



The 1<sup>st</sup> real innovation in the  
agency business in 50 years.

engageSimply

# REAL INNOVATION URGENTLY NEEDED

Driven by brands' radically changing requirements from traditional "broadcast" media and creative services to a new model that can:

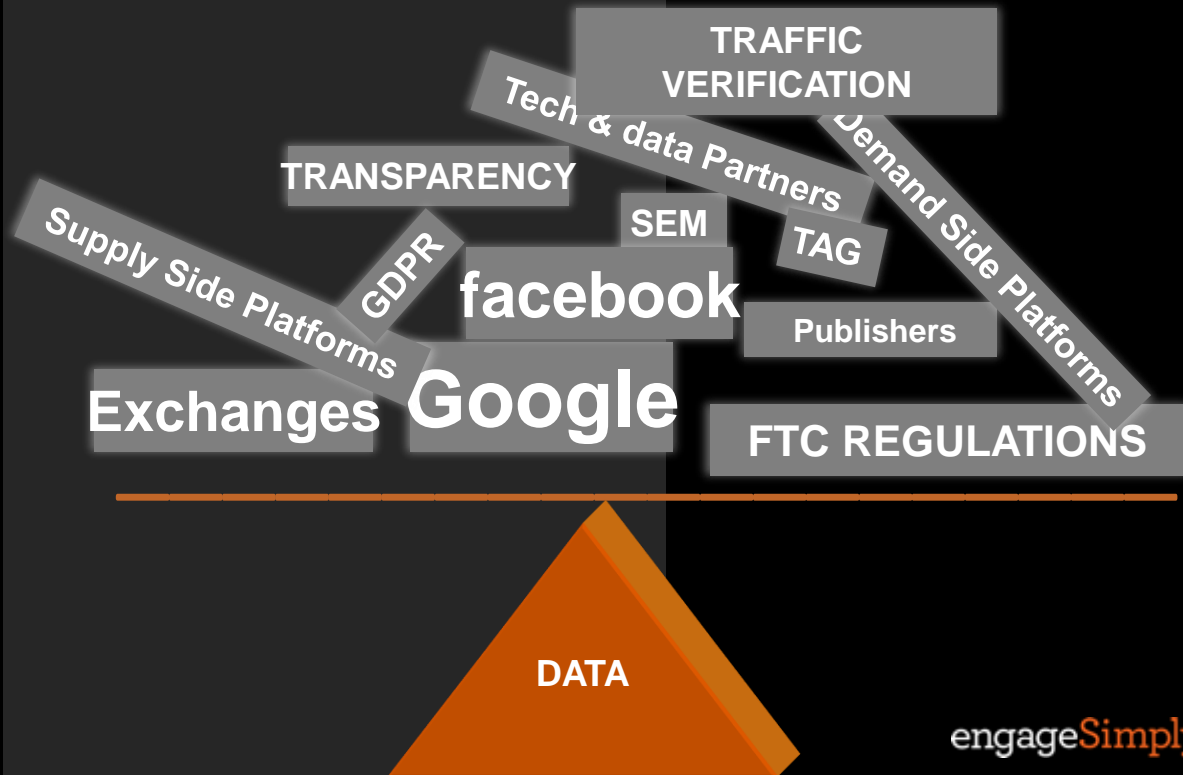
- > Achieve profitable acquisition
- > Deliver transparent accountability to drive optimization of ad spend
- > Build sustainable models for creating trust between brands and audiences

# REAL INNOVATION IS POSSIBLE

Delivered as a new agency model with a proprietary "Brand Trust Development" practice to link what a brand says with what a brand does to nurture meaningful relationships with a Brands' varied stakeholders groups.

