



# THE **FUTURE** FRANCHISEE

Using Data To Attract, Convert &  
Scale In 2026

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# WHY THE FUTURE FRANCHISEE?

The logo consists of the lowercase letters 'tfm' in a bold, white, sans-serif font, with a small 'TM' trademark symbol to the upper right. This logo is centered within a solid blue circle.

**tfm**<sup>TM</sup>

## THE FRANCHISE LANDSCAPE IS CHANGING

**Franchising** is changing faster than most brands realise. The category is entering a more competitive and complex phase, where success is no longer driven by lead volume alone. Over the next decade, the brands that win will be the ones that truly understand who the **future franchisee** is and how they make decisions.

### WHY LOCAL MARKET UNDERSTANDING MATTERS

Many franchise marketing strategies are still built on outdated assumptions or overseas benchmarks.

Australian franchise recruitment requires a local understanding of consumer behaviour, investment mindset, and market conditions.

Without this, even well-funded campaigns struggle to attract the right candidates.

### THE SHIFT TOWARD DATA-LED STRATEGY

Data now plays a critical role in franchise marketing, but it is only valuable when applied with intent. The real opportunity is using data to understand behaviour and readiness, not just demographics.

This allows brands to be more precise in how, when, and where they engage future franchisees.



# WHAT IS CHANGING?



## THE CATEGORY IS SHIFTING

**Franchising** is becoming more competitive, more sophisticated, and more investment-driven.

It is no longer just a small business decision. For many buyers, franchising now sits alongside property, equities, and other long-term investments.

This shift is changing who enters the category, how they evaluate opportunities, and what they expect from franchise brands.



## THE AU\$6.75 TRILLION MOMENT

As baby boomers reach retirement age, an estimated **AU\$6.75 trillion in business assets** is expected to change hands over the coming years.

This transfer is creating a larger pool of financially capable buyers who are actively reassessing how and where they invest.

For franchising, this means expectations around risk, return, and professionalism are rising.



## Younger investors are entering franchising earlier than previous generations.

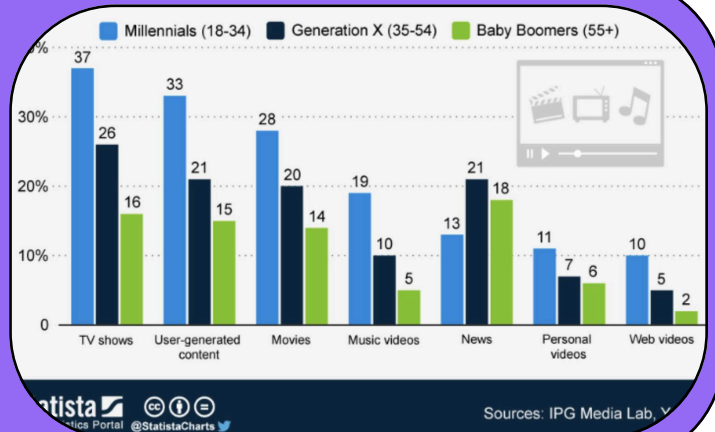
They bring different expectations around flexibility, lifestyle, and return, and they consume information very differently to older buyers.

This shift has direct implications for how franchise brands show up, particularly across video, mobile, and digital-first environments where decision-making increasingly begins.



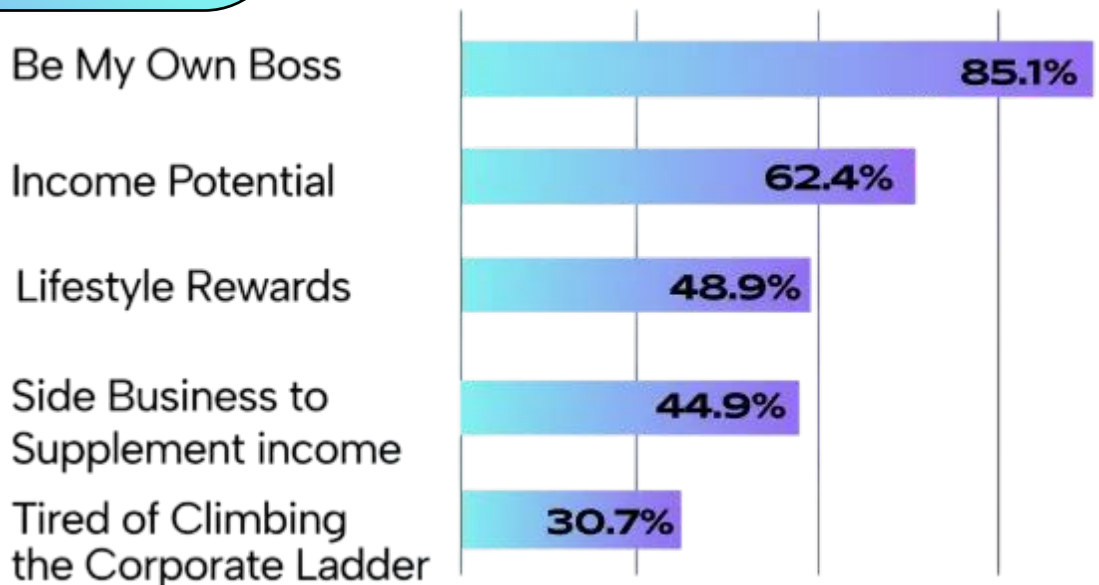
- Average hours of online video content per person per week for 2025 is 17 hours
- 75% of all video is consumed on mobile devices!

- Video Content Consumption By generation
- Millennials and Gen Z high on UGC & TV Shows
- Gen Z Highest of all generations for online News videos



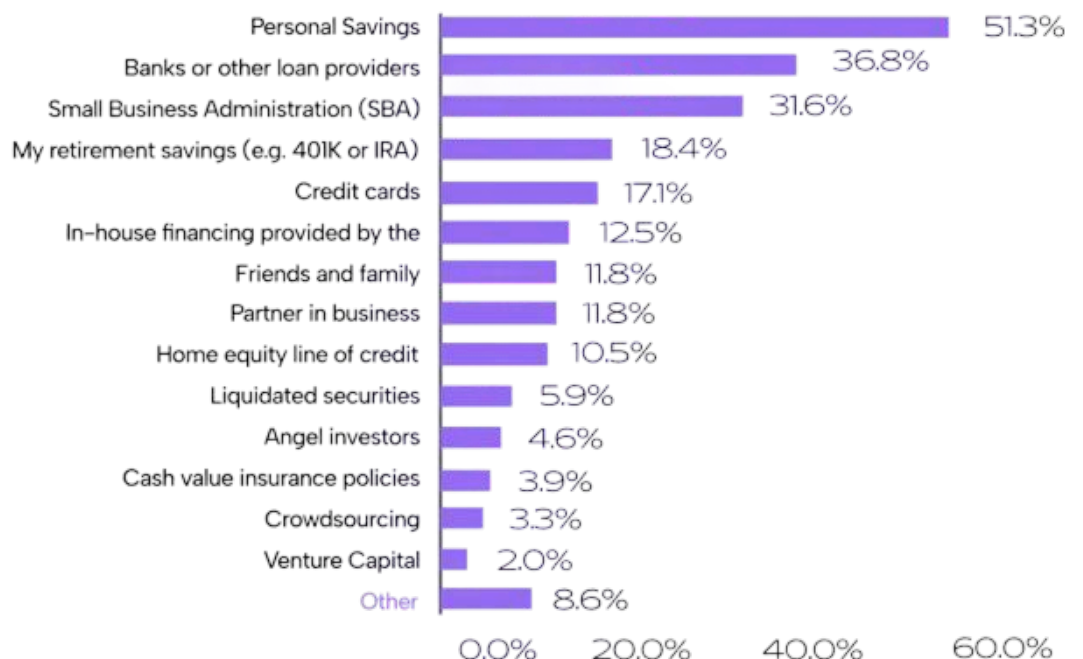
# WHAT'S IMPORTANT TO THEM?

## Top Drivers For Wanting Their Own Business



## Personal Savings Top List of Anticipated Funding Sources

TFM has the ability to target individuals with liquid assets. For advertisers we can target based on minimum funding options!



## YOUNGER GENERATION'S MOTIVATIONS TO OWN A BUSINESS

- They Want To Change The World
- They Really Value Learning Skills
- They Want Control Over Their Money
- They Want Flexibility
- They Follow Their Passion





HOW WE  
IDENTIFY THE  
**HIGH-VALUE**  
FRANCHISEE

# HOW WE BUILD OUR BIG DATA SEGMENTS

We start by building a clear picture of the franchisee profile, including age, income, life stage, location, behaviours, and attitudes.

Once this profile is defined, we look at how and where these audiences consume media.

