

Specialty Retail & Services

Enable every location to win locally while corporate protects the brand, data and customer experience.

 **MUNVO** × **ARiSTiD**



INDEPENDENT INDUSTRY SIGNALS



95%

of franchisees say corporate-provided localized marketing support is or would be extremely helpful. [1]



39%

strongly agree they have the right tools to address their location's specific marketing needs. [1]



58%

of surveyed marketers spend more than 40% of their time managing content reviews and approvals. [2]

THE BUSINESS PROBLEM

The problem is not a lack of national campaigns. It is the inability to translate them into timely, compliant and measurable local execution across every operator and location.



Central-local tension:

head office needs control and insight while stores, franchisees, dealers or agents need speed, relevance and practical self-service.



Repeated manual effort:

local requests, one-off creative, email approvals and inconsistent tools create hidden cost, slow response and limited performance visibility.

OUTCOME POTENTIAL | Munvo retail promotion opportunity ranges



30–75%

potential reduction in production costs



40–60%

potentially faster campaign deployment



25–40%

potential reduction in manual workflows

Screening benchmarks, not guaranteed results. Munvo validates the addressable range against current spend, cycle time, workflow, technology and adoption readiness.

HOW MUNVO CREATES VALUE



01 DIAGNOSE

Baseline cost, cycle time, pain points, maturity and value.



02 REDESIGN

Define the operating model, workflows, governance and KPIs.



03 ENABLE

Select, implement and integrate the right technology.



04 SCALE

Pilot, adopt, roll out, operate and continuously optimize.

PRIORITY MUNVO ENGAGEMENTS



Distributed-marketing strategy: define what corporate owns, what local users can change, and how campaigns, funding, data and performance should flow.



Governance and adoption design: establish templates, approval rules, roles, training and support models that local teams will actually use.



Local activation and measurement: connect location, customer, booking/POS and campaign data; automate approved content; compare adoption and outcomes across the network.



TECHNOLOGY FOLLOWS THE CHALLENGE

ARISTID Brand & Shop may fit controlled local content creation and ordering. Adobe, Salesforce, SAS, HCL Unica, Redpoint and other technologies may fit work management, CRM, loyalty, journey execution or analytics. Munvo selects the right components and integrates them with existing location, commerce, booking, POS, web and media systems.

MEASURE FROM DAY ONE | local adoption • launch time • approval effort • brand compliance • cost per asset • location-level performance

SOURCES: [1] Constant Contact/Ascend2 Franchise Study | [2] Adobe Content Operations | [3] Munvo Retail Benchmarks