



Can you “see” your visual marketing programs?

We surveyed 225 marketing leaders representing tens of thousands of physical locations:

83%

use either email or spreadsheets to execute in-store marketing campaigns.



Less than 50%

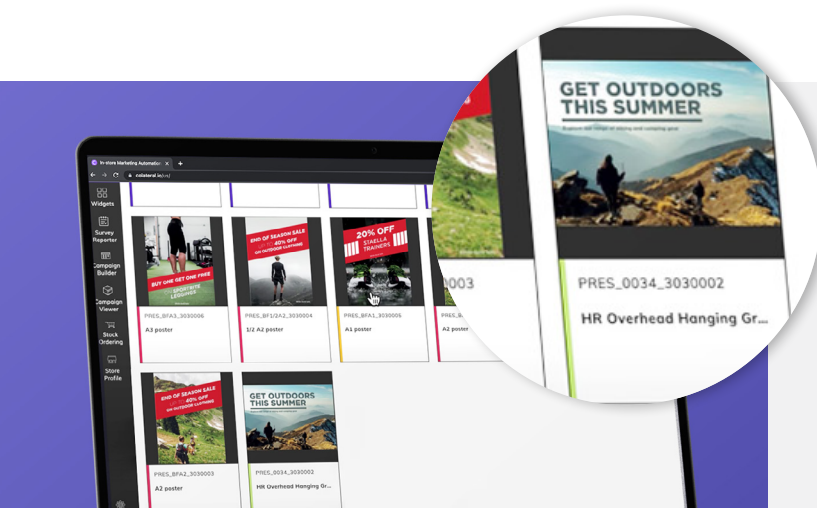
have a process to ensure proper installation and brand compliance of marketing materials at each location.

58%

said it would be “extremely helpful” to have an online brand audit and compliance solution in every location.



Can you ... ?	Colateral	Spreadsheet and Email
Capture the size, shape, layout and fixture style of every store	✓	?
Customize offers, pricing, designs and marketing messages for every store	✓	?
Maintain a complete audit trail of changes made to design files	✓	?
Approve design files centrally – in real time – without email	✓	?
Customize the quantities and mix of marketing materials shipped to every store	✓	?
Provide location-specific installation instructions to in-store teams	✓	?
Audit the campaign installation compliance of every store	✓	?
Enable communication between marketers, designers, suppliers and in-store teams	✓	?
Execute hyper-localized marketing campaigns with precision	✓	?
Measure and compare the ROI of marketing campaigns head to head	✓	?
Monitor inventories of signs, graphics and other marketing materials	✓	?
Track image licenses and disclosure messages for every piece in every store	✓	?



TAYLOR + Colateral.®

Now There's a Better Way

Colateral is a marketing campaign management software available exclusively from Taylor. At last, you gain the visibility and control you crave.

Learn more at colateral.io/us