



EVERYTHING YOU NEED TO KNOW ABOUT OUR AGENCY

NET CONVERSION | A FIELD GUIDE



OUR VISION

The most knowledgeable and innovative data-driven agency working daily to help you reach your endless potential.

OUR MISSION

Use our obsessive drive to serve as your partner and advance your business. Making you awesome makes us awesome, and we like being awesome. **#awesome**

LET'S BE UNEXPECTED TOGETHER

For companies who want **leading-edge marketing**, a holistic view of its impact, and a clear path toward maximum growth, **Net Conversion** is the agency of actionable insights. We set you up for **measurable success** by utilizing advanced marketing strategies and data to continually innovate, measure, and improve. Regardless of the challenge, your business will benefit from our **innovative thinking** and **relentless attitude**.

We never settle. Why should you?

WHAT WE DO

PAID MEDIA & MARKETING MANAGEMENT

Our integrated marketing approach aligns the consumer profile and current and forecasted performance trends with the channel mix to create an insightful, goal-oriented marketing strategy.

WEB & MEDIA MARKETING ANALYTICS

We gather performance data and compare against defined benchmarks and goals, monitoring and optimizing the media mix, budgets, keywords, and other variables along the way to achieve desired business goals.

ADVANCED ANALYTICS & DATA SCIENCE

Turning insights into action:
Data Collection, Web Analytics, Business Intelligence, Data Visualization, Data Management, and A/B Testing.