This includes both traditional and digital marketing channels as well as social platforms, allowing us to target them effectively in the environments they already engage with.

## CONSUMER & CATEGORY INSIGHTS



Nielsen is a global leader in audience measurement, data and analytics, shaping the future of media. Measuring behaviour across all channels and platforms to discover what audiences love, we empower our clients with trusted intelligence that fuels action.

## INDUSTRY & RESEARCH

The Google Trends logo consists of the word "Google" in its multi-colored font followed by "Trends" in a black, sans-serif font.



**Commonwealth**Bank

The IBISWorld logo features the word "IBISWorld" in a bold, black, serif font, with "IBIS" in all caps and "World" in title case.

WHERE KNOWLEDGE IS POWER

We then ground everything in real-world context using industry and economic data.

This helps us understand seasonality, category trends, and external factors influencing when and why people are more likely to invest.

Finally, we purchase data on our clients' behalf to activate audiences with a much higher level of precision.

This allows us to move beyond broad targeting and use signals such as financial readiness, spending behaviour, and intent, so we can reach people who are genuinely capable of investing, not just interested.

## ACTIVATION DATAHOUSES

The ORACLE logo is the word "ORACLE" in a bold, red, sans-serif font.



eyeota

The stirista logo icon is a stylized orange circle with a white crosshair or target symbol inside.

stirista

The adsquare logo icon is a teal square with a white circle inside, resembling a camera viewfinder.

adsquare

The EQUIFAX logo icon is the word "EQUIFAX" in a bold, red, sans-serif font.

The LiveRamp logo icon is a green triangle pointing upwards, with the word "LiveRamp" in a blue, sans-serif font.

# HOW TFM USES PROGRAMMATIC TO BUILD FRANCHISE DEMAND

Using research and verified data sources, we identify high-value franchise investor avatars based on:

- Savings and investment capacity
- Investment confidence and intent
- Income and life stage
- Behaviour and media consumption

We then activate this data across premium media platforms to make your franchise opportunity known before asking for the enquiry.

**WE DON'T TARGET EVERYONE. WE BUY DATA TO TARGET THE RIGHT FUTURE FRANCHISE INVESTORS.**

## Awareness Phase Making the Opportunity Known

**Digital out of Home**

**Broadcast Video on Demand**

**Subscription Video on Demand**

**Digital Audio**

Youtube

7+ foxtel GO 10 play Kayo

NETFLIX prime video Disney+

SOUND CLOUD LISTNR SCA

Spotify Acast iHeart MEDIA

Build authority. Tell founder stories. Communicate brand values. Create familiarity.

## Consideration Phase Driving Site Traffic & Building Retargeting Pools

**Display**

Standard Display & High Impact

Be seen across:

news.com.au

yahoo! finance

BUSINESS INSIDER

Daily Mail

The Courier Mail

FINANCIAL REVIEW

poolwerx

Brumby's

poolwerx

poolwerx

This builds an engaged audience that can be retargeted later in the conversion phase.

# WHO WE TARGET: HIGH-VALUE FRANCHISE INVESTOR AVATARS

## INDUSTRY RELEVANT OPERATORS

Professionals in sectors aligned to the franchise model

People who understand the category and see strategic fit

+

## Financial Qualification Overlay

### Audience Example:

50478438	3rd Party Data > Liveramp Data Store - 3rd Party > 180byTwo from Anteriad > B2B > Industry > 180byTwo from Anteriad > B2B > Industry > Restaurant & Hospitality Industry
54531289	3rd Party Data > TLI mkt > T1 > B2B > Professional Groups and Industries > Hospitality Industry
54240827	3rd Party Data > Acxiom > ACX > Builder > Acxiom Custom > Genly > Prog > Restaurant Owners
50444605	3rd Party Data > Epsilon > STANDARD > Financials > Total Investment Resources > Total Investment Resources: \$250,000 - \$499,999
53195448	3rd Party Data > Epsilon > STANDARD > Financials > Total Cash & Investment Resources (Excludes Protected Class Data) > Total Cash & Investment Resources (Excludes Protected Class Data): \$250,000 - \$499,999
53133275	3rd Party Data > Liveramp Data Store - 3rd Party > Skydeo > Finance > Total Cash & Investment Resources > Skydeo > Finance > Total Cash & Investment Resources > \$500,000+
20169672	3rd Party Data > Epsilon > STANDARD > Financials > Total Cash & Investment Resources > Total Cash & Investment Resources: \$500,000+

## Audience Matched

People who have been identified as working in the hospitality industry through online behaviours and employment data.

## And Must

Have a high savings balance (250k+). This has been found through bank data.

### Audience Example:

50548819	3rd Party Data > Liveramp Data Store - 2nd Party > Dun & Bradstreet > B2B Ownership & Legal Structure > Dun & Bradstreet > B2B Ownership & Legal Structure > Franchise Owned Franchises	3rd Party Data > Liveramp Data Store - 3rd Party > Estilery > Consumer > B2B > Estilery > Consumer > B2B > Franchising (Web)
54325423	3rd Party Data > Eyeota > Eyeota Branded Data Partner > Americas > US Dun & Bradstreet > B2B Ownership and Legal Structure > Franchise Owned Franchises	3rd Party Data > Liveramp Data Store - 3rd Party > Estilery > Consumer > B2B > Estilery > Consumer > B2B > Franchising (Mobile)
53786837	3rd Party Data > Eyeota > Eyeota Branded Data Partner > Global > Global Dun & Bradstreet (non-US) > B2B Ownership & Legal Structure > Franchise Owned Franchises	3rd Party Data > Eyeota > Eyeota > Global > Eyeota > B2B > Interest > Job Function > SME and Entrepreneur
50444605	3rd Party Data > Epsilon > STANDARD > Financials > Total Investment Resources > Total Investment Resources: \$250,000 - \$499,999	3rd Party Data > Eyeota > Eyeota > Global > Eyeota Deterministic > B2B > Interest > SME and Entrepreneurs
53195448	3rd Party Data > Epsilon > STANDARD > Financials > Total Cash & Investment Resources (Excludes Protected Class Data) > Total Cash & Investment Resources (Excludes Protected Class Data): \$250,000 - \$499,999	3rd Party Data > VisualDNA Segments > VisualDNA B2B > VisualDNA B2B > B2B, 349749 > VisualDNA B2B - B2B - Short term expectations, 349415 > VisualDNA B2B - B2B - Short term expectations - Start a new business, 349355
53133275	3rd Party Data > Liveramp Data Store - 3rd Party > Skydeo > Finance > Total Cash & Investment Resources > Skydeo > Finance > Total Cash & Investment Resources > \$500,000+	3rd Party Data > Liveramp Data Store - 3rd Party > Wobubla > Interest > Career & Education > Entrepreneurs
20169672	3rd Party Data > Epsilon > STANDARD > Financials > Total Cash & Investment Resources > Total Cash & Investment Resources: \$500,000+	3rd Party Data > Eyeota > Eyeota > Global > Business / B2B > Interest > SME and Entrepreneurs
		3rd Party Data > AlikeAudience > AlikeAudience > United States > B2B > Deterministic > Functional Area, Job Title & Professional Group > Entrepreneurship

## OWNER OPERATORS & ENTREPRENEURS

SMEs & self-employed professionals

Growth-oriented operators seeking expansion

People comfortable taking calculated business risk

+

## Financial Qualification Overlay

## Audience Matched

People who have been identified as entrepreneurs, wanting to start a new business, interested in franchising or previously owned a franchise. This has been found through online behaviours and employment data.

## And Must

Have a high savings balance (250k+). This has been found through bank data.

## BUSINESS INVESTORS & OPPORTUNITY SEEKERS

Affluent investors

Portfolio builders

Individuals actively seeking alternative investment opportunities

+

## Financial Qualification Overlay

### Audience Example:

5318038	3rd Party Data > Liveramp Data Store - 3rd Party > Skydeo > Affluent Audiences > Affluent Investors by Type
5484315	3rd Party Data > Liveramp Data Store - 3rd Party > Acxiom Custom > PG Multichub Trade > Prog > Emerging Investors
5038927	3rd Party Data > Liveramp Data Store - 3rd Party > Claritas > Financial > Heavy Investors (Securities)
5340316	3rd Party Data > Liveramp Data Store - 3rd Party > Skydeo > Interest > Investing > Skydeo > Interest > Investing > Investment Opportunity Seekers
50478578	3rd Party Data > Liveramp Data Store - 3rd Party > 180byTwo from Anteriad > B2B > Company Location Type > 180byTwo from Anteriad > B2B > Company Location Type > Business Franchise
50444605	3rd Party Data > Epsilon > STANDARD > Financials > Total Investment Resources > Total Investment Resources: \$250,000 - \$499,999
53195448	3rd Party Data > Epsilon > STANDARD > Financials > Total Cash & Investment Resources (Excludes Protected Class Data) > Total Cash & Investment Resources (Excludes Protected Class Data): \$250,000 - \$499,999
53133275	3rd Party Data > Liveramp Data Store - 3rd Party > Skydeo > Finance > Total Cash & Investment Resources > Skydeo > Finance > Total Cash & Investment Resources > \$500,000+
20169672	3rd Party Data > Epsilon > STANDARD > Financials > Total Cash & Investment Resources > Total Cash & Investment Resources: \$500,000+

## Audience Matched

People who have been identified as investors, opportunity seekers or currently own a business franchise. This has been found through online behaviours and employment data.

