



analytics, findable, ai
OH MY!!!

THE NEXT GENERATION OF ANALYTICS



Venezuela redenominated its currency on August 20, 2018, by replacing 100,000 bolívars Fuertes (VEF) with 1 bolívar Soberano (VES). Local currency data, including the historical data, for Venezuela are expressed in the new currency beginning with the October 2018 WEO database.

developments at the global level, in major country groups and in many individual countries. The WEO is released in April and September/October each year.

Use this database to find data on national accounts, inflation, unemployment rates, balance of payments, fiscal indicators, trade for countries and country groups (aggregates), and commodity prices whose data are reported by the IMF.

Data are available from 1980 to the present, and projections are given for the next two years. Additionally, medium-term projections are available for selected indicators. For some countries, data are incomplete or unavailable for certain years. Due to the high level of uncertainty in current global economic conditions, the April 2020 WEO database and statistics tables contain only these indicators: real GDP growth, consumer price index, current account balance, unemployment rate, capita GDP growth, and fiscal balance. Projections for these indicators are provided only through 2021.

The Timorese authorities have revised the compilation methodology of GDP and, under the new classification, of revenue before September 2019, which was previously classified as export in national accounts, is now classified as income.

As of February 1, 2020 the United Kingdom is no longer part of the European Union. Data for the United Kingdom is no longer included in the European Union composites.

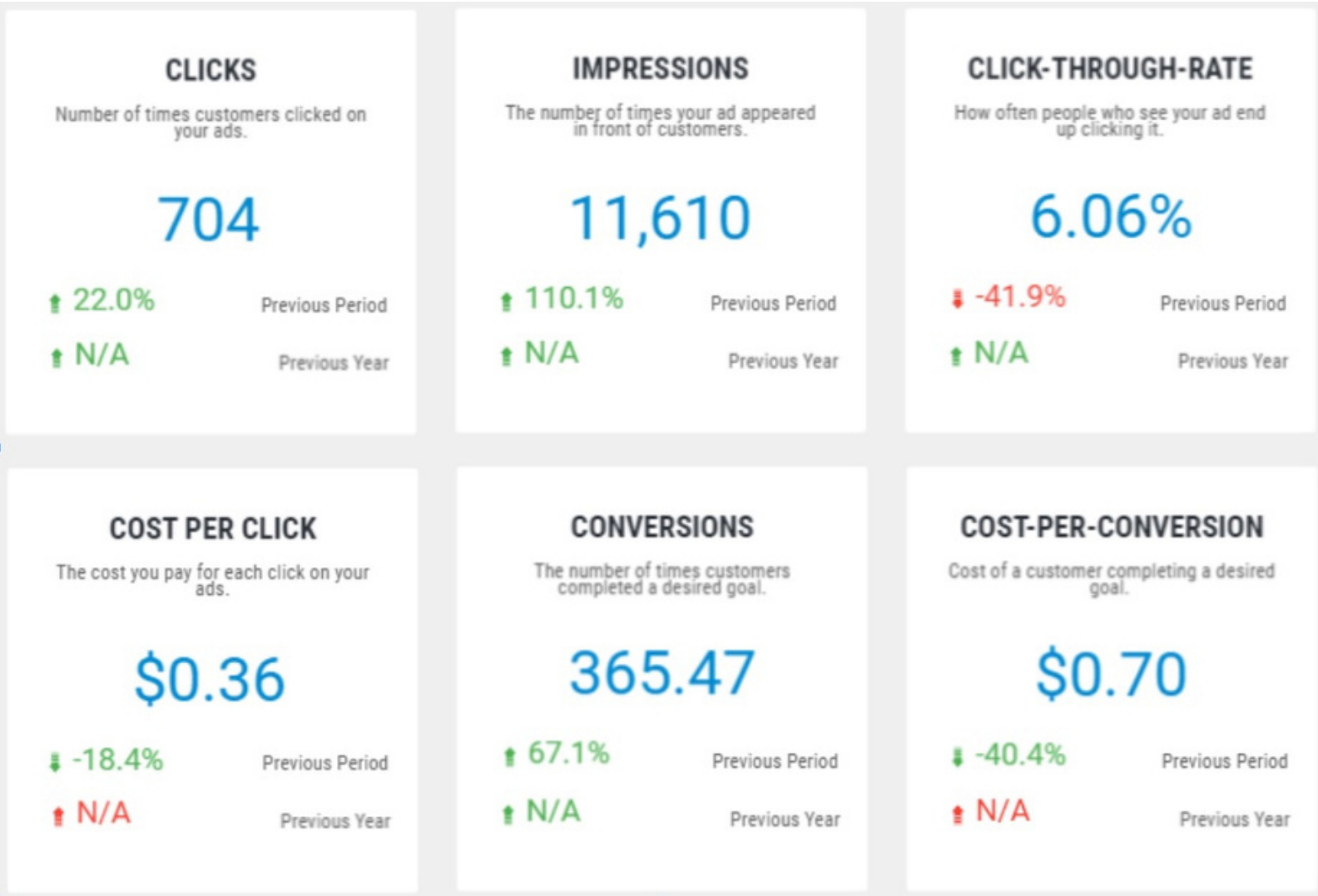
The COVID-19 pandemic is inflicting high and rising human costs worldwide, and the necessary protection measures are severely impacting economic activity. As a result of the pandemic, the global economy is projected to contract by –3 percent in 2020, much worse than during the 2008–09 financial crisis. In a baseline scenario—where the pandemic fades in the second half of 2020 and containment efforts can be gradually unwound—the global economy is projected to grow by 5.8 percent in 2021 as economic activity normalizes, helped by policy support. However, more severe outcomes, however, are substantial. Effective policies are essential to forestall the worst outcomes, and the necessary measures to reduce contagion and protect lives are an important part of protecting human and economic health. Because the economic fallout is acute in specific sectors, policy responses need to be targeted.

GOOGLE G4

- **Cookieless measurement**
- **Different forms of measurement**
- **App integration built in**
- **Merchant center**
- **Lots of customization options**
- **Measure marketing successes/failures (UTMs)**
- **Auto event tracking**
- **Custom conversions**



CUSTOMIZE WHAT YOU TRACK



Segment Conversion Type Name		All conv. ▾	% Δ
1.	Georgi's Waxing Studio - GA4 (web) Booked_Appointment	299.67	60.5% ↑
2.	Georgi's Waxing Studio - GA4 (web) Call_from_Site	44.18	194.5% ↑
3.	Calls from ads	15.62	4.1% ↑
4.	Georgi's Waxing Studio - GA4 (web) Email_Click	6	100.0% ↑

User sour...	Conversions	Engaged sessions
google	2.1K	2.9K
(direct)	1.4K	1.8K
bing	51	70
yahoo	25	27
l.instagram...	23	35
l.faceboo...	13	11
yelp.com	12	20
duckduck...	8	11
m.facebo...	3	5

A woman with curly hair, wearing a green apron over a light green shirt, stands in a lush plant nursery. She is smiling and holding a small potted plant with dark, variegated leaves. The nursery is filled with various plants, including hanging ones and those on shelves in the background. The lighting is soft and natural, creating a warm and inviting atmosphere.

findable
local business platform

SMALL BUSINESS CHALLENGES



LIMITED BUDGET



DON'T HAVE TIME



WHICH CHANNELS?