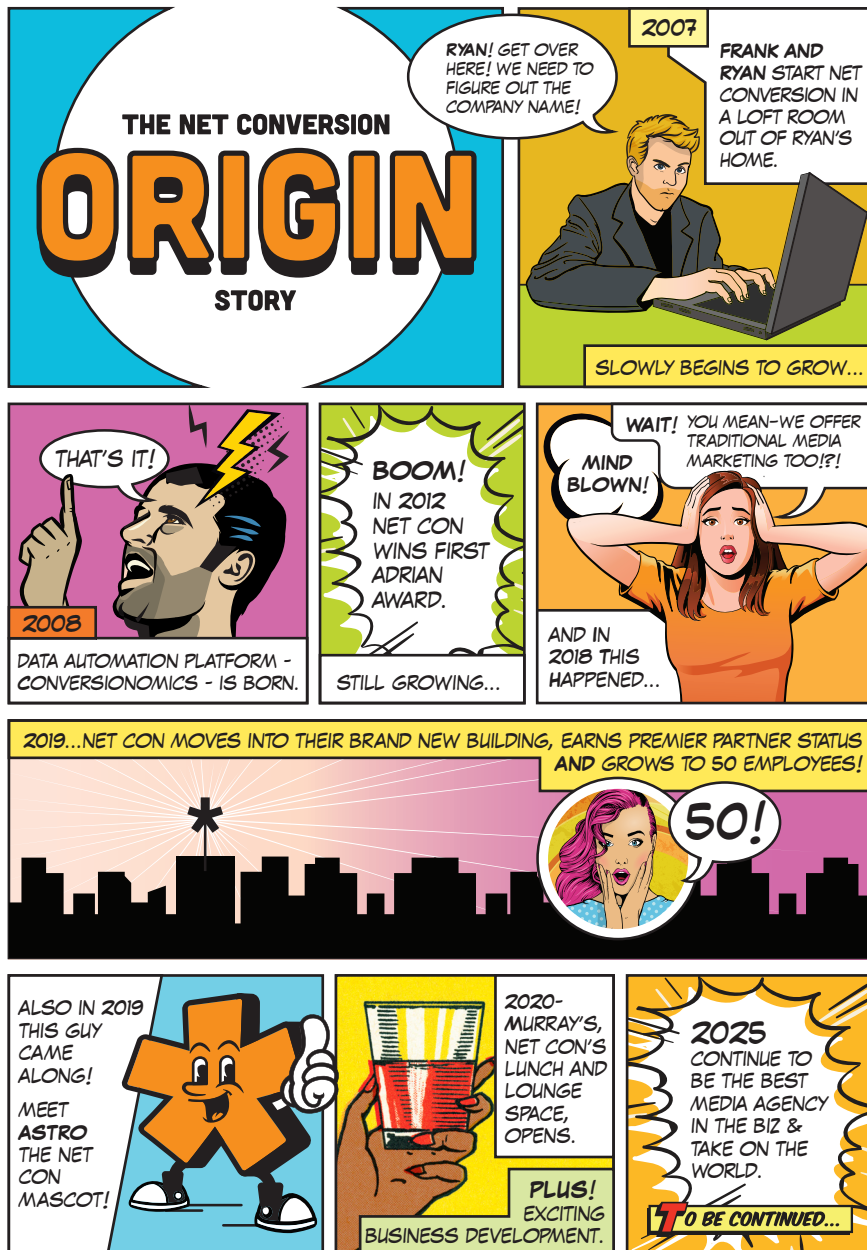
INTEGRATED MARKETING DATA & TECHNOLOGY

We have the skillset and tools to collect, transform, analyze, and report on data all in a matter of hours. We own the entire process – and we're able to scale what we do for multiple platforms, websites, and teams.

SEARCH ENGINE OPTIMIZATION

Technical, On-Page, & Off-Page SEO all contribute to your website's overall optimization.

We create evolving, long-term SEO strategies to match constantly changing consumer demand and behavior, competitor behavior, and Google algorithms.



FOUNDERS



Ryan Fitzgerald
CEO & Co-Founder

Ryan is the CEO and co-founder of Net Conversion and works with a relentless curiosity to understand and improve business performance for our clients. He won CEO of the Year with Orlando Business Journal in 2020. Prior to co-founding the agency, Ryan built some of his 20+ years of senior leadership experience at major travel and entertainment organizations such as Universal Orlando Resort, Walt Disney Co., and Delta Airlines.

LIKES: Bolognese, Crown Royal, Ugly Christmas Sweaters, Bill Murray, Yacht Rock




Frank Vertolli
Managing Partner & Co-Founder

Frank is the co-founder and Managing Partner of Net Conversion and utilizes his executive experience to ensure our framework for success derives from transparency, innovation, and trust. Frank is a respected thought leader who often participates and presents at major industry events. Prior to co-founding the agency, Frank spent 11 years with Universal's theme parks as a digital marketing executive.

LIKES: Surfing, LCD Soundsystem, Orlando Magic, Game of Thrones, Seafood and Veggies

BECAUSE SOMETIMES YOU JUST DON'T KNOW

For some reason people think Frank is named Ryan and Ryan is named Frank. This conundrum has lead to the phrase "Fryan". So next time you aren't sure who is who just address them as Fryan!



In the summer of 2019, Net Conversion moved into its new headquarters on the corner of Jefferson and Magnolia in downtown Orlando. The two-story 1940s building went through drastic renovations which took over two and half years to complete.

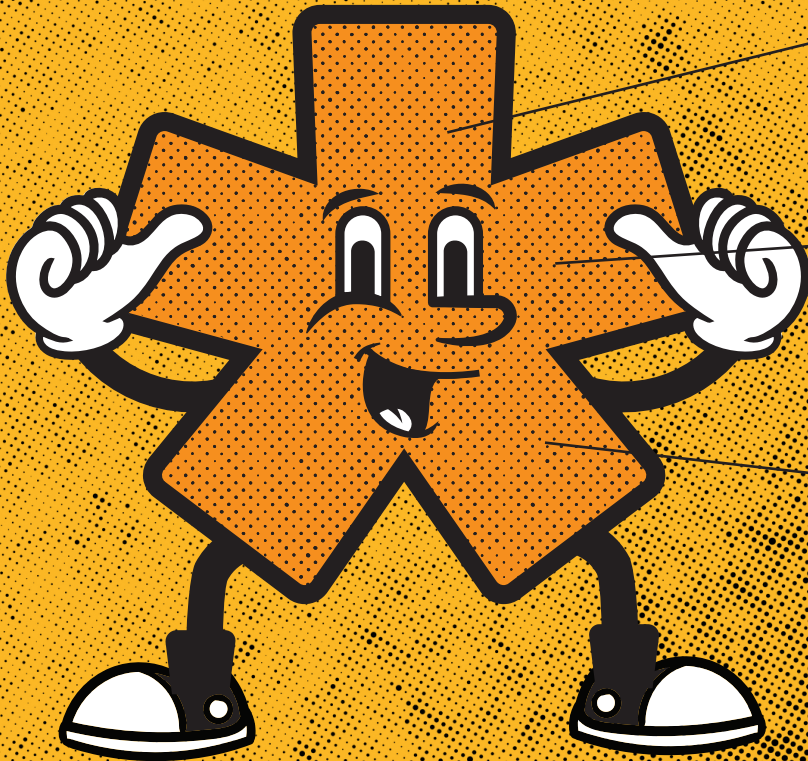
The industrial style interior with reclaimed wood floors, bright orange beams, and exposed brick wall houses plenty of meeting spaces, a large modern kitchen, and two floors of open space work areas.