## And Must

Have a high savings balance (250k+). This has been found through bank data.

# CASE STUDY POOLWERX FRANCHISE - B2B



## CHALLENGE

Poolwerx for a period of one year was not meeting their monthly franchise lead target and this translated to them not meeting their franchise sales target. We were briefed with crafting a strategy that would deliver on lead targets and quality.

Target and All Leads



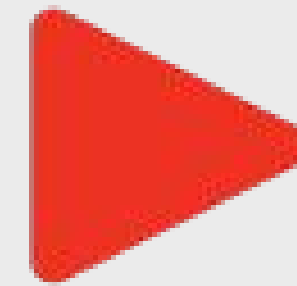
## THE APPROACH

Using our data driven approach we were able to identify audiences that have entrepreneurial intent behaviours and also have high household equity or good credit scores.

Upon identifying the audiences we proposed a channel selection based on media consumption behaviours to these audiences to drive franchise leads with the goal of improving lead quality.



# EXCEEDED



## THE RESULTS

Within 5 months of launching the campaign we exceeded lead targets by an average of 21% with feedback from the client that lead quality has improved.

The result has started a business case for a new Franchise Sales Consultant to keep up with the demands.

# LETS BUILD OUR IDEAL FRANCHISE PROFILE

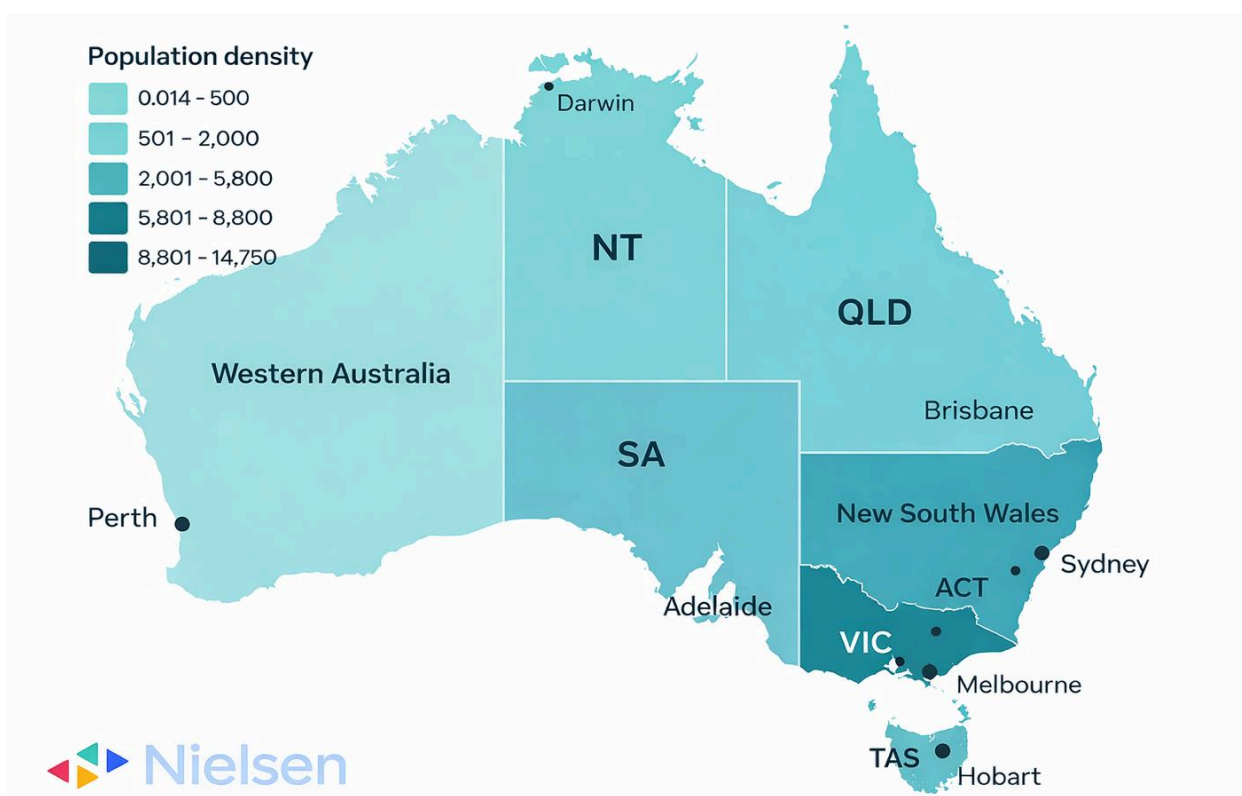
We start with the full **Australian population (18+)** of **approximately 22 million people**.

From there, we **narrow the audience** to those who are **financially capable of investing in a franchise**.

Next, we focus on **people who understand investing** well enough to take calculated risks **and who believe now is a good time to invest**.

To **drive leads** in the **as soon as possible**, we then prioritise Australians who are actively looking to **invest within the next 12 months**.

Finally, we isolate those seeking **non-traditional investment opportunities**, excluding people focused solely on options like property, shares, super, etc.



# NARROWING THE MARKET TO PASSIVE **HIGH-VALUE** **FRANCHISE PROSPECTS**

Total Australian Population (18+)  
22,189,796

Target Australians with \$100K+ in savings,  
using verified banking data.

**2,028,000**

Target Australians who know enough about  
investing to take calculated risks

**6,065,000**

Target Australians who believe now is a good  
time to invest rather than keep money in cash

**7,476,000**

Audience Size

## High Value Franchisee Prospects

Target Australians who have the financial capacity  
**AND** have the confidence to invest, **AND** believe  
now is the right time to act.

**531,000**

Audience Size

# NARROWING PASSIVE PROSPECTS TO **ACTIVE HIGH-VALUE FRANCHISE PROSPECTS**

## PASSIVE

Target Australians who have the financial capacity **AND** have the confidence to invest, **AND** believe now is the right time to act.

**531,000**

Audience Size

## ACTIVE

Target Australians with \$100K+ in savings, using verified banking data.

**2,028,000**

Target Australians who know enough about investing to take calculated risks

**6,065,000**

Target Australians who believe now is a good time to invest rather than keep money in cash

**7,476,000**

**Australians looking to invest in the next 12 months**

**12,745,000**

Audience Size

## **ACTIVE HIGH-VALUE FRANCHISE PROSPECTS**

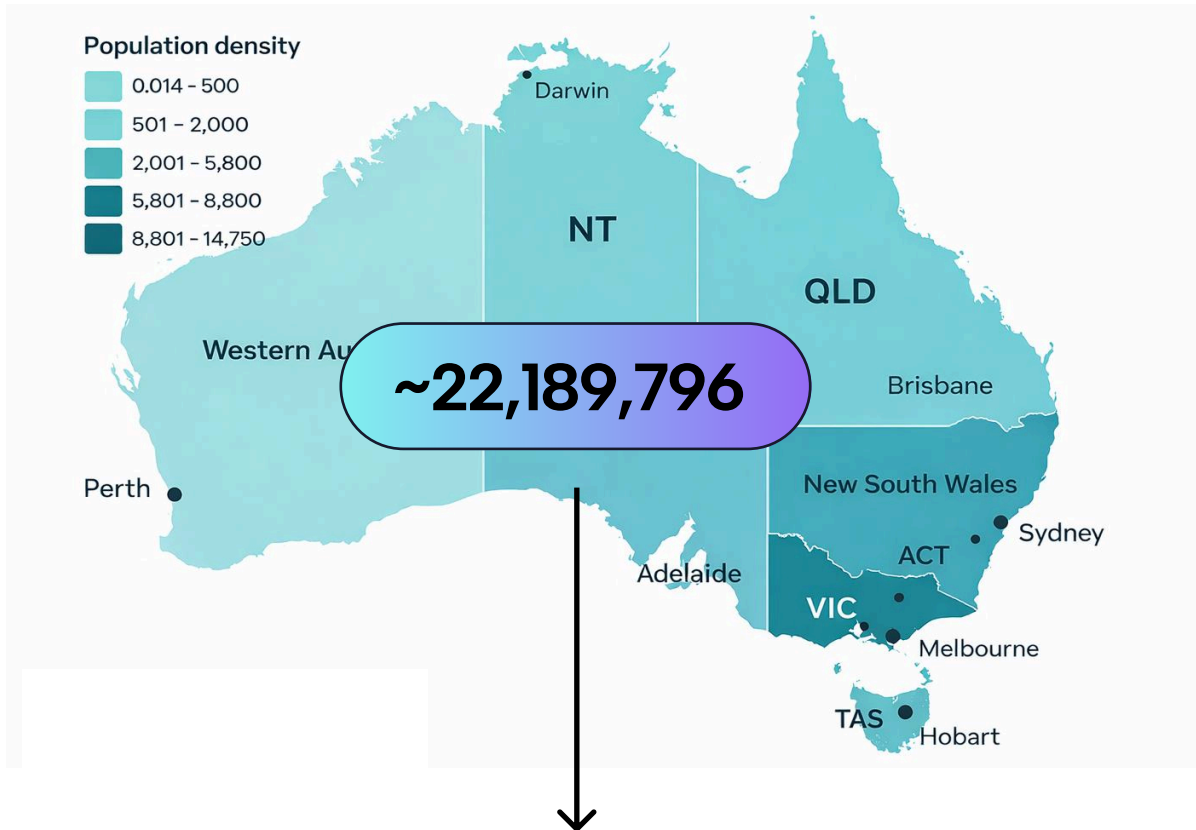
Target Australians who have the financial capacity **AND** have the confidence to invest **AND** looking to invest in the next 12-months **AND** are seeking non-traditional investment opportunities.