ANALYTICS?



DOES IT WORK?



What's the best
option?

LOCAL SEARCH - THE NUMBERS

70%

OF SEARCH RESULTS SEND
CONSUMERS TO A PHYSICAL
STORE.

78%

OF LOCATION-BASED MOBILE
SEARCHES RESULT IN AN
OFFLINE PURCHASE.

46%

OF ALL GOOGLE SEARCHES
ARE LOOKING FOR LOCAL
INFORMATION.

86%

OF PEOPLE LOOK UP THE
LOCATION OF A BUSINESS
ON GOOGLE MAPS.

92%

OF SEARCHERS WILL PICK
BUSINESSES ON THE
FIRST PAGE OF LOCAL
SEARCH RESULTS.

9,000%

"NEAR ME" OR "CLOSE BY"
TYPE SEARCHES GREW BY
MORE THAN 900% OVER
TWO YEARS.

67%

OF SMARTPHONE USERS
WANT ADS THAT ARE
CUSTOMIZED TO THEIR
CITY OR ZIP CODE.

FIND

LOCAL LISTING OPTIMIZATION

LOCAL LISTING

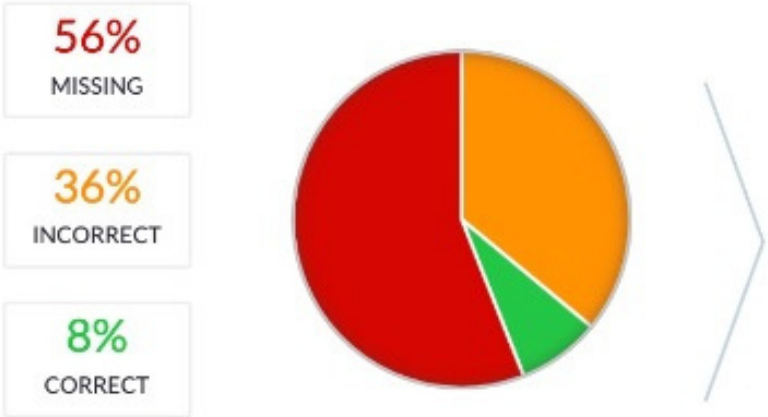
- Basic Data (name, address, etc.)
- Rich data (social media, brands, payment options, etc.)
- Photo/Video
- Syndicated on apps and sites for local traffic
- Reviews, posted accurately on all relevant platforms

Your Online Presence Score for:

Chook,1300 Pearl Street,80210 [CHANGE LOCATION](#)






[Share result](#) [Export as PDF](#)

Quality of your location data online, out of 25 directories we searched successfully:



Results

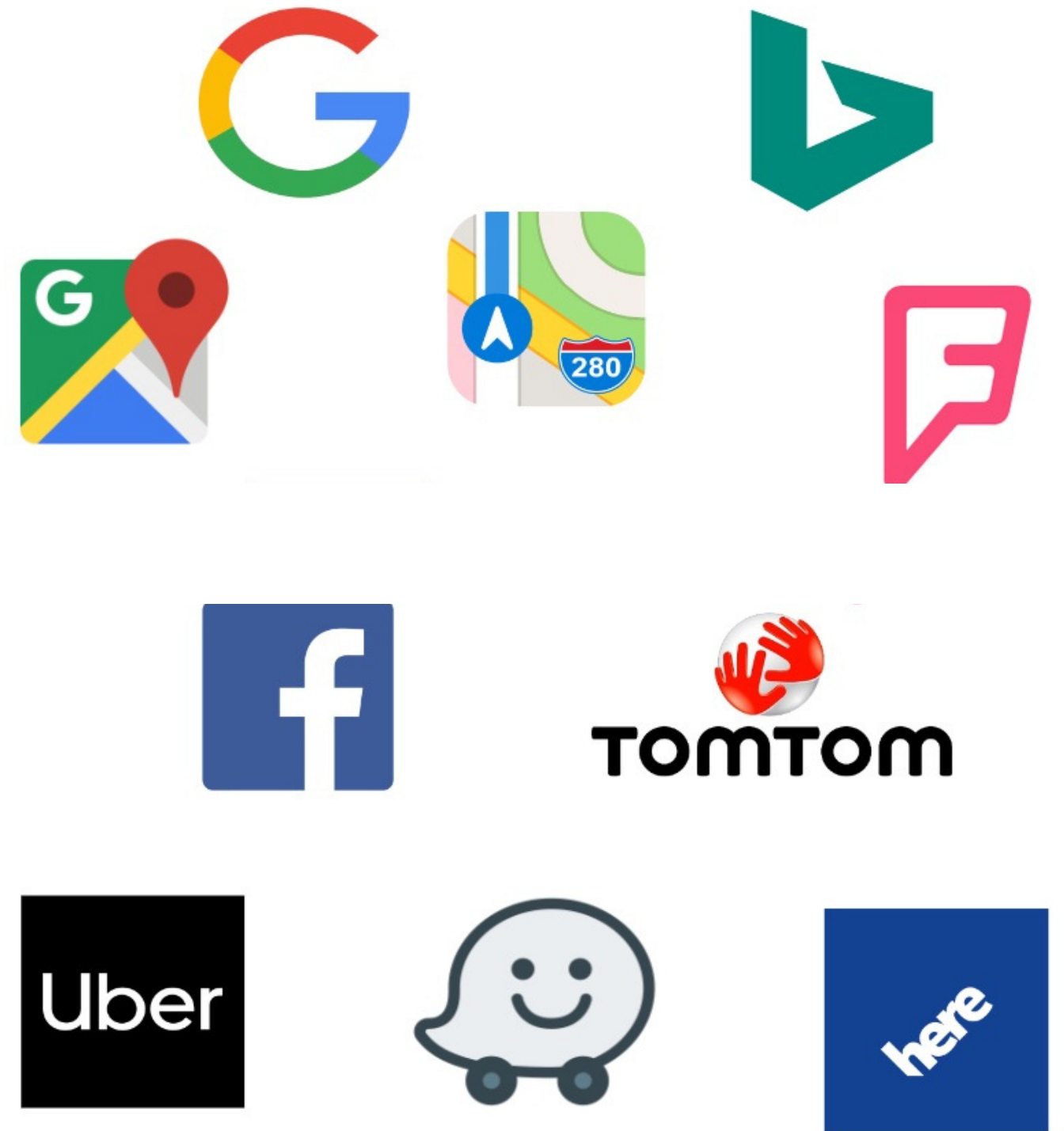
Your online business listing visibility

Directory	Business Info	Hours	Photos
 Google Search	Chook 1300 Pearl Street, Denver (303) 282-8399 http://www.chookchicken.com/	✓	✓
 Google Maps	Chook 1300 Pearl Street, Denver (303) 282-8399 http://www.chookchicken.com/	✓	✓
 Facebook	Chook Chicken 1300 S Pearl St, Denver Not applicable Website missing	✗	✗
 Bing	Listing not found		
 Navmii	Listing not found		