And another interesting feature: it has a basement! Not many Florida buildings (or homes for that matter) have basements. The basement will be the destination for Murray's (as in Bill), an employee lunch and lounge space. Stop by for a drink sometime - at Murray's, it's always on us.

DID YOU KNOW?

All of our conference rooms are named after Bill Murray movies. We've got *Caddyshack*, *Life Aquatic*, *Groundhog Day*, *Lost in Translation*, *Stripes*, *Ghostbusters*, *Kingpin*, and *Little Shop of Horrors*.

THE NET CONVERSION ARCHETYPE



The character, attitude, and personality we embody.

40% Sage

Curious. Diligent. Pragmatic. Insatiable. Committed to an ongoing quest of truth-seeking and learning.

40% Altruist

Compassionate. Cooperative. Collaborative. Servant leader. Dedicated to helping teammates reach their full potential.

20% Shenanigans

Vivacious. Enthusiastic. Unabashed. Passionate about life and sharing joy with those around them.

OUR VALUES

Net Conversion is more than a job, it's a lifestyle. We believe in work+life, not work vs life.

Remain curious.

Explore it, question it, and then turn it inside out.

Give a \$hit about each other.

You're not alone. Teamwork makes the team work.

Deliver our very best in all that we do.

Be proud of the work, and the work will be proud of you.

Expect the best to be the best.

Stay hungry.

An age-long internal divide at Net Con.

Some people ask, Cat or Dog? Hot or Cold? Cheese or Pepperoni?

We pose a different question.

Imagine you're in New York. A taxi goes rogue onto the sidewalk, and you quickly whisk the stranger next to you out of the way just in time to avoid being hit. It's Jay Z. He's so grateful for this life-saving act that he offers to buy you one of two luxury modes of transportation. Which do you pick: Jet or Yacht?

ARE YOU



TEAM JET

Searching, seeking, always looking for something new and different — these are traits your friends and family would probably use to describe you. You can always be counted on for exciting ideas.

You want freedom to follow your interests of the moment, and above all you desire a sense of spontaneity, a feeling that something new and fresh will happen every day.

OR



TEAM YACHT

A true-blue kind of person - you believe what you see is what you get. Very loyal to friends, your steady and unwavering personality means that others can depend on you when they need help. You recognize more of what is good in life, cherish it, and come away with greater contentment.

OUR CLIENTS

Net Conversion manages media and analytics for distinguished clients in the travel, sports and entertainment, retail, restaurant, automotive, and healthcare industries.

Our most successful partnerships are with clients who want an integrated view of their marketing impact and a clear path towards maximum growth. They appreciate Net Conversion's dedication to delivering effective and impactful media efforts tracked against the metrics deemed important to their business, with an openness to **testing and innovation**.

Net Conversion has been an invaluable partner in assisting our team with planning, building, and executing campaigns.

-Search Engine Marketing Manager
AdventHealth

No matter what challenge we throw at Net Conversion, they handle it!

-Senior VP of Marketing
Nassau Paradise Island
Promotion Board

AND WHAT THEY'RE SAYING

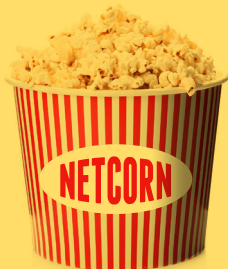
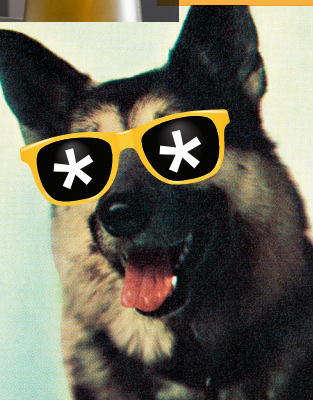
Our partnership with Net Conversion has allowed our team to measure the impact of our media in new and relevant ways. We consider them to be a critical extension of our ABC family.

