

Trusted by 4,500+ Automotive & Retail Businesses across the United States

Onboarding Checklist for Shopper Suite

1 COMPLETE ENROLLMENT FORM

Whether you're brand new or upgrading from a trial, every company will need an enrollment form.

New companies, fill out the form here:
<https://bit.ly/3jEZHYN>

To upgrade:
Navigate to Dashboard >
Program Alignment > Submit Order

Confirm the Website Is Secure
Simply identify that the address starts with **HTTPS://** and not **HTTP://**

Installation of GTM
A Google Tag Manager containing the Shopper Suite pixel is needed to track anonymous shoppers. You can have this installed via your website provider or in-house tech team.

Facebook Admin Access for FullThrottle
Make sure **FullThrottle** is authorized to manage the client's Facebook page. Facebook page admins will see a request from **FullThrottle** to manage the page and it must be approved.

High-Resolution Logo for the Business
Each client must supply a **high-resolution logo** to be used in all marketing materials that are communicated to prospects. Popular formats include .EPS, .AI & .PNG.

2 BEST CONTACT INFORMATION TO USE

Best Person to Contact

For optimal results, we need a point person at the business who is the best contact person for the prospect to reference. This will be used in marketing to the shopper.

Best Phone Number to Use

This is the phone number that will appear on the marketing materials sent to shoppers.

Best Email to Use

This is the email address that the marketing will come from in the marketing materials sent to shoppers. (This should be sent from a person or at least an email that recipients can reply to.)

Questions & Answers for Shopper Suite

1 Direct Mailer Signature

How would you like to sign your piece?

For example: "Sincerely, John Doe, General Manager" or "Your friends at Local Business"

2 Color and Branding

Would you like color and branding that will match the website?

Any specific colors?

3 USPs or Why Buys for Business

Please provide **at least 3** USPs or Why Buys that we can include in the messaging.

e.g., In business since 1950, family owned and operated, best price guarantee, friendly customer service, etc.

Please Note: Any Why Buys that state the business is the best or #1, (largest volume store, winner of X award, etc.) must provide a disclaimer proving these sort of claims.

Must provide the logo/disclaimers for any awards the business would like to include on marketing assets.

4 Any Featured Inventory, Craftsmanship, Models, etc.

This is to create a diverse set of artwork featuring your top marketable items for consumers.

5 Setting Up Data Matchback - **INCREDIBLY IMPORTANT!**

Unlock the full capability of Shopper Suite by providing data to the FullThrottle team. Please provide a .csv or .xls sheet with sales data. Requirements for running matchback are available via your account manager.

Shopper Suite Onboarding

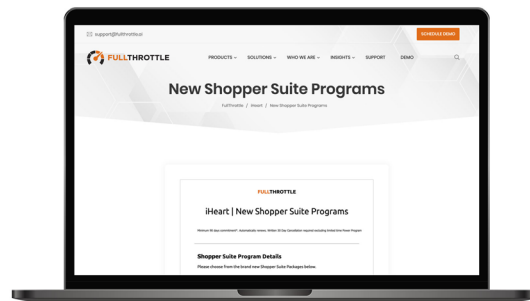
What to expect: steps to a successful launch.

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2 Time to Get Creative

Shopper Suite creative focuses on why-buy messaging to influence shoppers.

Provide your Account Manager with a few copy points and branding items so our team can create direct mail, social, email, and digital ads for your company.

Here are a few things we need:

- Any Taglines
- Colors/Brand Guidelines
- Top 3 featured items
- Why Buy copy points.



! Creative cannot be started until all required items are received.

3 Tracking Your Company

We will need to install a Google Tag Manager (GTM) to begin capturing anonymous shoppers.

An Account Manager will send you the GTM within a Dropbox link for implementation.

What is a GTM? A GTM is a container that houses the Shopper Suite Pixel, enabling our team to monitor the data from the site.



Shopper Suite Onboarding

What to expect: steps to a successful launch.

4 Facebook Access

Providing our team Facebook access will give us the opportunity to remarket to people who visited your site on social media.

How to give FullThrottle Facebook Access:

Navigate to the Business Admin Settings > Select Page Role > Accept Stream Companies as a partner.



5 Setting up Data Matchback

The Data Matchback allows shopper suite to perform the matchback process.

Here's what we need:

A .csv or .xls sheet with sales data.



6 Approve Creative & Launch

- Your Account Manager will send you creative for approval.
- Please approve or return to your team with clear direction of revisions.
- Once approved, give our team 48-72 hours to launch.
- Your program goes through a coding and test phase to ensure a quality pre-launch.
- You will receive a login for the dashboard along with closeout items for resources

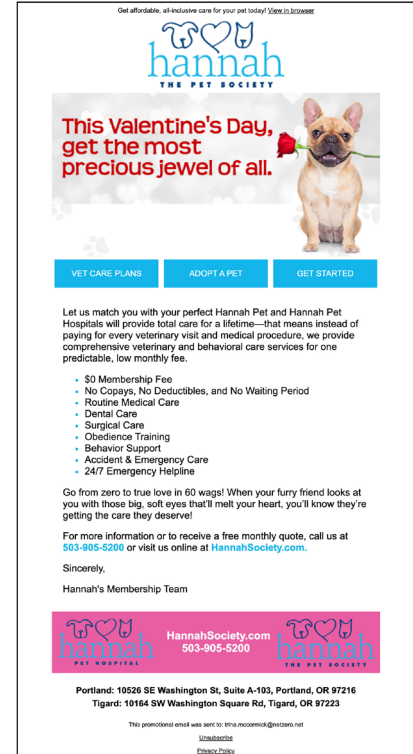


Examples of Direct Mailer, Email Blast, and Digital Ad Packages

Direct Mailer: 4.25 x 5.5 inches



Email Blast



Digital Advertising Set

The 1080x1080 will be posted on **Facebook** and the 728x90/300x250s will be posted on **Amazon**. We design a standard of **3** ads per size.



1080x1080



300x250



728x90