**LISTING
SYNDICATED**

10%-20%

**INCREASE IN LOCAL
TRAFFIC**

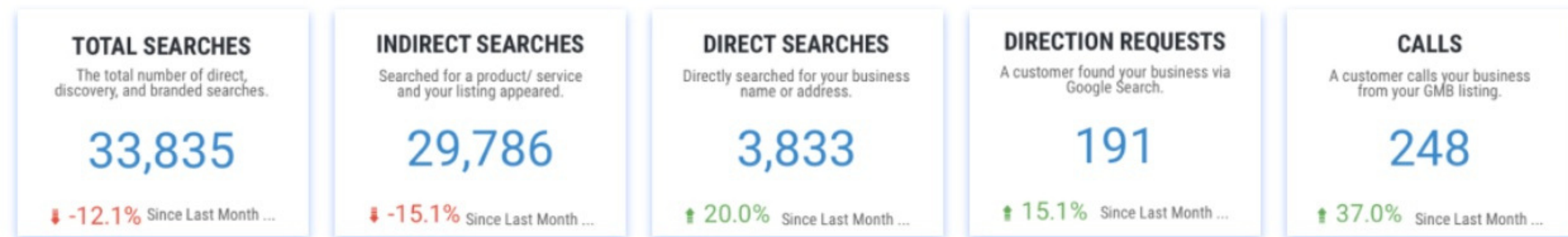


LOCAL SEARCH GROWTH

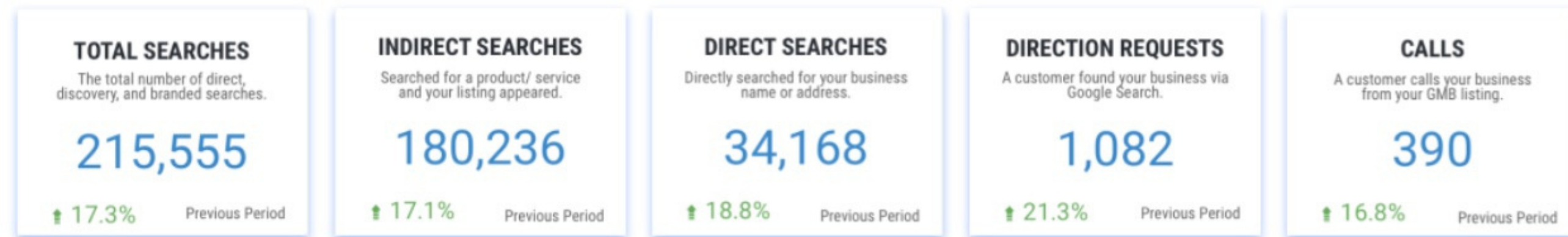
CASTALIA



MODERN NATURAL BABY



CHARTREUSE



ENGAGE

AD + ANALYTICS PROGRAM

CUSTOMIZED ADS

Example of your native ad at 480x120



Above all else, we cherish delicious food, exemplary service, and great...