# BRANDS' MAIN PAIN IS CENTERED ON GAPS IN DIGITAL ROI & PERFORMANCE

Fragmentation and complexity has undermined Brand initiatives across media buying, adtech performance and transparency fronts



# AS BRANDS STRUGGLED...

**AGENCIES DID NOT EVOLVE.**

**AGENCIES DID NOT  
INNOVATE.**

**AGENCIES DID NOT MEET  
CLIENT'S CHANGING NEEDS.**

## Proof?

> Stock performance of most agency holding companies have declined or gone flat\*

WPP: **-33%**

OMNICOM: **- 3%**

PUBLICIS: **- 25%**

> 73% of Advertisers are not satisfied with their agency's expertise in ad tech\*\*

> 6 out of 10 Brands intend to put their account into review in 2019\*\*

Now is  
the time  
for a **new**  
**agency**  
**holding**  
**company**  
**model.**

**A NEW AGENCY  
MODEL WHERE TRUST  
CREATION IS THE  
UNIQUE OFFERING  
ENGINEERED TO  
DRIVE BUSINESS FOR  
OUR CLIENTS.**

WELCOME TO

# The Trust Web

A NEW ACQUISITION AGENCY HOLDING COMPANY  
**TECH. CUSTOMERS. PROCESSES. ARCHITECTURE.**

**WHAT  
DOES  
THE  
TRUST  
WEB  
LOOK  
LIKE?**

# **A WHOLLY NEW AGENCY PRACTICE WITH PROPRIETARY TECH & PROCESSES TO DRIVE "TRUST"**

- > manage the supply
- > design demand based on trusted engagements
- > optimize based on transparency

**WHAT  
DOES  
THE  
TRUST  
WEB  
LOOK  
LIKE?**

# **A WHOLLY NEW AGENCY PRACTICE WITH PROPRIETARY TECH & PROCESSES TO DRIVE "TRUST" DIFFERENTLY**

<b>THE TRUST WEB:</b>	TRADITIONAL AGENCIES
<b>CUSTOMERS CORE VALUE PROPOSITION SOLUTION REVENUE MODEL</b>	CUSTOMERS CORE VALUE PROPOSITION SOLUTION REVENUE MODEL

**VS**



# THE TRUST WEB

A NEW ACQUISITION AGENCY HOLDING COMPANY

THE TRUST WEB:	TRADITIONAL AGENCIES
<b>CUSTOMERS</b> CORE VALUE PROPOSITION SOLUTION REVENUE MODEL	<b>CUSTOMERS</b> CORE VALUE PROPOSITION SOLUTION REVENUE MODEL

# WHAT THIS LOOKS LIKE.

## CUSTOMERS

THE TRUST WEB (TTW):	TRADITIONAL AGENCIES	TTW ADVANTAGE
<p><b>1) BRANDS:</b> Services and new technology designed to create trust between a brand &amp; their stakeholders groups that leads to acquisition and conversion.</p> <p><b>2) DIGITAL AUDIENCES</b> with new "trust control" technology to elevate their web experiences to be joyful, rewarding and trusted.</p>	Brands only	WE ARE THE 1ST & ONLY AGENCY HOLDING TO CREATE A BALANCED SYSTEM BETWEEN AUDIENCES AND BRANDS TO MANAGE "SUPPLY" AND DEMAND TRANSPARENTLY

# THE TRUST WEB

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# WHAT THIS LOOKS LIKE.

## CORE VALUE PROP

### THE TRUST WEB (TTW):

**BRANDS:** A multi-disciplinary approach to drive acquisition by integrating what a brand says (content and media) with what a Brand does (tech) to create trusted engagements between Advertisers & customers

**DIGITAL AUDIENCES:** New TRUST CONTROLS to return control to digital audiences through the power of content that users welcome

VS

### TRADITIONAL AGENCIES

Strategic and creative brand image services for a unified brand voice and presence.