-Chief Marketing Officer
ABC Fine Wine & Spirits

Murray's



NET CON POP CULTURE



Wow
that's
big.

Yep.

Give a \$hit

When the team (or clients (or you!)) sees someone going above and beyond, they send in props about that person to giveashit@netconversion.com. The employee with the most shoutouts each week wins the GAS trophy and a \$50 UberEats gift card.

Monthly Mixtapes

We love us some hot tunes. Every month, we curate our favorites in one playlist to share with the world.

Ionic Bonding

(Our team is gold and that's a metal). Every month we get out of the office for some team bonding with philanthropy projects or happy hours.

Birthday Friday

We celebrate each month's birthdays with their favorite cake, champagne, and gifts.

Pet Conversion

We let our dogs chill while we workin', that's for certain, cause every living creature wanna be part of Net Conversion.

Movie Fridays

That big projector we have isn't just for dope presentations (although they are dope). Grab your laptop, pop some corn, and get your Friday on.

Net Con 15

Catered Friday lunches, a dedicated beer fridge (we've

got wine and soda too, chill), and a fully stocked kitchen with any snack you want.

Scoot Scoot

Need to get around the block - but in a zippy way? We have a fleet of electric scooters on deck.

Murray's Downstairs

Our pièce de résistance. The ultimate chill zone to blow off some steam and hang with your work fam. Full bar, arcade games, karaoke, and even more bells and whistles we didn't know we needed. Come on in - it's always on us.

Frank is Old

Every year on Frank's birthday, we don Frank is Old shirts, featuring his face on various decrepit monsters from pop culture. Love you Frank!

Nothing But Net Con

Catch us hoopin' every Friday morning with our company YMCA memberships.

Massive Christmas Tree

During the 2019 holiday season, Ryan decided to order a 15-foot tall Douglas-fir. It may have been a little too big . . .

Anything Bill Murray

In case you didn't know: we love Bill Murray. Enough said.

Like Totally 80s

Gag yourself with a spoon because our favorite songs and movies all come from the 80s.

DATA-DRIVEN RECIPE — FOR — SUCCESS

You might hear some agencies talk about being data-driven, but not like us. Not to throw shade at them - store-bought is good, sure. But there's just something about that sauce that's been lovingly cooked on the stove all day long.

We were birthed from data. Net Conversion was founded on the idea that data-driven marketing used correctly can be unprecedently powerful. We're not marketers that use data for information on their campaigns. We're analysts first, and that makes us damn good at marketing.

It's our data-driven philosophy that fuels our decision-making, which is why we are constantly on the forefront of innovation.

What makes us different? It's our sauce.





Don't Sleep on This

DID YOU KNOW?

Every employee gets a personalized robe with their sleep name embroidered on the back.



NET CON

CATALOG

OF GOODS

Respect the drip.

WE GOT OUR MUST HAVES AND THE **ABSOLUTELY** MUST HAVES.
Just some of our many t-shirts, hats and other swag.



Dare to Try It?

Fryan (Frank & Ryan) Hot Sauce will seriously melt your face off.

OUR FAVORITE SPOTS IN ORLANDO

Agave Azul
Mexican Kitchen
& Tequila Sanctuary

Black Rooster Taqueria
Modern Mexican Cuisine

Domu
Asian Small Plates

Gideon's Bakehouse
Hefty Cookies

Hillstone
Upscale yet Casual Steakhouse

Kelly's Ice Cream
Homemade Ice Cream

Lazy Moon
Over-sized Pizza Slices & Craft Beer

Prato
Rustic-Modern Italian

The Ravenous Pig
American Fare Gastropub

The Robinson
Sexy Cocktails and Vibes

Santiago's Bodega
Tapas-style Dining

Seito
Sushi and Ramen

Se7en Bites
Southern Comfort Foods

Tori Tori
Japanese Pub with Asian Small Plates



SCRATCH OFF FIVE BOXES IN A ROW TO GET SOME FREE *Swag!*

*Ryan refers to everyone at Net Con as "Campers."

[illegible]

NOTES

LET'S STAY IN TOUCH



@netconversion
@petconversion



@netconversionagency



/company/netconversion



Net Conversion



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