Ad Anita's Kitchen

Visit Site

Example of your image ad at 300x250



Visit Us In Ferndale Today



Experience The Wonderful Tastes Of Mediterranean Cuisine At Anita's Kitchen



Example of your text ad at 300x250

Visit Us In Ferndale Today

Anita's Kitchen

Experience The Wonderful Tastes Of Mediterranean Cuisine At Anita's Kitchen

VISIT SITE

Example of your image ad at 728x90



Visit Us In Ferndale Today

Experience The Wonderful Tastes Of Mediterranean Cuisine At Anita's Kitchen



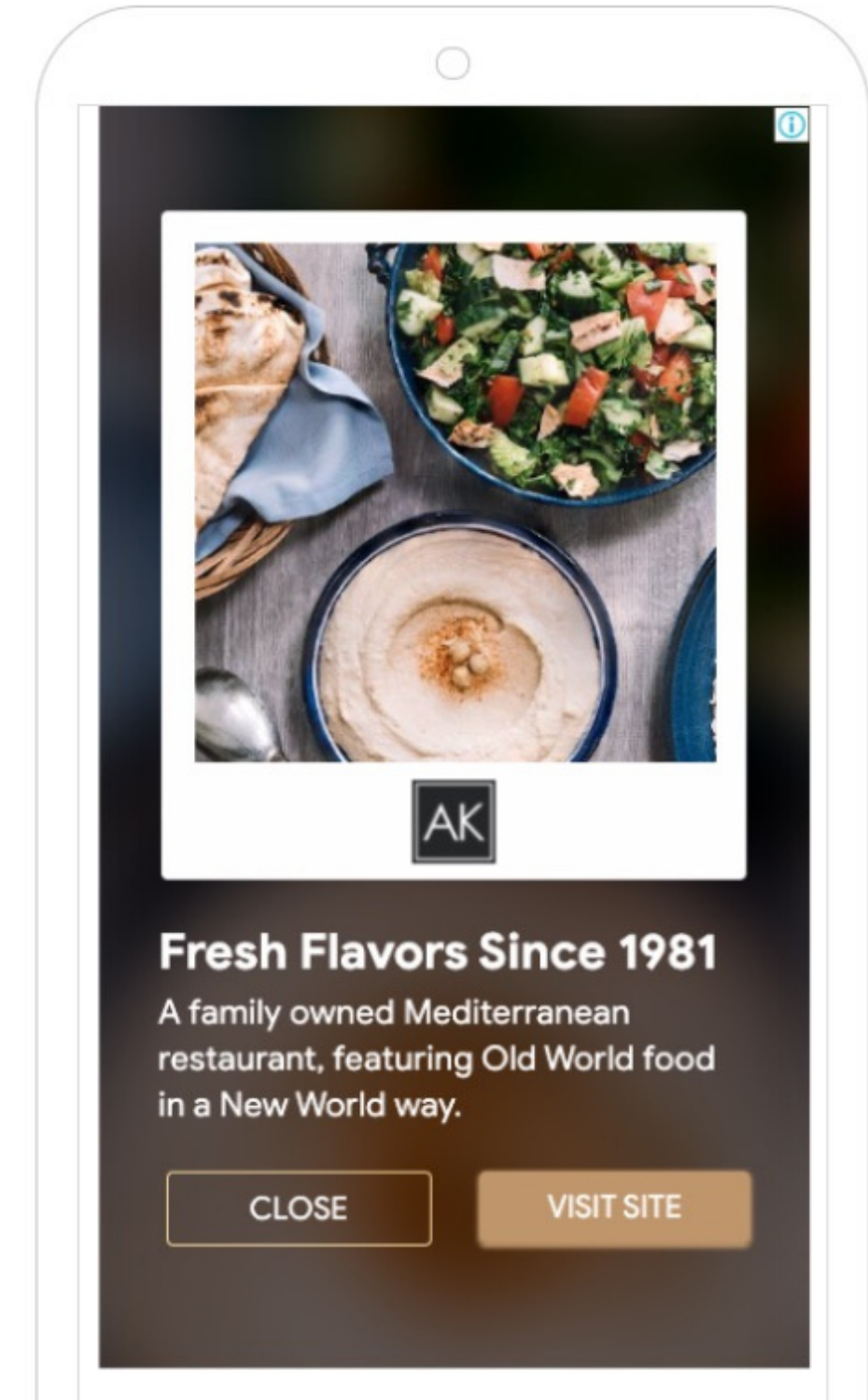
Example of your image ad at 160x600



Visit Us In Ferndale Today

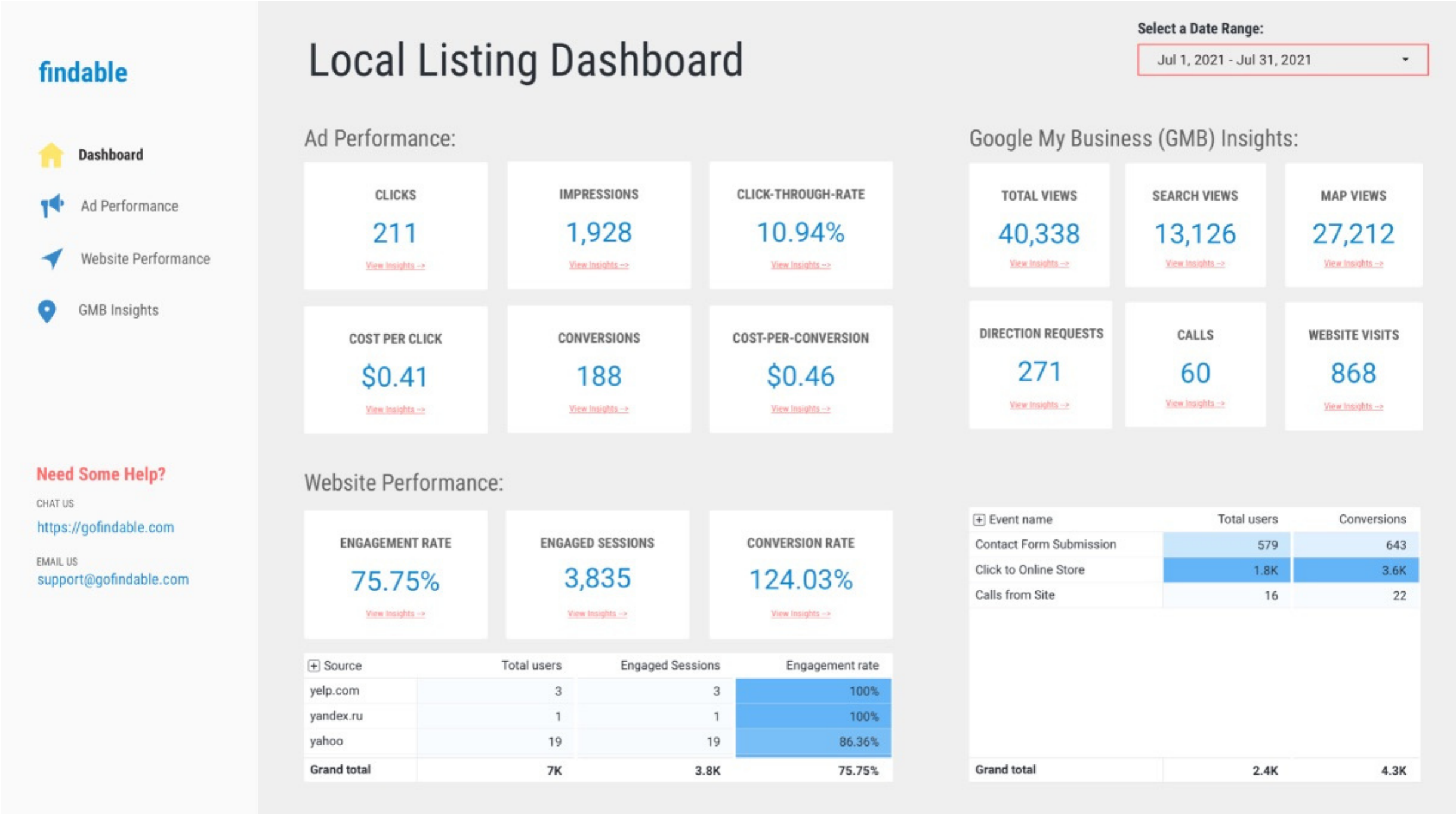


Experience The Wonderful Tastes Of Mediterranean Cuisine At Anita's Kitchen



FINDABLE DASHBOARD

- Overview of Online Presence
- Performance Insights
- Ad Efficiency
- Customer Insights
- Demographic Details
- Engagement Metrics



CUSTOMIZED ADS



Jared Groth

Director of Operations

Anita's Kitchen

"The assistance of this program has enabled us to make the leap!"

What do you like most about findable?

SALES!!! SALES!!! SALES!!!

Would you recommend us to a friend?

ABSOLUTELY!

What results do you get from findable?

"Increased sales, web traffic, and measurable/ noticeable conversions such as calls to the restaurant on behalf of guests discovering us through Google My Business and our digital ads. "

How are your results so far?

