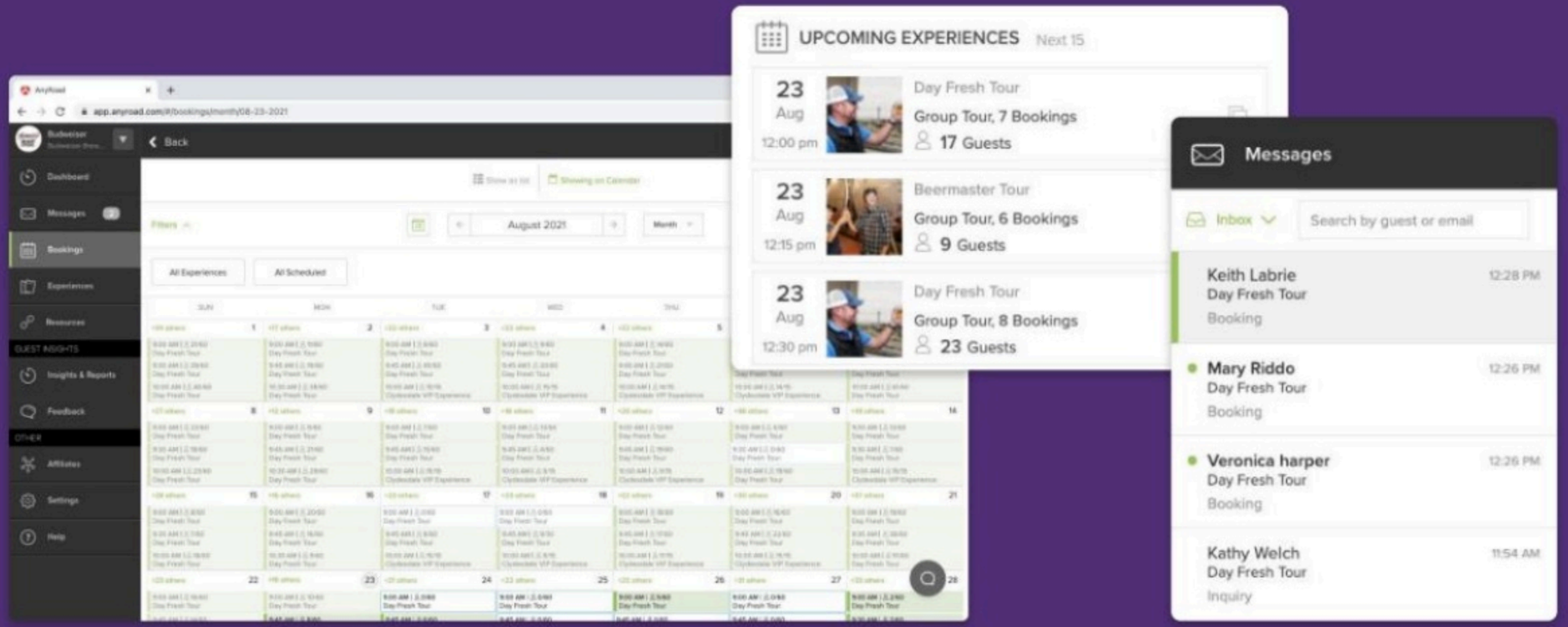
Embedded Throughout the Customer Journey



Embedded booking

Front Desk

Experience Manager

Comprehensive dashboard to manage experiences