



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 Stream Companies

Make sure **Stream Companies** is authorized to manage the client's Facebook page. Facebook page admins will see a request from **Stream Companies** 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.

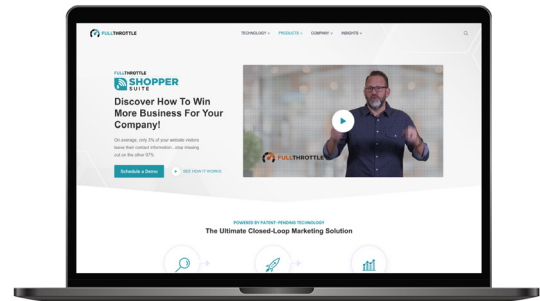
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## 2 Time to Get Creative

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

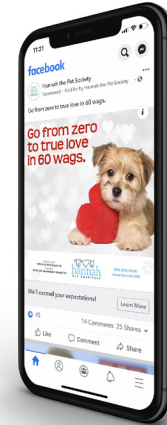
What to expect: steps to a successful launch.

## 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 Stream Companies Facebook Access:

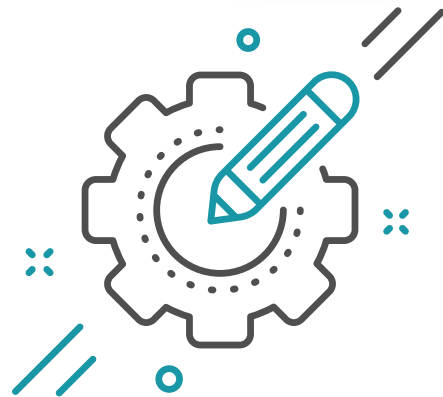
Navigate to the Business Admin Settings > Select Page Role > Accept Stream Companies as a partner.



## 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

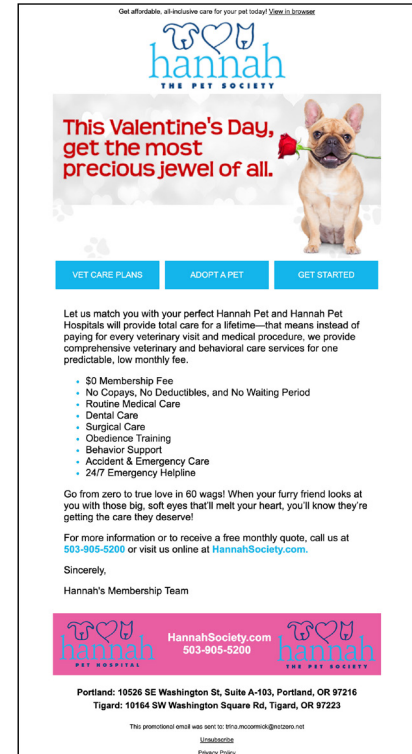


# Examples of Direct Mailer, Email Blast, and Digital Ad Packages

## 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