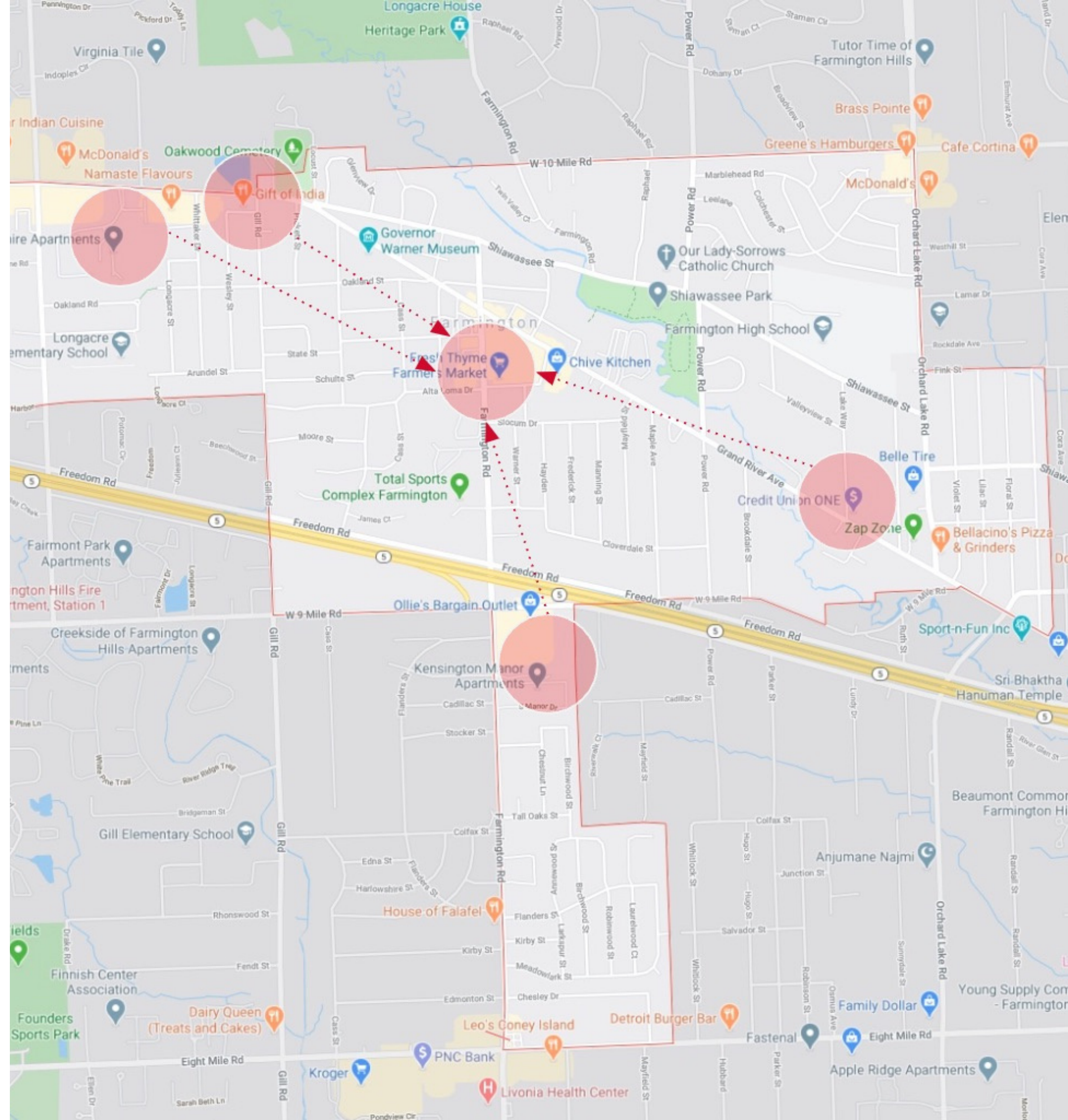
\$50K **3** **\$200**
take out orders in months mo ad spend

What do you think of findable overall?

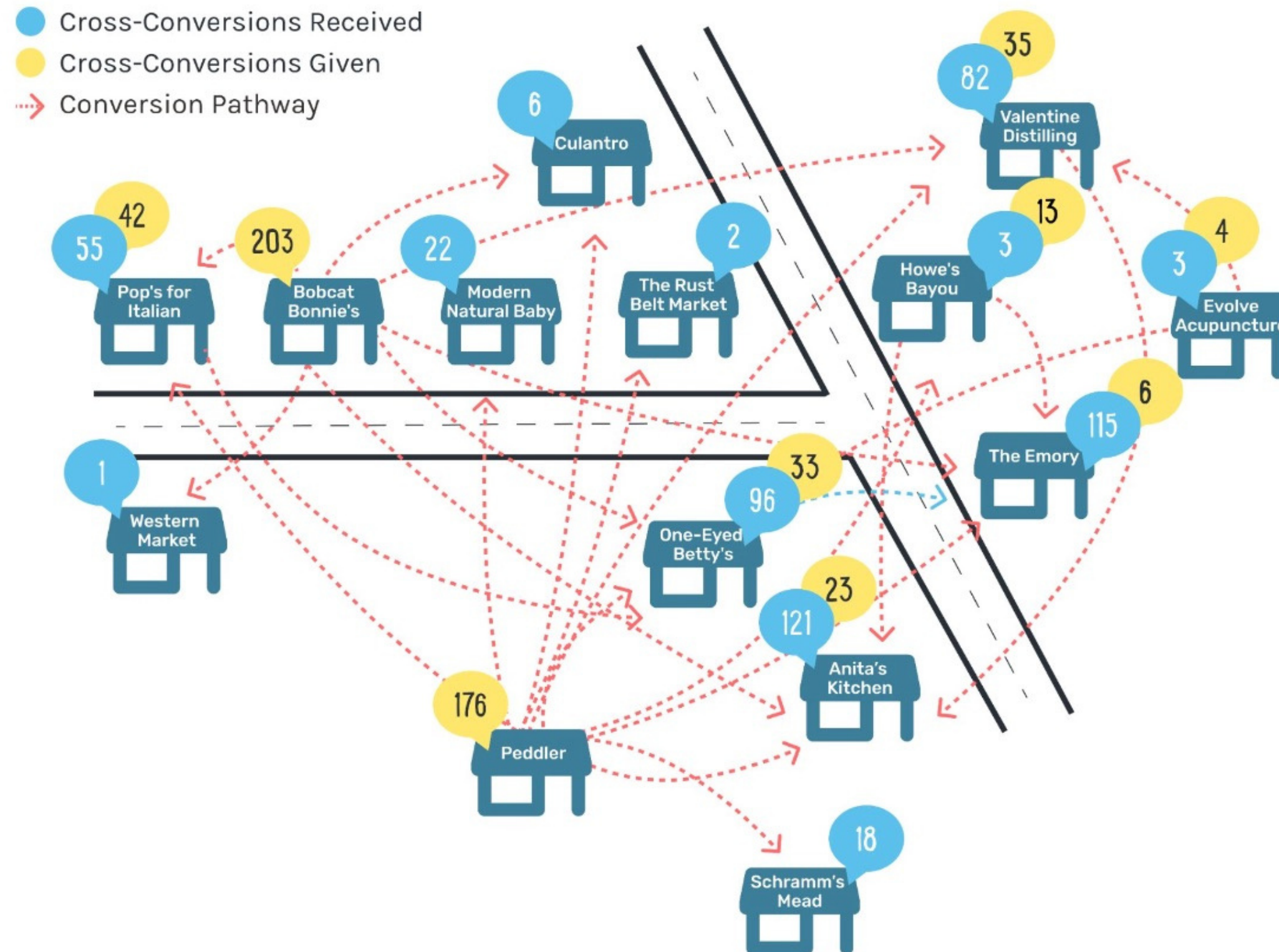
"Anita's Kitchen has been very pleased with the results. Despite January and February typically being our slowest months - and in lieu of the challenges and limitations Covid-19 has presented - we have thrived in a carryout capacity and we attribute this to our marketing efforts. By emphasizing GMB and digital ads, we have noticed an influx of phone calls generated from the campaign, and our website traffic has undoubtedly increased. We feel very fortunate to be thriving in this current climate. In fact, by January, we decided to double our advertising spend through the program, as we felt we still had room to grow/ maximize our ROI."