### TTW ADVANTAGE

WE ARE THE 1ST & ONLY AGENCY HOLDING MODEL ORGANIZED AROUND ACQUISITION MARKETING BY CREATING A BALANCED SYSTEM BETWEEN AUDIENCES AND BRANDS

# THE TRUST WEB

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VS

# WHAT THIS LOOKS LIKE.

## SOLUTIONS

### THE TRUST WEB (TTW):

**ADVERTISERS: BRAND TRUST DEVELOPMENT PLATFORM.** Multi-disciplinary approach with proprietary tech to create trusted engagements & conversion between Advertisers & customers by managing what a Brand says (content + ads) with how a Brand behaves. Key solutions:

- **CONTENT PLANNING:** Brand Wisdom – an evidence-based content planning | Content Wisdom – a competitive web monitoring
- **ACQUISITION CAMPAIGNS:** News/ PR activation campaigns for real-time, highly accurate digital adjacency ad placements | Organic Search Acquisition campaigns | Eden Contextual Network for landing page performance and intent data
- **DATA OPTIMIZATION:** Predictive modeling based on content journey to conversion

**DIGITAL AUDIENCES:** The Trust Web agency will act as the “trust agent”, representing Digital Audiences to brands and publishers with new “trust control” tools to allow them to optimize their web experience with content, information and connections they control.

### TRADITIONAL AGENCIES

Traditional media planning and buying using outside tech

Creative and branding services

PPC and SEM as necessary

Not applicable

VS

### TTW ADVANTAGE

WE ARE THE ONLY AGENCY HOLDING COMPANY MODEL ORGANIZED AROUND ACQUISITION MARKETING THROUGH A BALANCED BRAND/ AUDIENCE ECOSYSTEM

# **SOLUTIONS & TECH:** Advertisers BRAND TRUST DEVELOPMENT TECH STACK IS A TRUST BUILDING POWERHOUSE



## **BRAND WISDOM MAPPING SOLUTION**

Evidence-based content planning.

## **CUSTOM REAL-TIME INTENT DATA LAYER**

Real-time intent audience based on real-time content signals

## **CONTEXTUAL PROGRAMMATIC BUYING**

Topic-centric advertising targeting audiences on their Organic Search journeys

## **RETARGETING**

Real-time intent contextual retargeting.

## **CONTEXTUAL NETWORK "EDEN"**

Custom niche network of topic specific publications adaptable to vertical categories such as Financial, Cannabis, Wellness.

## **CONTENT WISDOM**

Real-time Competitive Web Content Monitoring.

## **PREDICTIVE MODEL & ANALYTICS**

predictive model platform for holistic campaign performance and attribution analytics.

## **CONTENT ACQUISITION PLANNING**



## **ACQUISITION AD PLACEMENT & OPTIMIZATION USING CONTENT**



## **CONTENT JOURNEY PREDICTIVE MODELING**

# SOLUTIONS & TECH: Digital Audiences

New **TRUST CONTROLS** are organized to balance the ecosystem between brands & digital audiences through the power of content to create sustainable trust that lead to conversion.

We intersect content technology with “trust controls” for new types of trust experiences between Brands and Prospects.

## BRAND CONTROLS

1<sup>st</sup> to offer users ability to opt-in/ opt-out of Brands' expanding loyalty and blockchain initiatives.

## CONTENT CONTROLS

Content controls provide users with the ability to filter the best topic-based pages to meet their real-time interests.

These controls are powered by our content recommendation engine.

## AD CONTROLS

Next evolution of ad blocking with new granular controls; time window for ads, verification of advertisers, trusted “safe list” of publishers

## DATA CONTROLS

Opt-in controls to allow users to manage which data each advertisers and publisher has access to. Enabled through blockchain.

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# WHAT THIS LOOKS LIKE.

