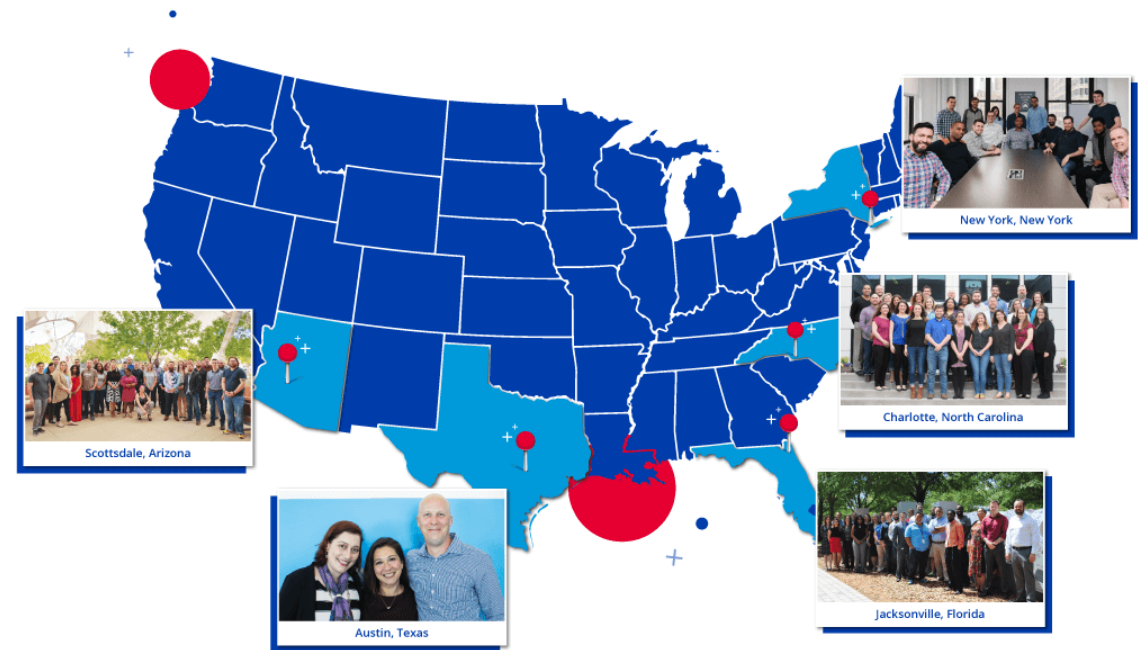


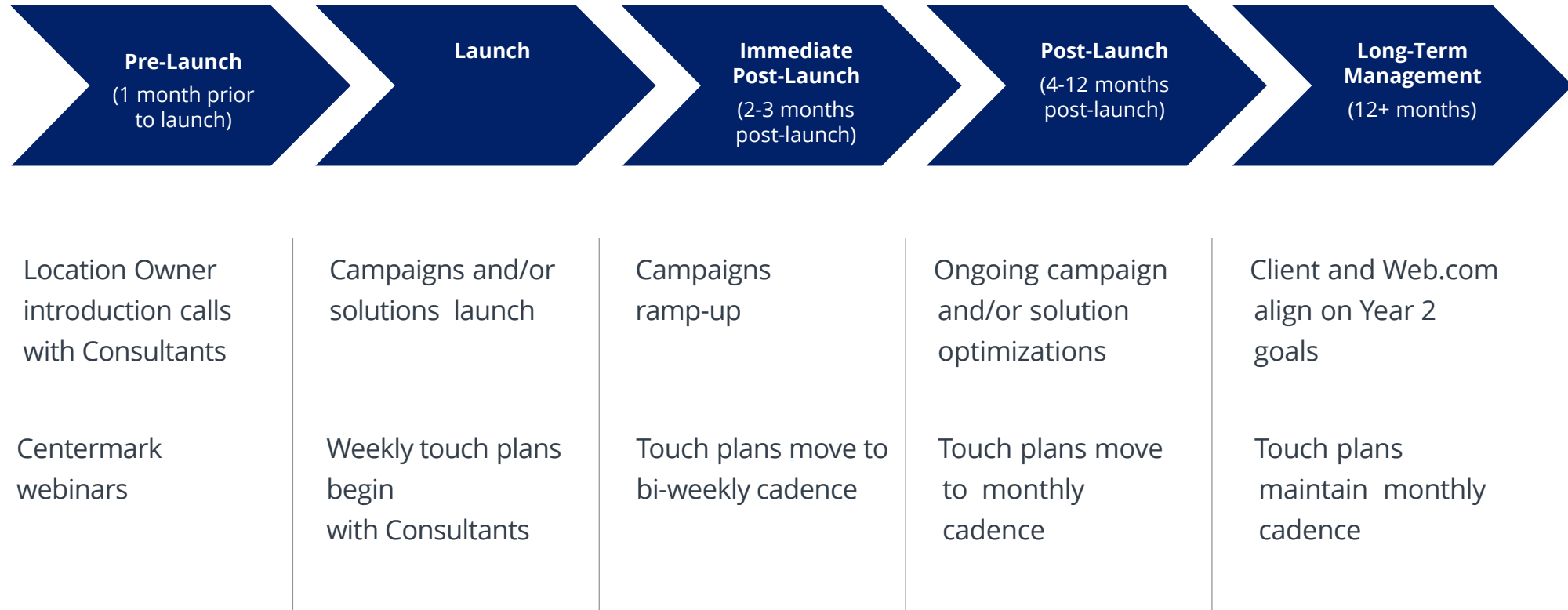
web.com<sup>®</sup> for Enterprise

Client Support Structure

Web.com for Enterprise leverages a mix of **digital marketing expertise** and **personal service** to ensure all locations within a business network receive the full benefit of organization-wide marketing programs.

The following pages lay out how our team of Customer Success Directors and Marketing Consultants support our clients throughout the lifespan our relationships with them.







## Key Players & Focus

### Customer Success Director (CSD):

Works alongside Client marketing team to align on participating locations and develop pre-launch educational webinars.

### Customer Success Consultants Manager:

Works with CSD and Client to identify participating locations and align each Location Owner with an appropriate Customer Success Consultant. Develops process, timelines and expectations for initial contact with each Location Owner.

### Consultants:

Complete outreach with each individual Location Owner to provide budget recommendations, validate business information and communicate launch timeline and expectations.



## Communication Goals & Cadence

### Webinar Series:

CSD and Client marketing team collaborate to create webinars designed to introduce the solution/s value and philosophy to participating Location Owners.

### Location Owner Introduction Calls:

Dedicated Consultants introduce themselves to each Location Owner to begin developing relationship. First conversation focuses on confirmation of critical business information and ongoing account management expectations.

### Measuring Success:

- Webinar registrations and attendance
- Location Owner feedback following each webinar
- Consultants achieve 100% connection rate with new Location Owners