**97,000**

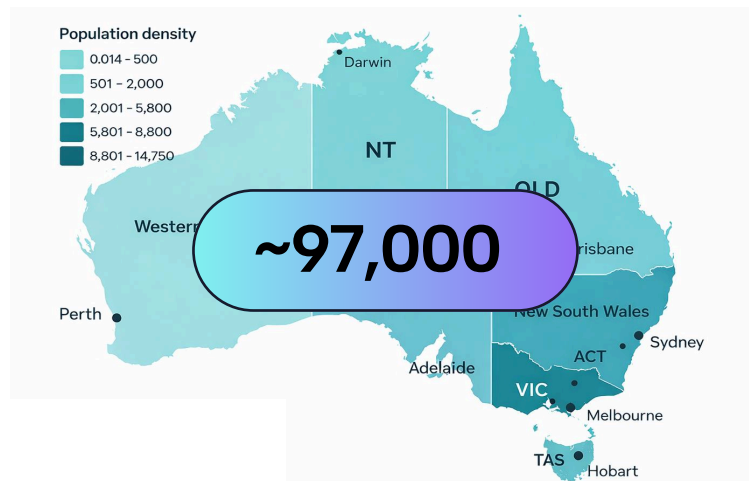
Active Non-Traditional Investor Audience Size

# WHY PRECISION MATTERS IN FRANCHISE RECRUITMENT

## Total Australian Population (18+)



## Active High-Value Franchise Prospects



Using data, we **cut through the broader market** and **focus only on active high-value franchise prospects**.

This **eliminates wasted budget** and targets people who are ready and able to invest.



FOCUS ON  
**HIGH-VALUE  
AREAS**



## **The Data Shows**

**That A Large Proportion Of Investors  
And Multi-Site Franchise Owners Are  
Based In Inner-City Areas.**

**Recruitment Efforts Should Extend  
Beyond The Physical Franchise  
Location To Where  
Investment Decisions Are  
Actually Being Made.**

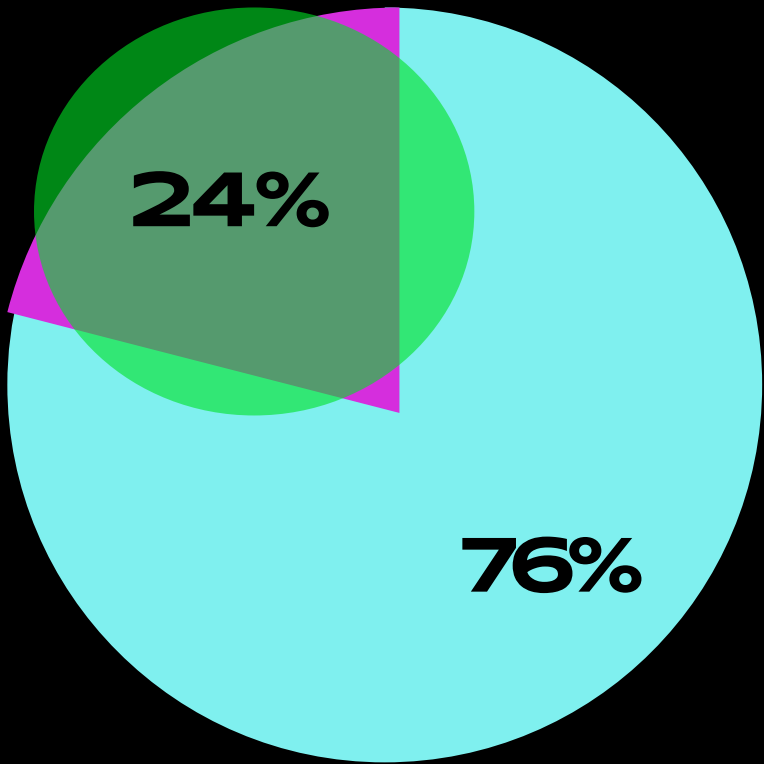


# DEMOGRAPHIC **OVERVIEW**

The logo consists of the lowercase letters 'tfm' in a bold, white, sans-serif font, with a small 'TM' trademark symbol to the upper right. This logo is centered within a solid blue circular background.

**tfm**<sup>TM</sup>

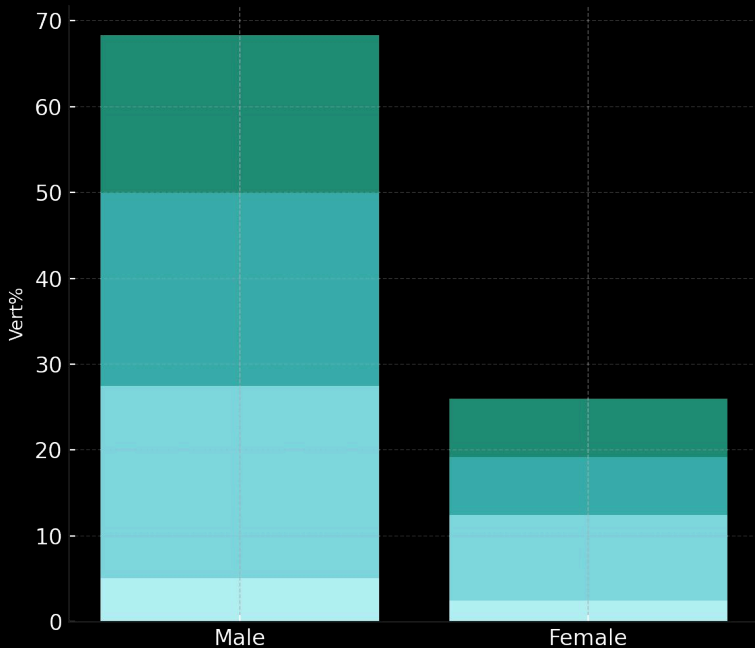
# MEN 40+ ARE THE MOST ENGAGED & READY-TO-INVEST AUDIENCE



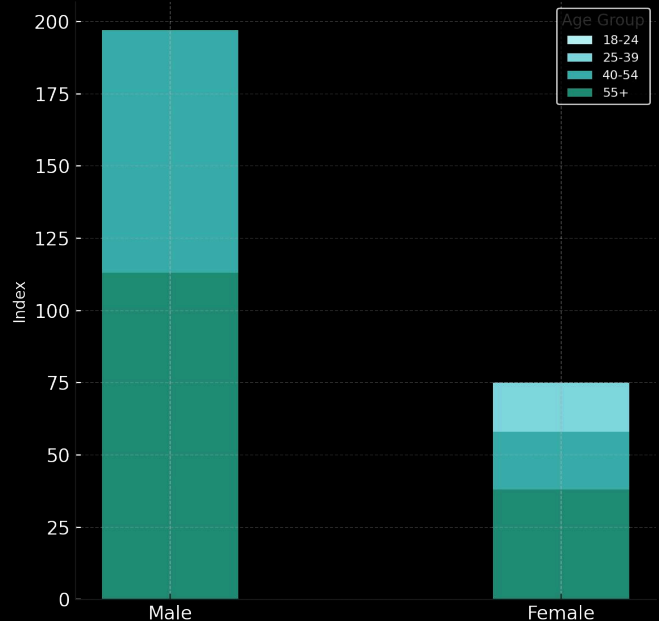
- Men 40+ Make Up 76% Of The Most Engaged, Ready-To-Invest Audience.
- 2025 Saw A 3% Increase In Women Showing Interest In High-Value Franchise Opportunities.