## REVENUE MODEL

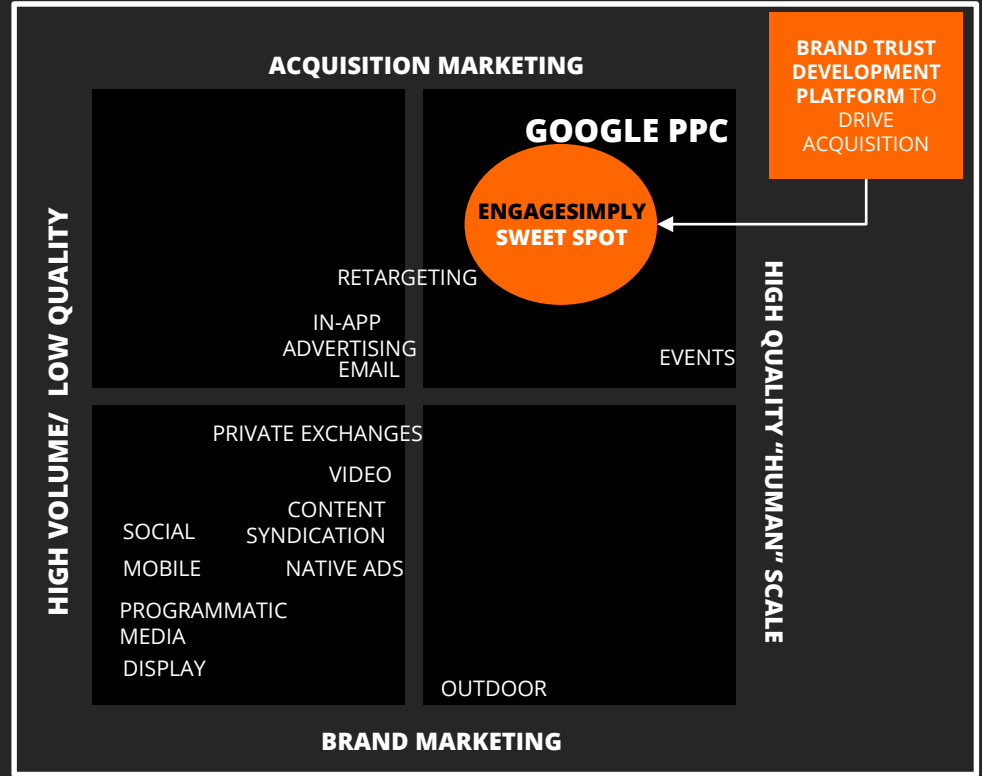
THE TRUST WEB	TRADITIONAL AGENCIES	TTW ADVANTAGE
<p><b>THE TRUST WEB</b> drives profitable and scalable revenue by servicing both <b>advertisers</b> &amp; <b>digital audiences</b></p>		
<p><b>ADVERTISERS:</b> 1<sup>st</sup> to unify content marketing &amp; programmatic media in an acquisition centric trusted digital ecosystem.</p> <ul style="list-style-type: none"><li>• Only agency business model to drive revenue in <b>media, services and SaaS</b> thus allowing us to tailor the right solution for each customer.</li><li>• The largest content/ acquisition technologies to plan, place &amp; predict campaign ROI</li><li>• Simplified single sourced supply chain from brand to supply to deliver efficiency &amp; scale</li></ul>	<p>Fragmented fees &amp; commissions that evolved over time:</p> <ul style="list-style-type: none"><li>• Labor Fee for creative services</li><li>• Commission on media</li><li>• Arbitrage on adtech platforms</li><li>• Creative and branding services</li><li>• PPC/ SEM as necessary</li></ul>	<p><b>1ST &amp; ONLY AGENCY HOLDING COMPANY TO DRIVE REVENUE BY OPTIMIZING THE DEMAND AND SUPPLY SIDE OF DIGITAL ACQUISITION MARKETING</b></p>
<p><b>DIGITAL AUDIENCES:</b> Consumers will hire The Trust Web to be their “trust agent”, representing them to brands and publishers with new “trust control” tools so they can optimize their web experience with content, information and connections they control.</p>	<p>Not applicable</p>	

# MARKET FIT

eS WILL GENERATE PROFITABLE AND SCALABLE REVENUE BY DELIVERING THE MOST VALUED INITIATIVES AROUND TRUSTED ENGAGEMENT & ACQUISITION

