

signpost

Overview 2019

Overview

Product

Market

Sales

Financials and Forecast

Signpost believes local businesses deserve to win

We launched in 2010 to help a family members small business



The problem: Local firms don't know who their customers are or how to connect with them

NO CUSTOMER DATA

LIMITED EMAIL LIST



NO PHONE DATA



NO CUSTOMER PURCHASE DATA



NO ONE-TO-ONE ENGAGEMENT



NOT CONVERTING PROSPECTS

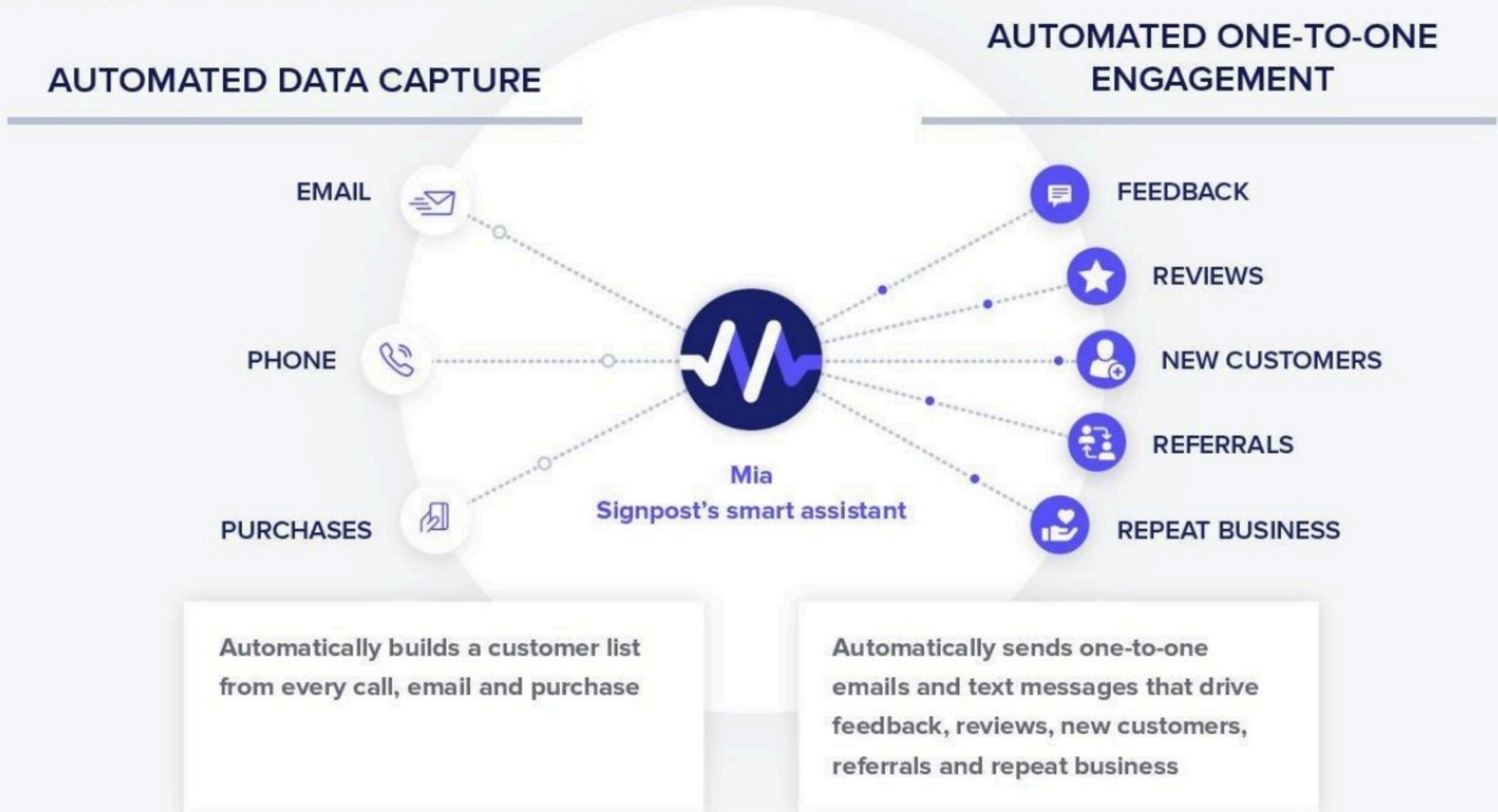


NOT GENERATING REVIEWS



NOT DRIVING REPEAT BUSINESS

The solution: Signpost collects customer data and engages customers automatically



Signpost's fully automated solution delivers consistent results with zero effort required from customers

+34% Online Ratings Improvement

Average Signpost user raises their online ratings on Google, Facebook and Yelp from 3.4 to 4.6 stars

+14% Overall Revenue Improvement

Average Signpost user improves their overall revenue by 14%

5 minutes to onboard
Zero ongoing user engagement required

Our team is built to win



Stuart Wall

Chief Executive Officer (Founder)



Radhika Samant

Chief Operating Officer (2017)



Christopher DePatria

Chief Revenue Officer (2012)