● Demographic Profile (Male)  
 ● Demographic Profile (Female)

Stacked Vert% by Gender



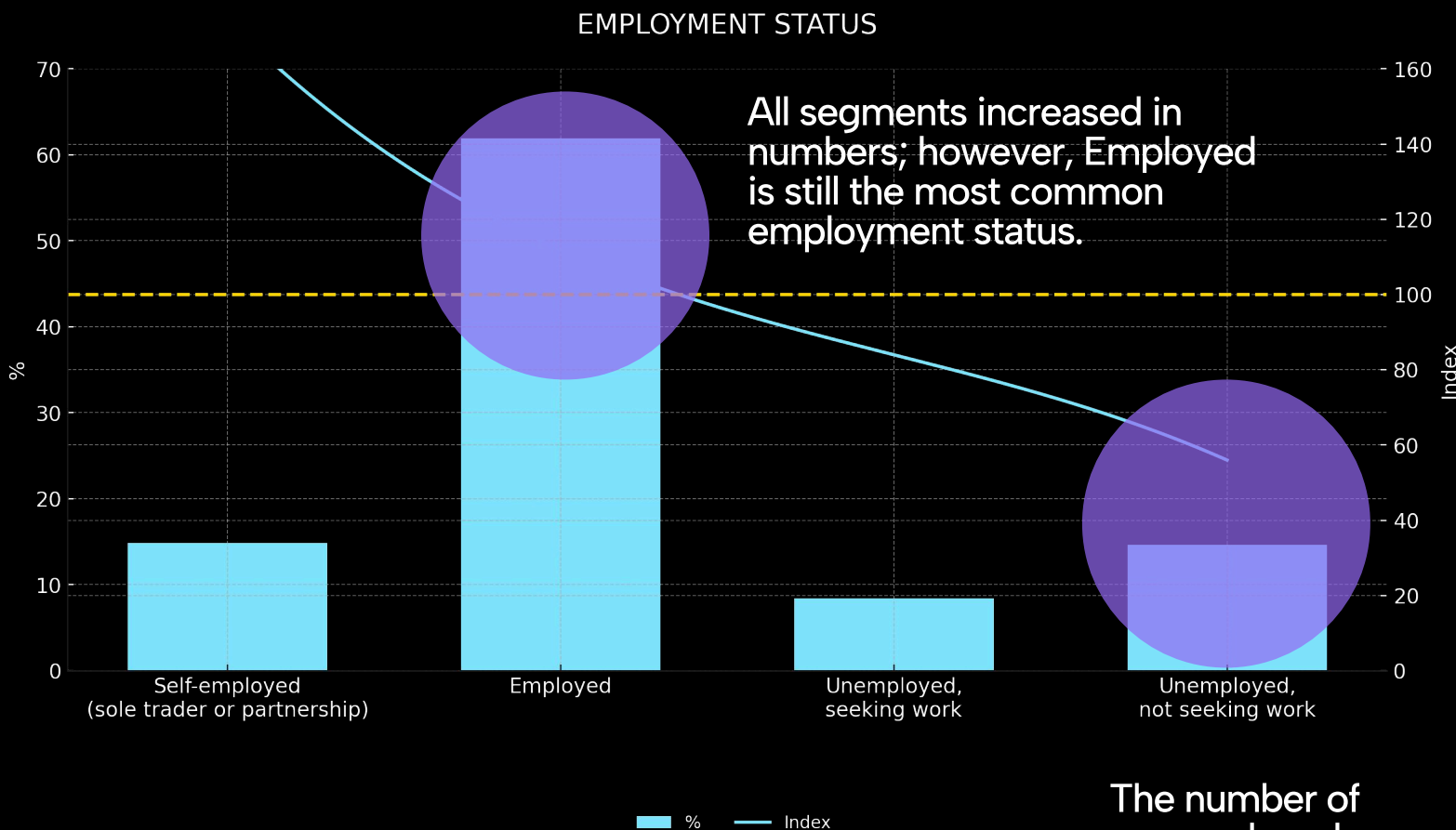
Index by Gender and Age Group



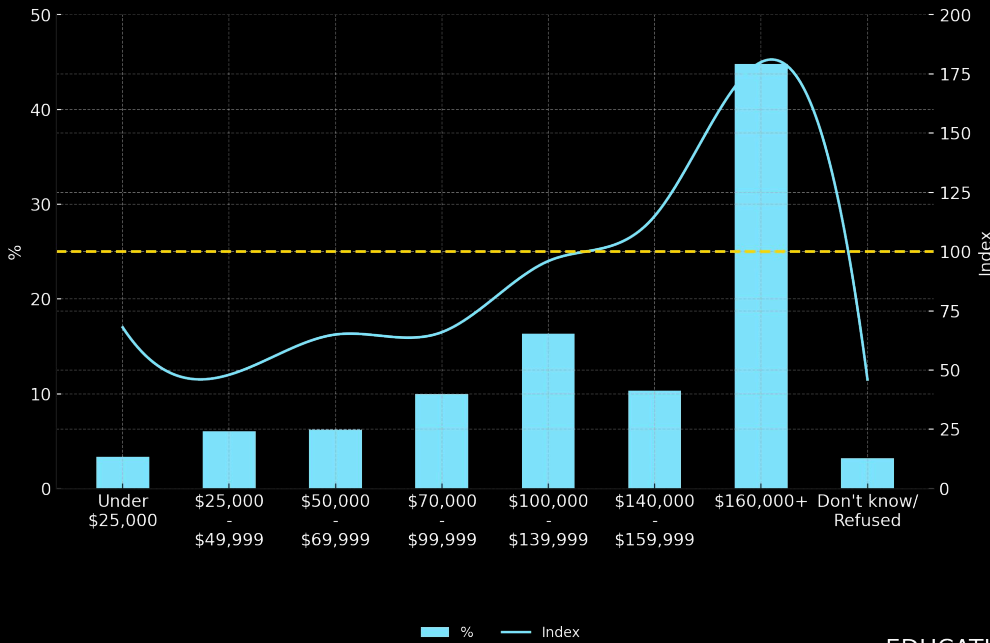
Age Group  
 ■ 18-24 ■ 25-39 ■ 40-54 ■ 55+

# THE HARDEST SELL ISN'T THE FRANCHISE, IT'S GETTING SUCCESSFUL PROFESSIONALS TO WALK AWAY FROM THE 9-TO-5.

They've Got Jobs. We've Got To Make Them Want Freedom.