LOVES MAIN STREET

- Shared consumer demographics
- Lookalike audience lists
- Multiple interest segments
- Development playbook
- Business openings
- Ad/promotion channels
- Cross business conversions



FERNDALE - CROSS CONVERSIONS



AI



AI FOR SMALL BUSINESSES

- **Choosing a name for a business or product**
- **Creating a logo**
- **Setting up a website**
- **Google Business Profile optimization**
- **Content creation**



BUSINESS NAME

⚡ GPT-3.5

🌀 GPT-4

No plugins enabled ▾

ChatGPT

PLUS

Brainstorm incentives
for a customer loyalty program in a small bookstore

Come up with concepts
for a retro-style arcade game

Compare storytelling techniques
in novels and in films

Write a SQL query
'that adds a "status" column to an "orders" table'

One-click prompts

Web access

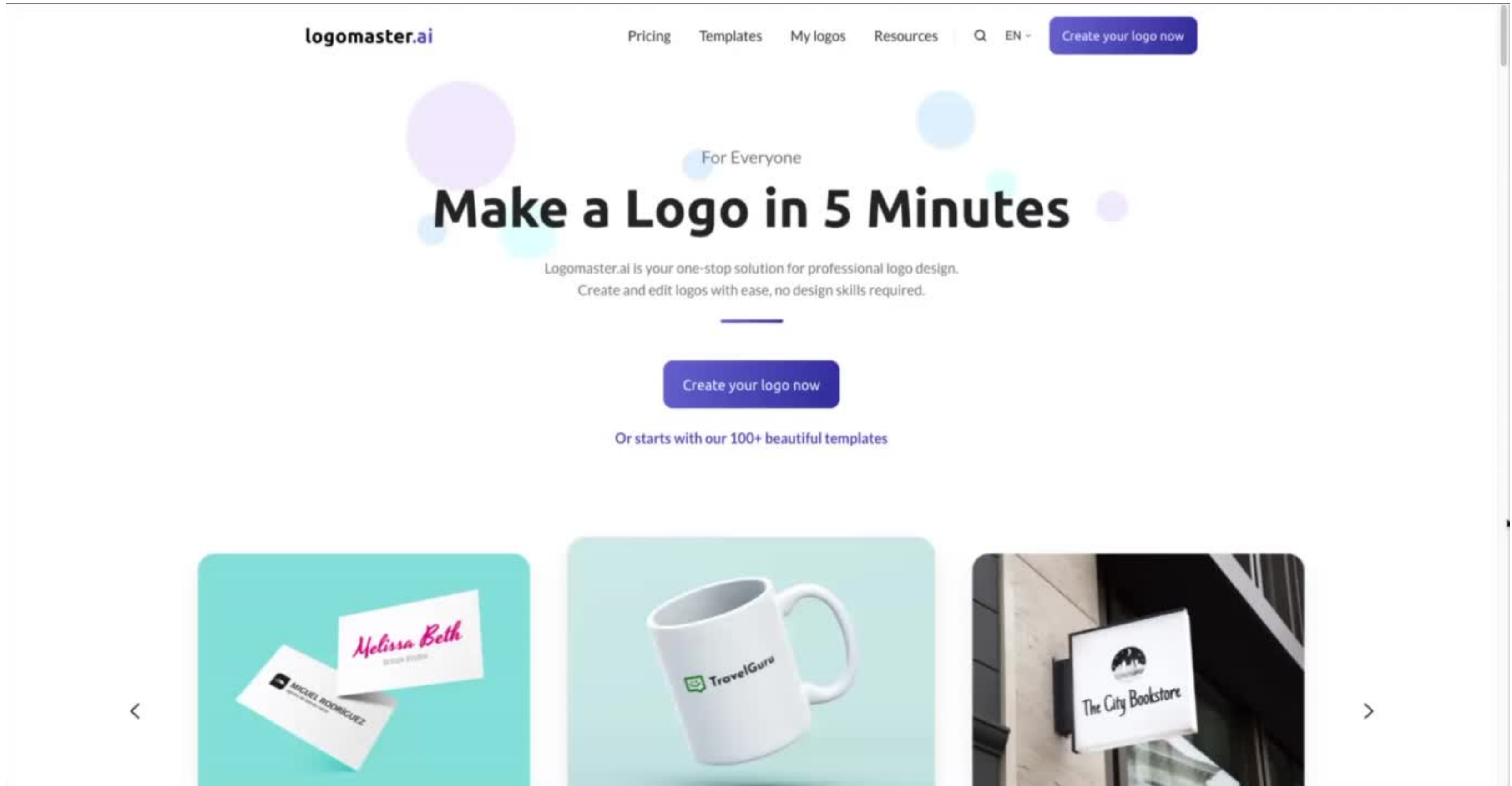
ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