## Key Players & Focus

### Customer Success Director (CSD):

Aligns with Consultant Team Manager to develop agenda items for weekly touch plans. Works closely with Web.com Performance team to ensure campaigns meet expectations during the first month.

### Customer Success Consultant Manager:

Joins one call/month with each Location Owner to ensure satisfaction. Actively evaluates and provides feedback to Consultants on weekly calls. Relays overarching Location Owner feedback, questions and concerns to Client marketing team.

### Consultants:

Establish weekly recurring touch plan with each Location Owner via calendar invites. Consultants ensure each Location Owner has dashboard log-in and is familiar with functionality. Focus of calls are around campaign performance, initial optimization recommendations and setting expectations around ramp-up period for campaigns.



## Communication Goals & Cadence

### Weekly Location/Consultant Calls:

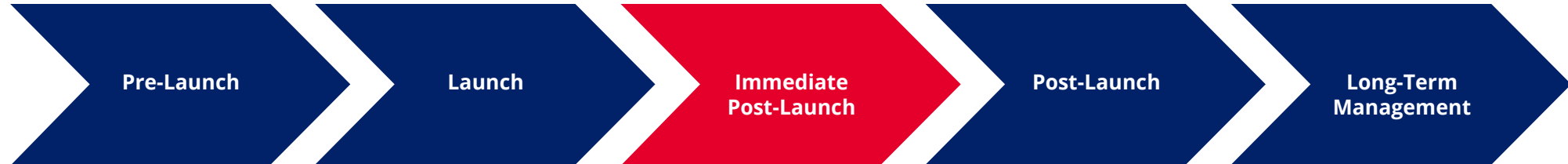
As the Location Owner's campaigns gain momentum throughout the first month, the Consultants continue to address dashboard functionality and campaign questions. The focus of the conversation is on lead volume, lead quality and ongoing optimization.

### Weekly Location Owner Feedback Meetings with Client Marketing Team:

Led by Consultant Team Manager to communicate touch plan connection rate, Location Owner wins, challenges and feedback.

### Measuring Success:

- Month 1 campaign performance
- Location Owner/Consultant touch plan completion rate
- Location Owner feedback facilitated by formal surveys and touch plan conversations
- Centermark dashboard log-ins



## Key Players & Focus

### Customer Success Director (CSD):

Continues to communicate performance trends to Client marketing and leadership teams. Provides feedback to Consultant team around ongoing corporate initiatives to ensure weekly touch plan agendas remain consistent across locations.