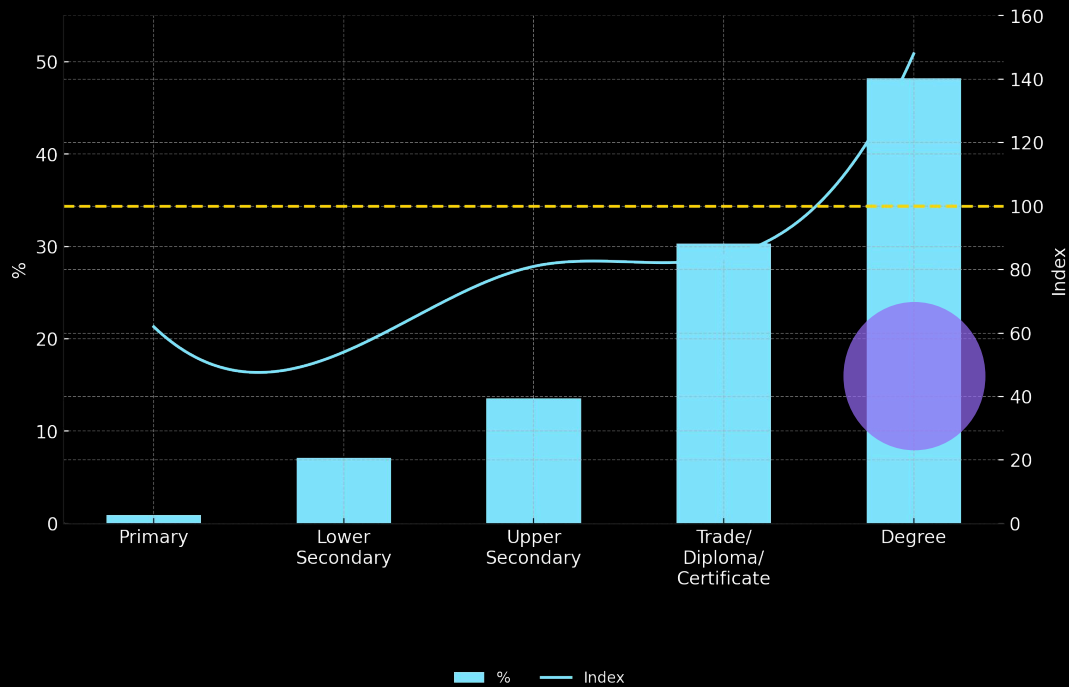
### HOUSEHOLD INCOME



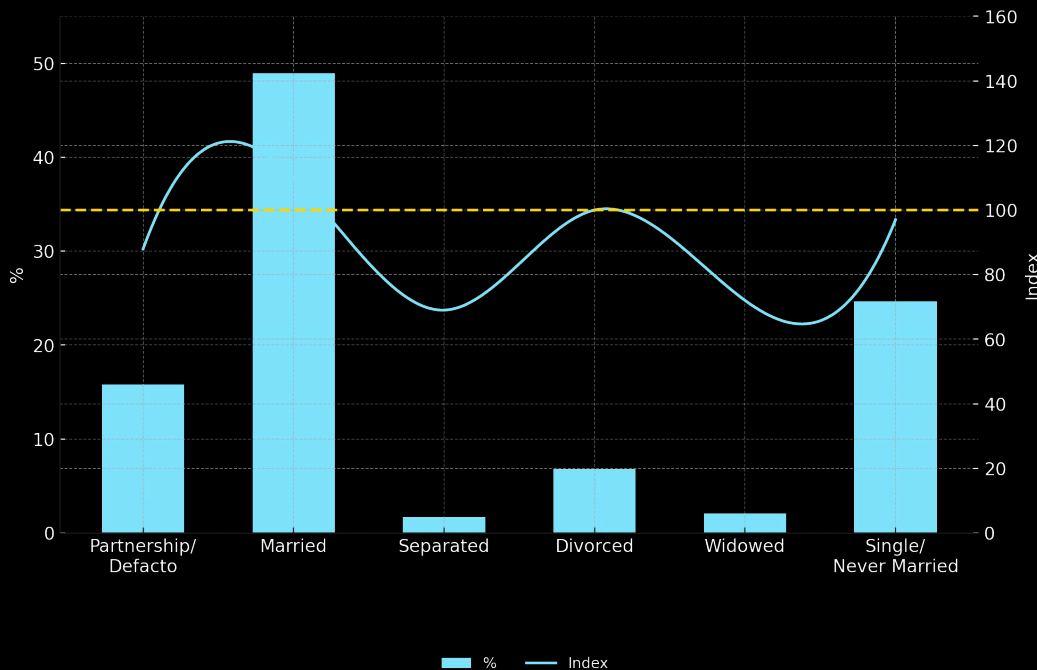
- **High-Income Focus:** Franchise Prospects With Household Incomes Over \$160k Are The Most Financially Capable And Ready To Invest.

- **Educated Investors:** Degree Holders Make Up Nearly Half Of High-Value Prospects And Are Driven By A "Confident, Invest-Now" Mindset, Ideal For Goal-Oriented Franchise Opportunities.

### EDUCATION LEVEL



### RELATIONSHIP / MARITAL STATUS



- **Married Investors:** This Demographic Is More Likely To Be Financially Stable, And Make Joint Investment Decisions, Making Them An Ideal Target.



Those Who Are Recently  
Divorced With High Income  
Represent **A Prime But  
Complex Audience Segment.**

**The Challenge Lies In  
Motivating Them To Leave  
Career Security For Business  
Ownership.**

The background of the slide is an abstract, flowing liquid or smoke-like texture in shades of deep blue, purple, and indigo. The light reflects off the curves, creating a sense of movement and depth. The overall mood is futuristic and dynamic.

# ATTITUDES & **BEHAVIOURS**

They're open to taking risks for greater returns.



They prioritize cash flow over capital growth.



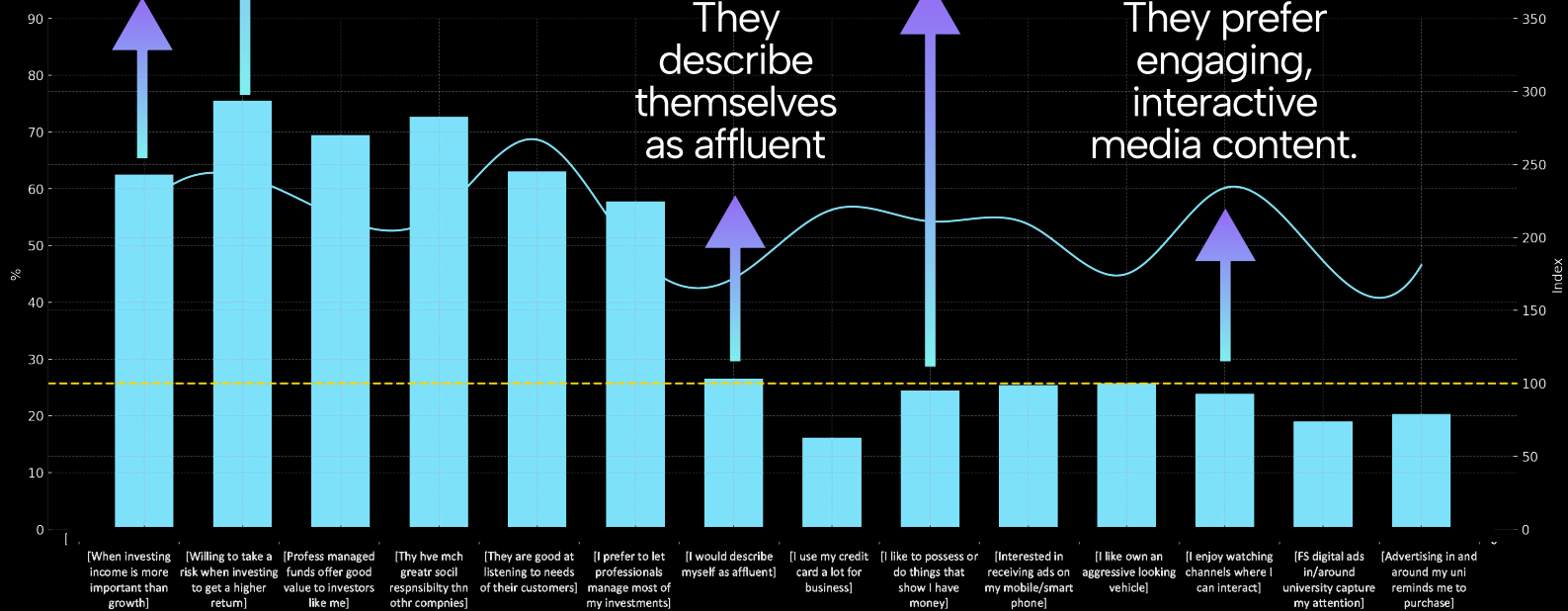
They enjoy displaying their financial success.



They describe themselves as affluent



They prefer engaging, interactive media content.