Wade Foreman

VP of Product Development (2013)



Kristin Haran

VP Strategic Projects (2013)



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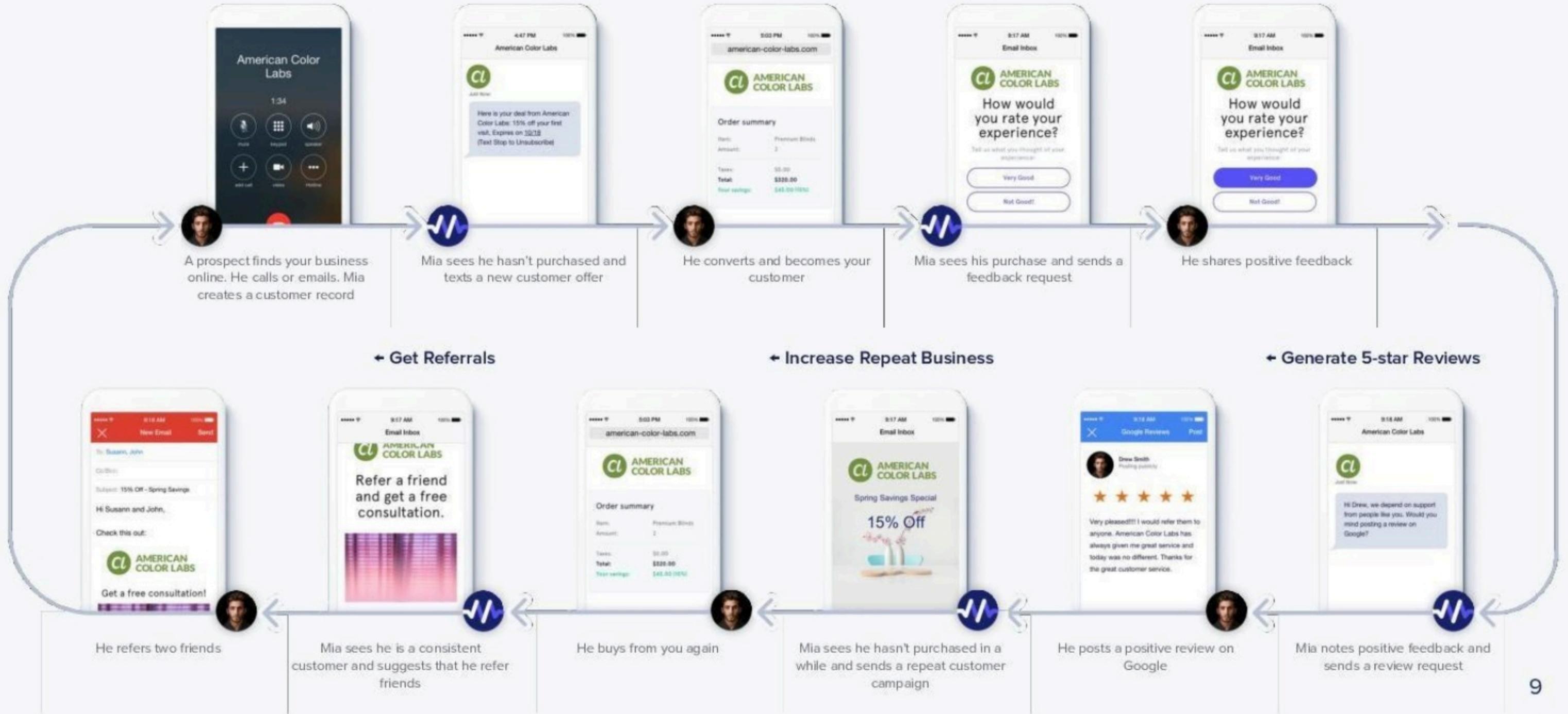
Financials and Forecast