LOGO BRAND AI

- Looka
- **Logomaster.ai**
- LogoAi



CREATING A LOGO






WEBSITE BUILDER AI

- **Mixo.ai**
- **Wix.com**
- **10web.io**
- **Hocoos.com**
- **Relume.io**




SETTING UP A WEBSITE

 Mixo  Sites  Login

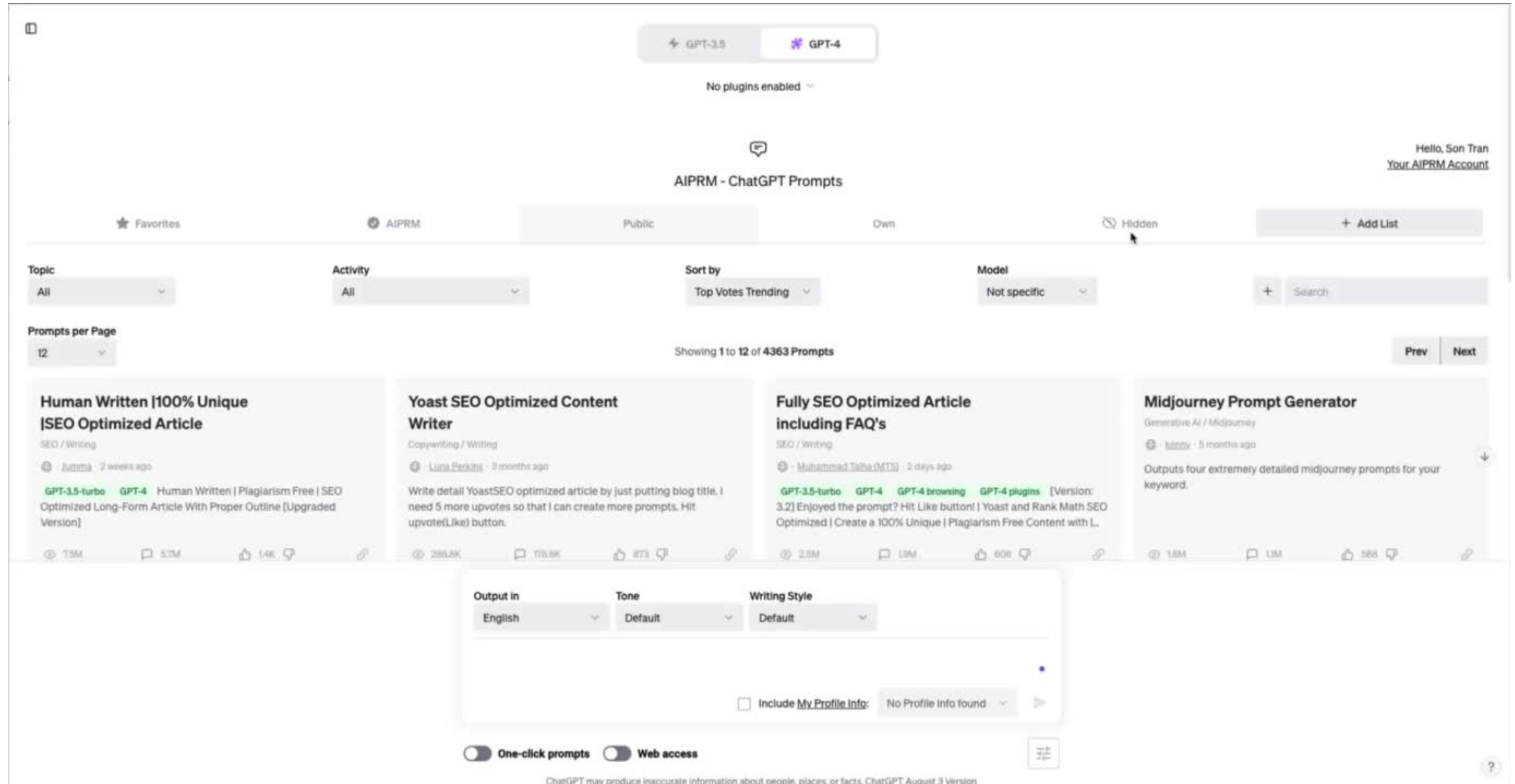
What's your startup idea?

Describe your startup idea in a sentence...

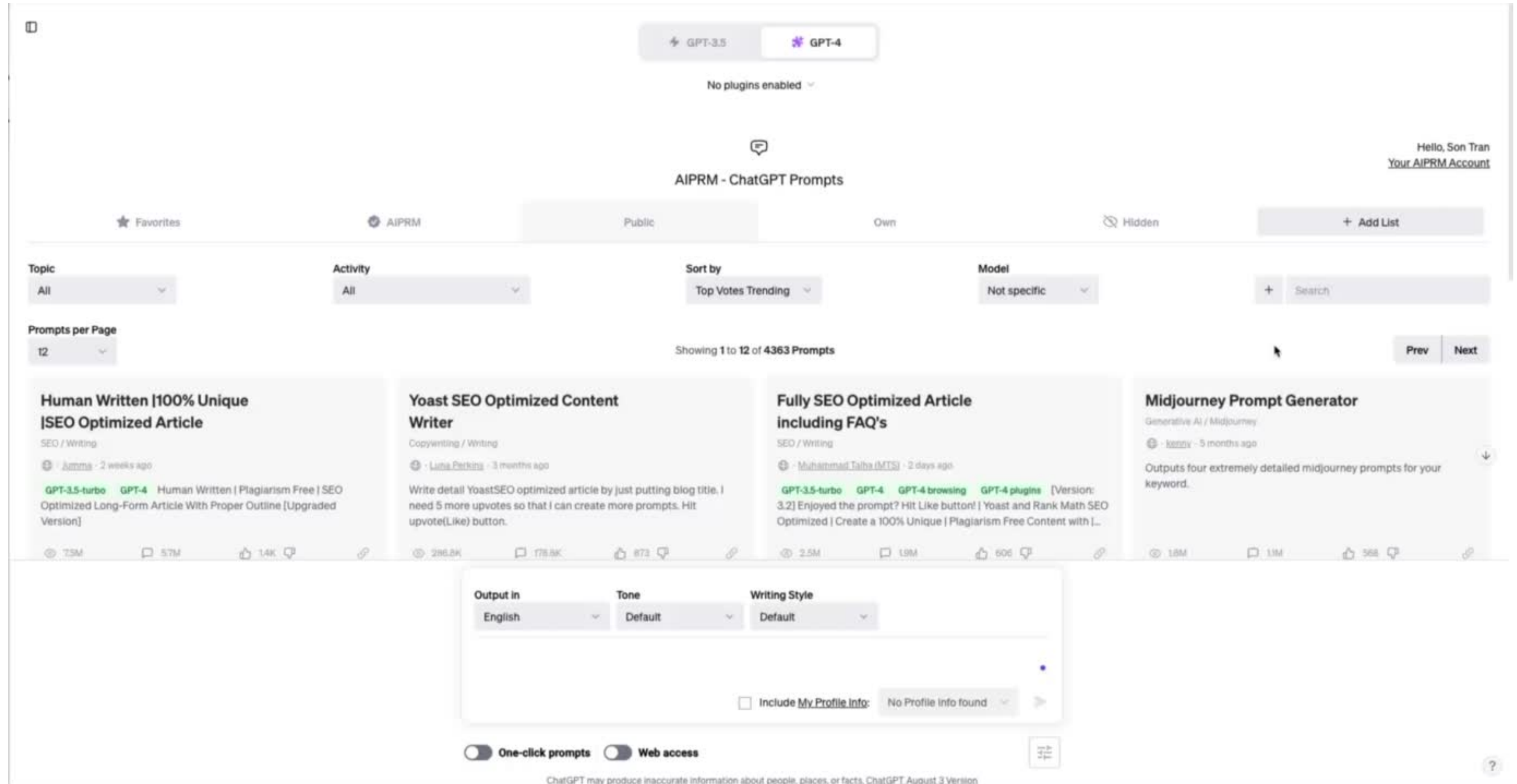
Not sure? [Try some of our examples.](#)

 Generate Site

GBP OPTIMIZATION



GBP POSTS



SOCIAL MEDIA POSTS

Favorites

AIPRM

Public

Own

Hidden

+ Add List

Topic

All

Activity

All

Sort by

Top Votes Trending

Model

Not specific

+ social media posts

Prompts per Page

12

Showing 1 to 12 of 16 Prompts

PrevNext

30 Social Media Posts & Image Suggestions With 1 Click

Marketing / Marketing

Google Business Profile Services

7 months ago

Get a month's worth of social media posts and image suggestions with the click of a button! Just tell us your business name & business type like this: "Joes Pizza is a pizza shop". This is perfect for buildin...

