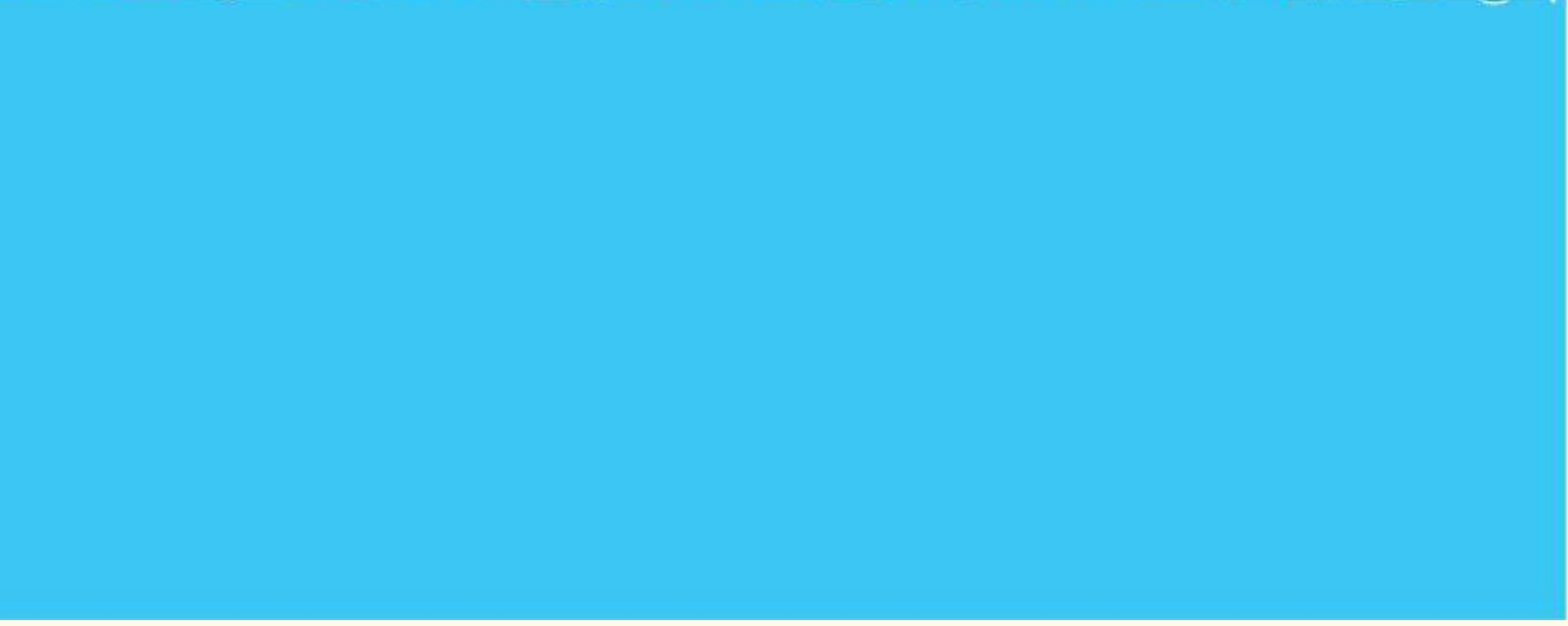


rsw



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LEAD REPORT





The following lead either engaged with content about finding new agencies sent to them by RSW/AgencySearch in its weekly newsletter release or the lead personally visited RSW/AgencySearch's website to learn about finding a better agency.

Note: This sample report is a sample only. Names, images, other contact information has been changed purposely.

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Lead Profile



Full Name of Lead: John Smith
Title of Lead: Director of Marketing - Customer Acquisition
Company Name: Bass Pro Shops

John has engaged with the following content about finding new agencies sent to him by RSW/AgencySearch:

[What I Tell Agencies: How to Win the Pitch](#)

Email Address: xxxxx@basspro.com
Phone Number: (857) xxx-xxxx
Company Address: 2500 E Kearney Street Springfield, MO 65898

Start Date at Current Company: January 2006
LinkedIn URL: [LinkedIn URL](#)



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Lead Profile (cont'd.)

Other information about John:

Oversees broad-reach marketing teams responsible for the planning, execution, and activation of the following areas:

- * Advertising/Media
- * Sports & Entertainment Marketing
- * Event Marketing
- * Promotional Marketing
- * Brand Marketing
- * Sponsorships
- * Corporate Partnerships

John has worked at a number of agencies in the past, including Frankel, BBDO, and Arnold.

John went to the University of Illinois and graduated in 1996.

John is a member of the following groups on LinkedIn:



[Frankel & Company Alumni](#)



[Sports Industry Network](#)



[UIUC Networking](#)

News links about John:

[Digital 120 Sports content deal positions Spark SMG brands for the ...](#)



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Lead Profile (cont'd.)