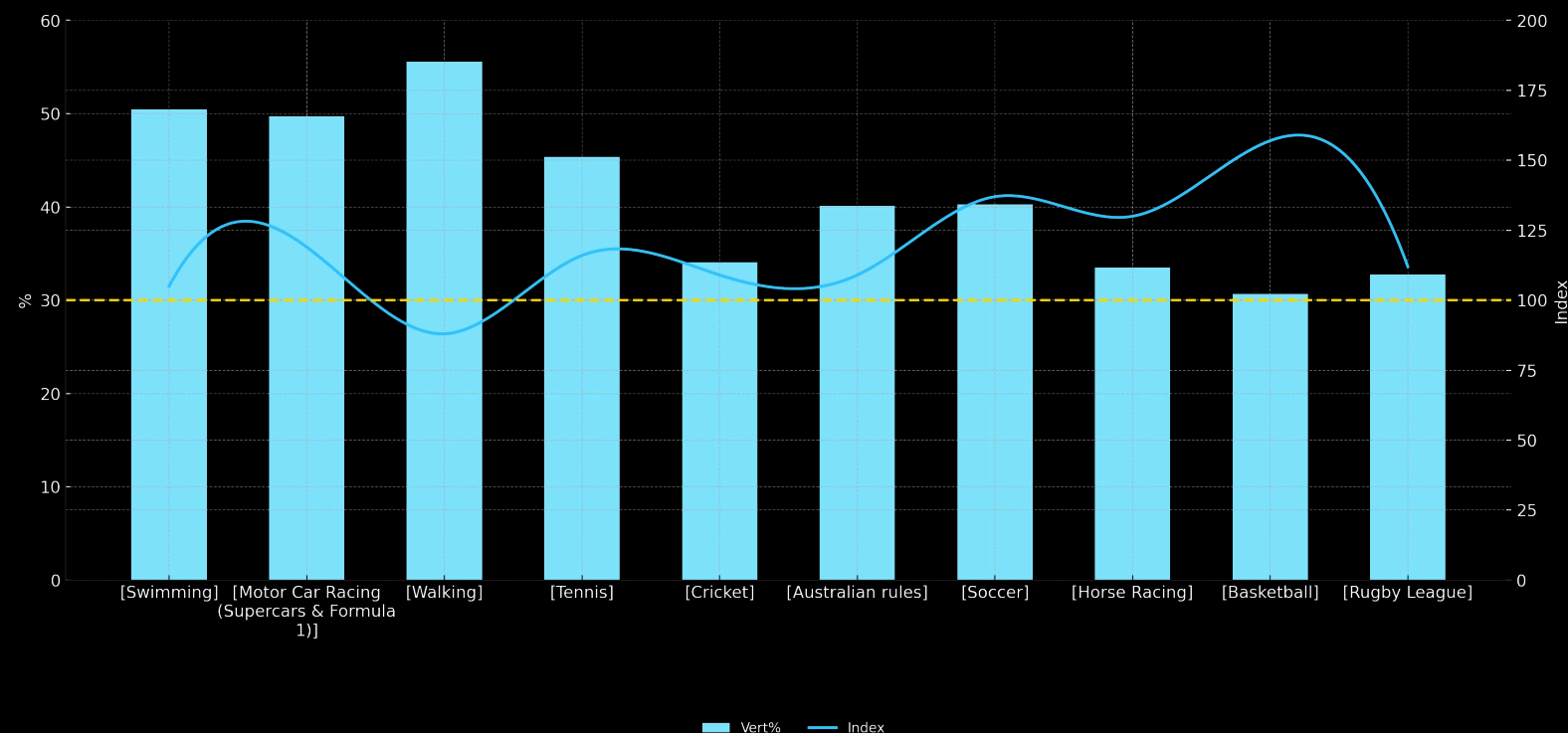


The background features a series of fluid, overlapping waves of light in shades of deep blue, purple, and hints of gold. The waves create a sense of motion and depth, with bright highlights and dark shadows. The overall aesthetic is sleek and modern.

# SPORT

# UNDERSTANDING THEIR SPORTING INTERESTS

Sporting Preferences & Attitudes (Sports Interested In...)



- **High-value franchise prospects** are highly engaged in a range of sports, including **swimming, motor car racing, tennis, and walking.**
- These interests provide opportunities for **targeting** them through various **sports and related events.**

# TARGETING PROSPECTS BEYOND TRADITIONAL CHANNELS

Interested In	Participate	Attend / Go To Watch
Total Sports - Interested In [Swimming]	Participation P12M - Sports [Swimming]	Go To Watch P12M - Sports [Australian Rules]
Total Sports - Interested In [Motor Car Racing (Supercars & Formula 1)]	Participation P12M - Sports [Fishing]	Go To Watch P12M - Sports [Cricket]
Total Sports - Interested In [Walking]	Participation P12M - Sports [Soccer]	Go To Watch P12M - Sports [Motor car racing (Supercars & Formula 1)]
Total Sports - Interested In [Tennis]	Participation P12M - Sports [Tennis]	Go To Watch P12M - Sports [Soccer]
Total Sports - Interested In [Cricket]	Participation P12M - Sports [Golf]	Go To Watch P12M - Sports [Horse Racing]
Total Sports - Interested In [Australian rules]	Participation P12M - Sports [Basketball]	Go To Watch P12M - Sports [Rugby League]
Total Sports - Interested In [Soccer]	Participation P12M - Sports [Cricket]	Go To Watch P12M - Sports [Tennis]
Total Sports - Interested In [Horse racing]	Participation P12M - Sports [Cycling]	Go To Watch P12M - Sports [Swimming]
Total Sports - Interested In [Basketball]	Participation P12M - Sports [Ice Skating]	Go To Watch P12M - Sports [Basketball]
Total Sports - Interested In [Rugby league]	Participation P12M - Sports [Snow Skiing]	Team sports you Go To Watch- Australian Rules [Grass roots/local games]
Total Sports - Interested In [Snow skiing]	Participation P12M - Sports [Surfing]	
Total Sports - Interested In [Bicycle riding/cycling]	Participation P12M - Sports [Australian Rules]	
Total Sports - Interested In [Ice skating]		
Total Sports - Interested In [Fishing]		

Interested In	Participate	Attend / Go To Watch
Total Sports - Interested In [Australian rules]	Participation P12M - Sports [Swimming]	Go To Watch P12M - Sports [Australian Rules]
Total Sports - Interested In [Cricket]	Participation P12M - Sports [Fishing]	Go To Watch P12M - Sports [Cricket]
Total Sports - Interested In [Walking]	Participation P12M - Sports [Golf]	Go To Watch P12M - Sports [Horse Racing]
Total Sports - Interested In [Tennis]	Participation P12M - Sports [Cycling]	Go To Watch P12M - Sports [Soccer]
Total Sports - Interested In [Swimming]	Participation P12M - Sports [Tennis]	Go To Watch P12M - Sports [Basketball]
Total Sports - Interested In [Motor Car Racing (Supercars & Formula 1)]	Participation P12M - Sports [Sailing/Yachting]	Go To Watch P12M - Sports [Rugby League]
Total Sports - Interested In [Horse racing]	Participation P12M - Sports [Soccer]	Go To Watch P12M - Sports [Motor car racing (Supercars & Formula 1)]
Total Sports - Interested In [Soccer]	Participation P12M - Sports [Snow Skiing]	Go To Watch P12M - Sports [Tennis]
Total Sports - Interested In [Rugby league]	Participation P12M - Sports [Basketball]	Go To Watch P12M - Sports [Trots]
Total Sports - Interested In [Golf]	Participation P12M - Sports [Surfing]	Go To Watch P12M - Sports [Formula 1]
Total Sports - Interested In [Fishing]	Participation P12M - Sports [Snow Boarding]	Go To Watch P12M - Sports [Rugby Union]
Total Sports - Interested In [Basketball]	Participation P12M - Sports [Australian Rules]	
Total Sports - Interested In [Cycling]		
Total Sports - Interested In [Snow skiing]		

**High-Value Franchise Prospects Aren't  
Just Engaging On Digital Platforms.  
They're Active In Their Interests.**

**Just Like McDonald's Sponsors The  
AFL To Reach Their Audience, We  
Must Think Beyond Online Ads.**

**Consider Partnering With Sports  
Organizations, Sponsoring Venues, Or  
Advertising During Events Where  
High-Value Prospects Are Already  
Deeply Engaged.**