The result: personalized engagement that drives positive reviews and revenue

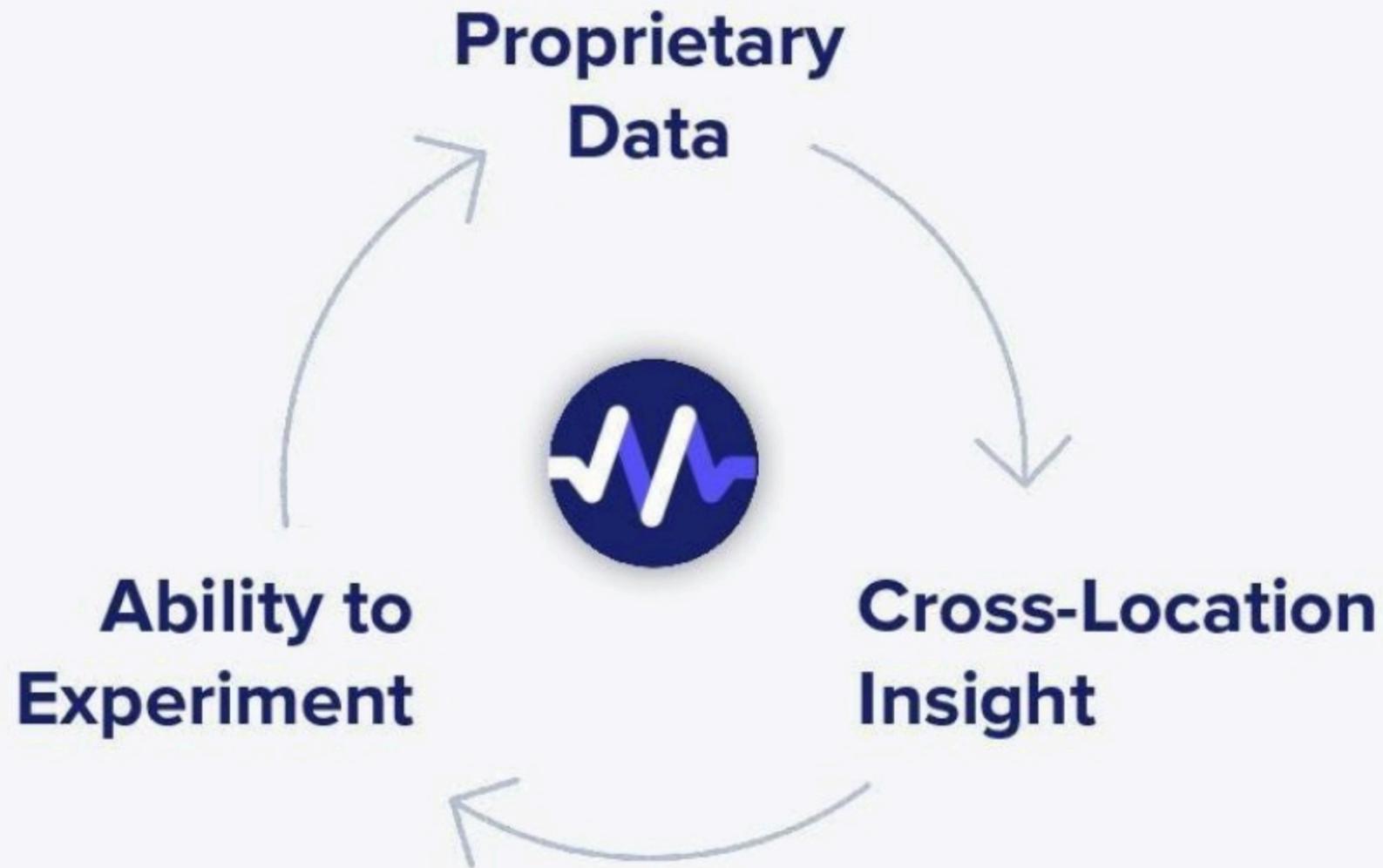
See this live: [Signpost Product Video](#)

→ Win New Customers

→ Get Valuable Feedback



Signpost leverages our data moat to drive superior results



- **Proprietary data:** Signpost owns the customer data we collect for our users. This is unique; traditional CRMs require users to upload and manage their own data. The company has collected data on **68M Americans, 27% of US adults**
- **Cross-location insight:** Signpost observes consumer behavior across local firm locations. Insights developed at one location benefit all locations
- **Ability to experiment:** Signpost has unique authority to automate marketing for our users. This enables testing and optimization at scale
- **Security and privacy first:** ISO27001 SOC2 certified

Signpost sends the right message at the right time, automatically

Armed with data and testing, Signpost drives more reviews and revenue than possible with any other platform. Mia, our smart assistant, uses data to determine the best channel to send a message: text or email, and selects the right parameters such as subject line, body and design



Insights



Consumers are 52% more likely to respond to an email if referred to by their first name



Consumers are 4x more likely to share feedback if messaged within 5 min of their visit



Consumers are 14% more likely to post a review if they've reviewed another Signpost customer

Personalized Engagement



*Hi Susan,
Here's 10% off your first order with ACL Print*



*Hi Mark,
How was your visit **today?***



*Hi Mary,
Please **review us on Google.***

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Shifts in customer acquisition and retention create an opportunity for Signpost

FROM

TO

Website discovery

Website traffic drives new customer acquisition for local firms



DIY tools

Manual tools simplify workflows and enable marketing



One-to-many communication

Newsletters sent periodically to a limited subscriber list to drive awareness



Funnel marketing

Local firms buy ads to drive leads but have no conversion tracking



Social discovery

Google My Business, Yelp and Facebook dominate new customer acquisition



Hands free automation

Winning products are 'invisible'. Users set goals, software does the work and reports results



Personal engagement

Short-form, tailored emails and SMS drive engagement and activity



Closed loop commerce

Personalized marketing with integrated payments enables attribution and optimization



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Signpost operates an efficient, scalable sales model

Efficient Marketing and Ops

- 13,000,000 US leads
- “Powered by Signpost” tag in our product drives inbound merchants
- No paid marketing
- Automated dialing system distributes leads based on conversion prediction



Scalable Sales Channels

Small Business

- 60 reps
- <7 days sales cycle
- Team located NYC, ATX and DEN
- <0.01% lead penetration

Franchise

- 11 reps
- <7 days sales cycle
- Team located NYC, ATX and DEN
- 0.2% lead penetration