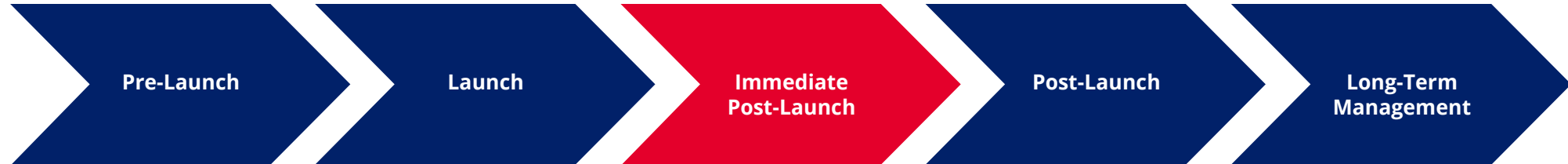
### Customer Success Consultant Manager:

Continues to attend Location Owner calls with a focus on members and underperforming locations. Actively monitors Consultant/ Location Owner communication and provides feedback to ensure conversations remain strategic and of the highest quality. Enforces ongoing touch plan processes and serves as escalation point for Location Owner concerns.

### Consultants:

Responsible for monitoring and proactively communicating performance updates as campaigns gain traction in the first few months of the program. Identify trends, wins and challenges across locations and escalates findings to Web.com leadership as necessary.





## Communication Goals & Cadence

### Bi-Weekly Location/Consultant Calls:

Consultant calls move to a bi-weekly cadence after the Location Owner establishes the value of their programs. Consultants discern week-over-week trends and speak more effectively to performance insights within two weeks of data.

### Weekly Location Owner Feedback Meetings with Client Marketing Team:

Ongoing Location Owner feedback meetings focus on any Location Owner concerns, questions or campaigns that are performing outside of performance goal thresholds.

### Performance Webinars:

Co-created and led by Web.com and Client marketing teams, webinars provide Location Owners insight into overall network performance and share any critical program-wide updates.

### Measuring Success:

- Campaign performance improvements month-over-month
- Location Owner/Consultant touch plan completion rate
- Webinar registration & attendance
- Centermark dashboard log-ins/engagement



## Key Players & Focus

### Customer Success Director (CSD):

Drives ongoing strategy for all client brands alongside Client marketing team. Manages projects and initiatives focused on improving campaign performance, network engagement, ongoing Location Owner education, etc.

### Customer Success Consultant Manager:

Continues to be engaged with locations regarding performance concerns. Serves as escalation point for Location Owners and is responsible for ensuring Consultant team maintains excellent support for each location.

### Consultants:

Maintain and grow existing relationships with each Location Owner. Proactively engages monthly regarding campaign performance, recommendations and strategy for integrating their paid search program into a broader marketing mix.



## Communication Goals & Cadence

### Monthly Location Owner/Consultant Calls:

Following the third month of the locations' campaigns, touch plans focus on around month-over-month performance trends, ongoing optimizations, competitive analysis and insights and ongoing dialog around lead quality and ROI for the Location Owner.

### Monthly Location Owner Feedback Meetings with Client Marketing Team:

As individual location outreach moves to a monthly cadence, the Consultant aggregates Location Owner feedback into an overview for Client Marketing.

### Monthly Webinar Series:

As the program matures, the subject of ongoing webinars evolve to address network performance, digital marketing education and other topics.

### Quarterly Business Reviews (QBR):

Led by the CSD, each QBR is designed to communicate key performance metrics and campaign strategy, focus and goals for the upcoming quarter.

### Measuring Success:

- Performance exceeds network goals and industry standards
- Location Owner feedback via client satisfaction surveys
- Location Owner/Consultant touch plan completion rate
- Webinar registration & attendance



## Key Players & Focus

### Customer Success Director (CSD):

Drives planning process for second year of program alongside the Client Marketing team. Aligns on performance benchmarks, forecasts, and goals for Year 2 of relationship. Internally communicates performance thresholds and key initiatives to ensure alignment across all Web.com teams, including: Performance, Professional Services, Creative, Product, etc.

### Customer Success Consultant Manager:

Continues to be engaged with locations regarding performance concerns. Serves as escalation point for Location Owners and is responsible for ensuring Consultant team maintains excellent support for each location.

### Consultants:

Maintain and grow existing relationships with each Location Owner. Proactively engages monthly regarding campaign performance both year-over-year and month-over month. Provides recommendations and strategy for integrating their marketing programs into a broader marketing mix.



## Communication Goals & Cadence

### Monthly Location Owner/Consultant Calls:

We recommend maintaining a monthly cadence in Year Two of the relationship. Should the product set evolve over the course of the program, Web.com and Client evaluate the appropriate cadence for proactive outreach and adjust accordingly.

### Monthly Webinar Series:

As the program matures, the subject of ongoing webinars evolve to address network performance, digital marketing education and other topics to be aligned upon between the Web.com and Client Leadership teams.

### Quarterly Business Reviews (QBR):

Led by the CSD, each QBR is designed to communicate key performance metrics and campaign strategy, focus and goals for upcoming quarter.

### Measuring Success:

- Performance improvements year-over-year
- Location Owner/Consultant touch plan completion rate
- Webinar registration & attendance
- Location Owner feedback via client satisfaction surveys