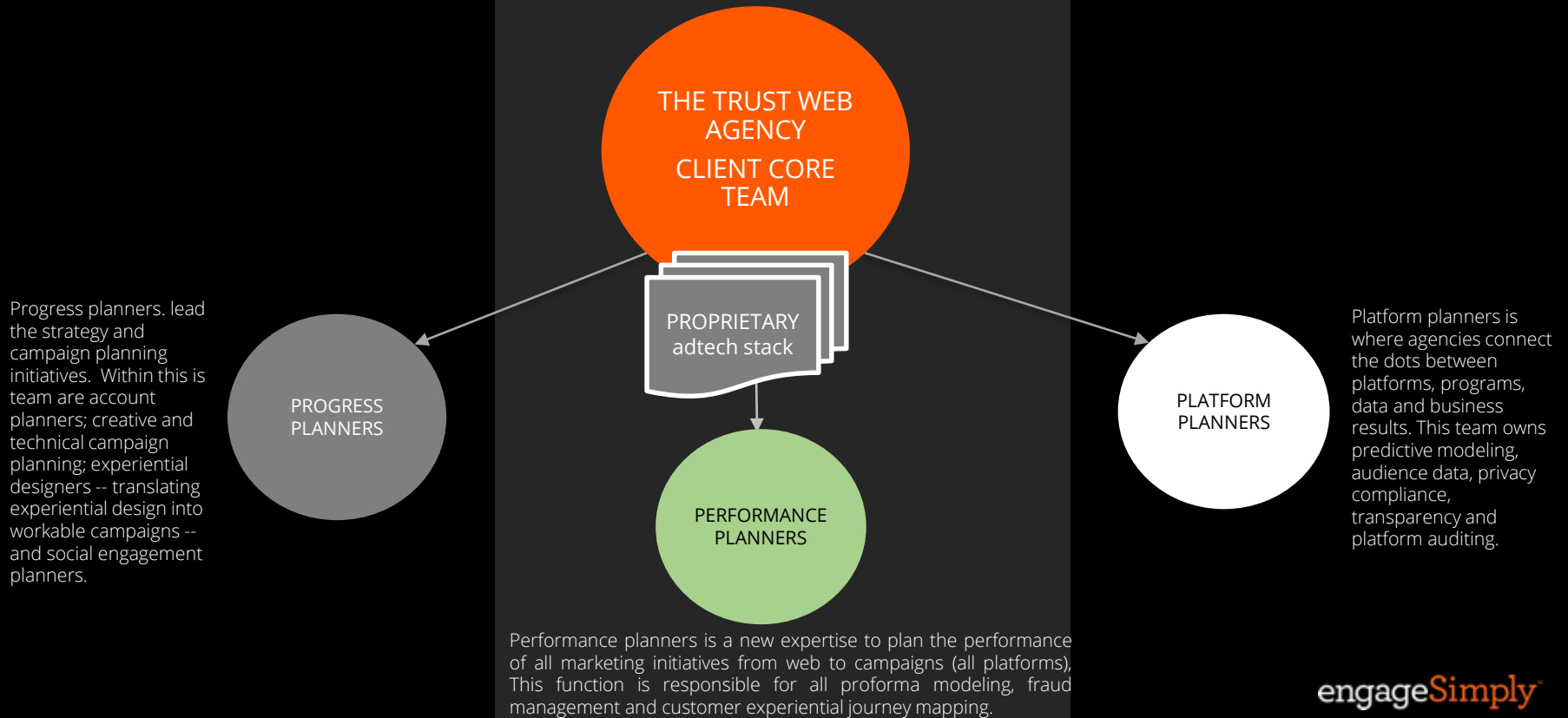
eS has the most complete, patent pending set of technologies and services to perfectly create trust with **Brand Trust Development (BTD)** that holistically drives acquisition better than other, fragmented digital channels

## REVENUE MODEL



# THE OPERATIONAL STRUCTURE OF THE TRUST WEB

Engineered to create sustainable trust to drive desired outcomes.





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