288.5K

188.9K

148

Create a 7 day Mini course flow

UNSURE / UNSURE

Peter Lakeman

5 months ago

Create a 7-day mini teaser course. Curriculum with 7 drip course Emails, a teaser videoscript, social media posts, 3 prelaunch Emails for your list. Engaging post ideas. Just keep pressing 'continue...' an...

5.6K

3.0K

9

Food Blogging / Cookbook Automation

Copywriting / Writing

Paulo F. | How To Leverage AI

6 months ago

COPY-PASTE READY 1 Food Recipe, 1 Midjourney Prompt, 3 Social Media Posts, 60 hashtags in 4 groups, 10 alternative recipe names. All ready to be copy-pasted

18.6K

13.2K

7

Social Media Post Captions

Marketing / Places (Media Channels)

lrmaster

6 months ago

Struggling to come up with the perfect caption for your social media posts? Let our AI-powered Social Media Post Captions Writer Prompt take the reins! Our Prompt can generate creative and...

9.4K

6.5K

2

5 Canva-Ready Solution Style Social Media Posts

Copywriting / Writing

Cindy Desrosiers

6 months ago

Create 5 engaging problem and solution style social media posts ready for bulk import to Canva.

1.4K

927

1

Social Media Posts for this URL

Copywriting / Writing

AIPRM

3 months ago

Live Crawling

GPT-4

Elevate your social media game with captivating promotional posts for multiple platforms. Craft engaging content using the provided URL and meet specific requirements...

763

588

1

30 Optimized Social Posts in 1 Click!

Copywriting / Marketing

Global Capital

6 months ago

Create 30 optimized social media posts for your business

3.3K

2.2K

1

Linkedin, FB and Insta posts

Copywriting / Marketing

Thomas Petyt

3 months ago

Create 3 social media posts for Linkedin, instagram and facebook with hashtags and maximum 300 words by post, SEO + - Plagiarism free

2.5K

1.7K

1

Output in

English

Tone

Default

Writing Style

Default

☐ Include My Profile Info:

No Profile info found

One-click prompts

Web access

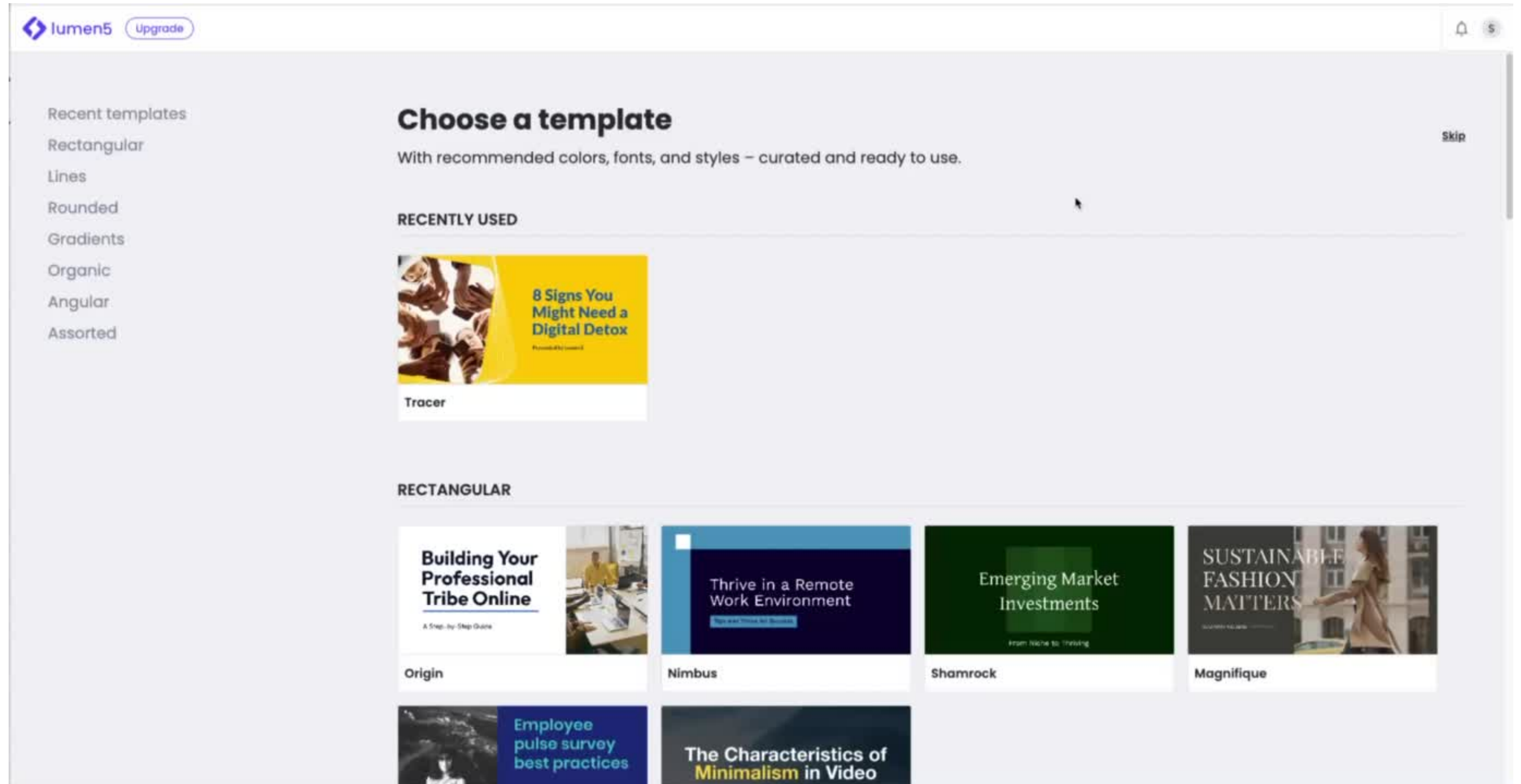
ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

PHOTOS AND VIDEOS

- Pictory
- MidJourney
- InVideo
- **Lumen5**



CONTENT CREATION



CONTENT CREATION



MORE AI OPTIONS

- **Customer Support**
- **Personalized Marketing**
- **Hiring and Recruitment**
- **Employee Training**
- **Product Recommendations**
- **Business Analytics**
- **Voice Search Optimization**
- **Email Campaign Optimization**
- **Language Translation**
- **Virtual Try-Ons**

Q&A

GET 20%

COUPON CODE: JOHNANDGEORGEROCK