Other Contacts at Company:

Laura Edwards	Marketing Manager	laedwards@basspro.com
Kelly York	Director of Marketing	Klyork@basspro.com
Tim Scott	Director of Direct Marketing	tmscott@basspro.com
Todd Jones	Manager of e-Commerce Mkt.	tjones@basspro.com
Stan Lippelman	VP Marketing	Swlippelman@basspro.com

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Company Profile



Company Name: Bass Pro Shops

Company URL: www.basspro.com

Brief Company Description:

Bass Pro Shops, Inc. is an outdoor retail leader in hunting, camping, nature gifts, outdoor cooking, and much more. Each store is unique and offers a truly unforgettable shopping experience - as close to the Great Outdoors as you can get indoors!

Employees: 12,000

Company Sales Revenue: \$3,830,000,000

Sales Increase/Decrease vs. YAG: + 3%

Fiscal Year Ends: December

Facebook Information: [Bass Pro Facebook Page](#)

Twitter Information: @BassProShops

LinkedIn Information: [Bass Pro LinkedIn Page](#)



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Company Profile (cont'd.)

News Links for Company:

[Layoffs taking place at Bass Pro Shops Corporate Office](#)

[Bass Pro Shops Founder's Son Breaks Missouri Fishing Record](#)

[Bass Pro Shops Offers 2017 Incentive Program for Professional Anglers](#)

[Cabelas Inc. Announces Earnings Date for Fourth Quarter and Full Year Fiscal 2016 Financial Results](#)



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Company Profile (cont'd.)

Key competitors:

- Academy Sports
- L.L. Bean
- MarineMax
- Cabela's
- Gander Mountain
- Dick's Sporting Goods
- REI

Agencies Listed:

iProspect	www.iprospect.com
The Buntin Group	www.buntingroup.com
Bailey Lauerman	www.baileylauerman.com/
Ansira	www.ansira.com/

Advertising Spending: \$5M



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Recommended Approach to Contacting/ Communicating with Lead

We recommend you use the following process for connecting with this lead:

1. Reach out via email and/or phone to introduce yourself. You also might want to consider sending something in the mail about your agency along with a hand-written note.
2. Use some of the news provided in this report (on the Lead and/or the Company) to engage them in conversation about their current situation.
3. If you are unable to connect, reach out via LinkedIn and connect with the prospect referencing that you had been trying to reach out via mail and phone.
4. Let them know that given their current situation (e.g. either new to the Company, an article indicating that some event had occurred in their Company, sales decreases the Company might be experiencing) that you were thinking they might be looking for a new firm.
5. Feel free to reference “an article you read the other day” – and cite some of the information from the article ***they*** read from the RSW/AgencySearch blog newsletter.

DO NOT MENTION RSW/AGENCYSEARCH or any other RSW branded offering, as this will not only be a violation of the terms of this agreement, but it will not help your cause in moving this prospect ahead.



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Recommended Approach to Contacting/ Communicating with Lead (cont'd.)

6. Continue to reach out to the prospect if response is limited, using and citing other articles available in this document.
7. Use all available mediums: phone, email, social media, and if you have something meaningful to send them, use mail.

RSW/EarlyAccess Disclaimer:

Based on historical results, marketers who engage with RSW/AgencySearch content have a high likelihood of looking for a new agency. While past results have proven positive, RSW/EarlyAccess cannot guarantee that an RSW/EarlyAccess lead is looking for a new agency.



RSW/EarlyAccess

Terms & Conditions

Your access to and use of the Service is conditioned on your acceptance of and compliance with these Terms. These Terms apply to all users of this RSW/EarlyAccess Service (hereby referred to as “Service”) and any marketing lead (hereby referred to as “Lead”) purchased and report received (hereby referred to as “Lead Report”).

By accessing or using the Service you agree to be bound by these Terms. Non-compliance with any of these terms may lead to restriction of future access to this Service and/or possible legal action. Once a Lead is purchased, no copy or re-sale of the Lead Report may be made or distributed.

No mention of the RSW/AgencySearch company, RSW, RSW/EarlyAccess, or any person or company related to any of the RSW brands may be made during any point during communication with the Lead purchased on RSW/EarlyAccess’ site. Violation of this term could result in court-ordered action to cease and desist.

All the information gathered in the Lead Report cannot be used beyond the scope of the normal course of business development for the agency where the purchaser of the Lead Report works or in any other capacity.

The Lead Report does not constitute approval by the Lead to willingly accept unsolicited electronic email content from the agency purchasing this Lead Report. All permissions need to be granted directly from the Lead to the purchaser of this Lead and Lead Report.

Our Service has no affiliation with third-party web sites or services that are not owned or controlled by RSW/EarlyAccess. RSW/EarlyAccess has no control over, and assumes no responsibility for, the content, privacy policies, or practices of any third party web sites or services.

You further acknowledge and agree that RSW/EarlyAccess shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any such content, goods or services available on or through any such web sites or services.

We reserve the right, at our sole discretion, to modify or replace these Terms at any time. If a revision is material we will try to provide at least 30 days’ notice prior to any new terms taking effect.

What constitutes a material change will be determined at our sole discretion. If you have any questions about these Terms, please contact us.