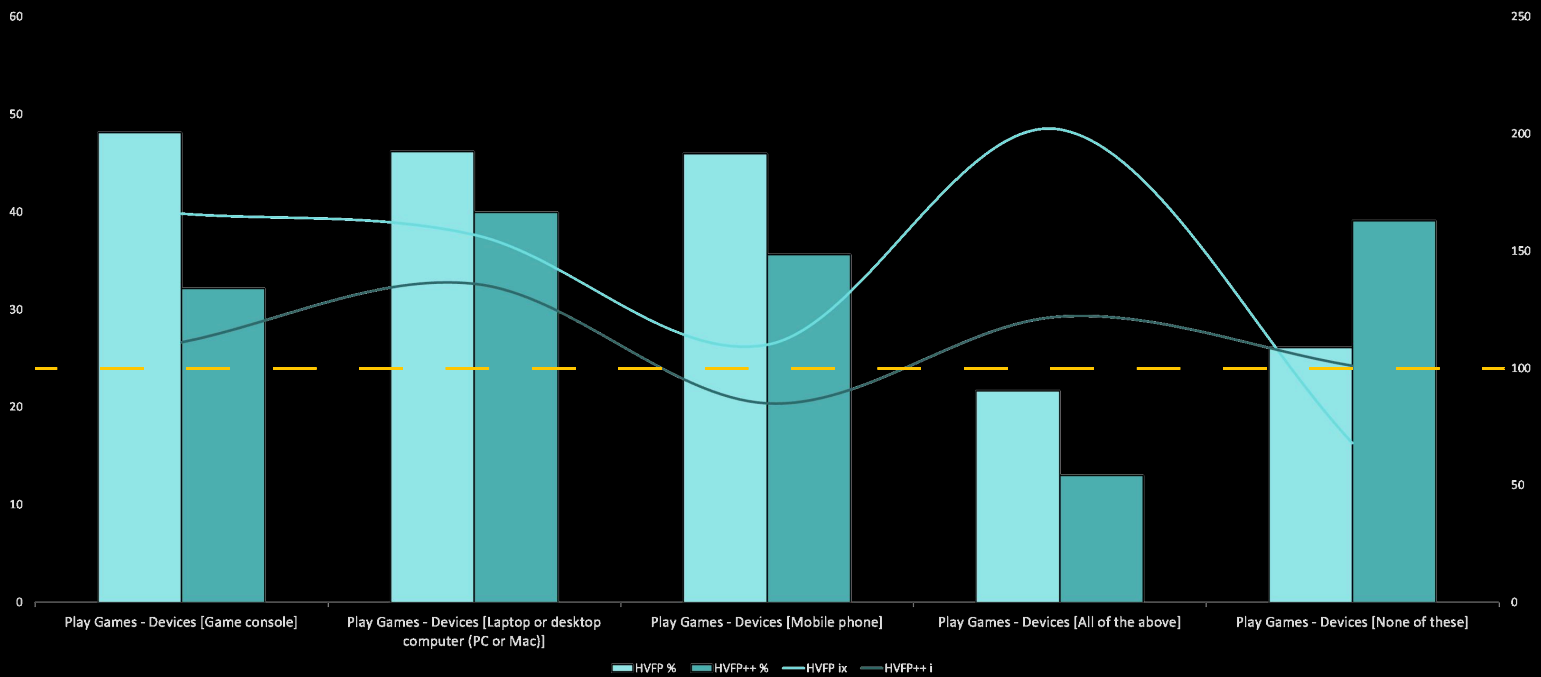


# GAMING & STREAMING **TRENDS**

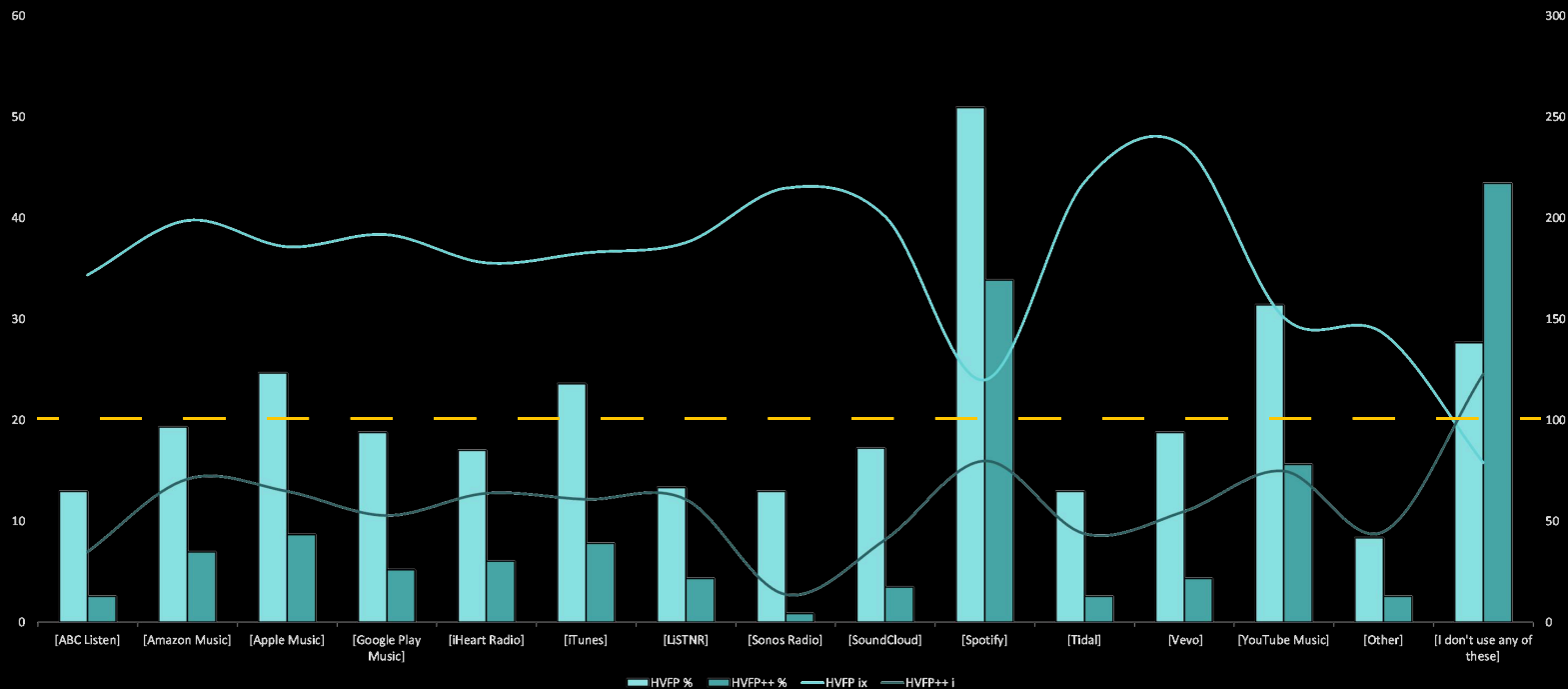
# GAMING DEVICES

**High-Value Franchise Prospects Engage More With Gaming, Giving An Opportunity For Further Reach.**

Target Them On Gaming Platforms, Events, And Through Strategic Sponsorships To Drive Engagement.



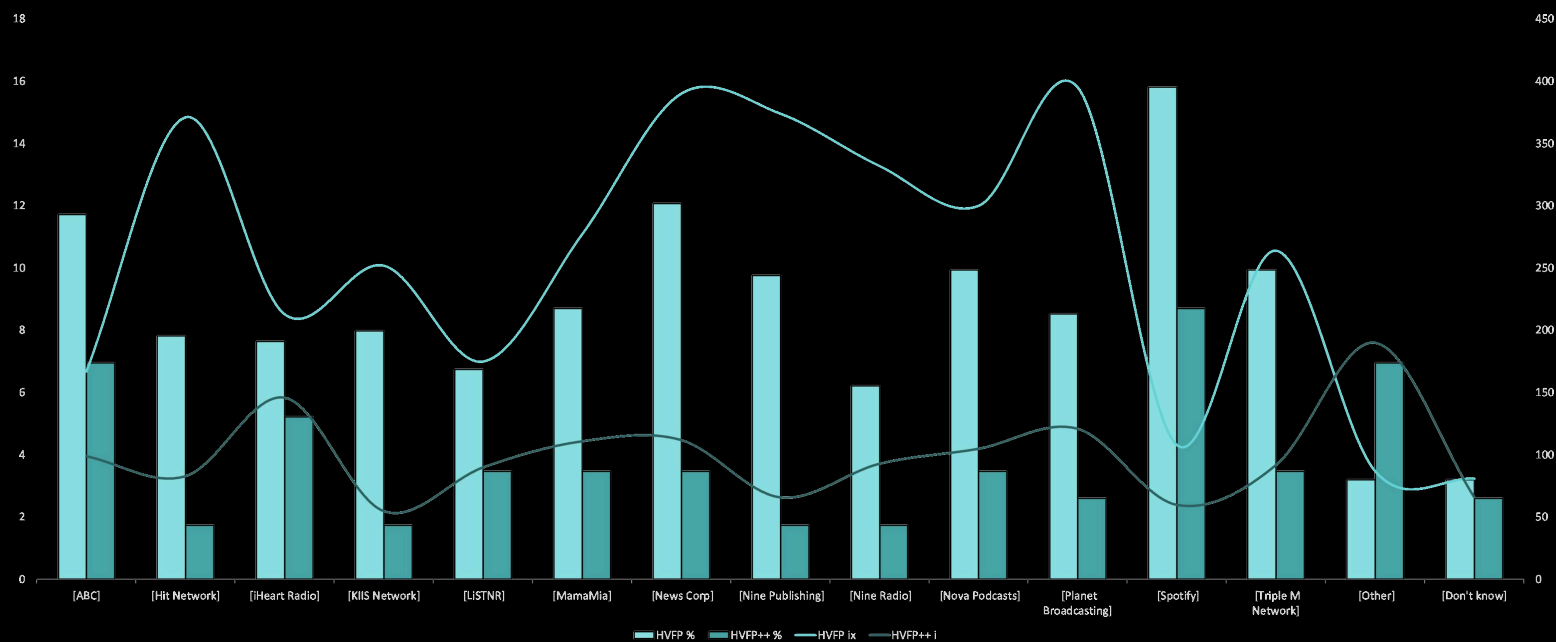
# ONLINE STREAMING AUDIO INSIGHTS



Spotify Is The Dominant Platform For **High-Value Franchise Prospects**.

YouTube Music, Apple Music, And iTunes Show Strong Also Show Engagement.

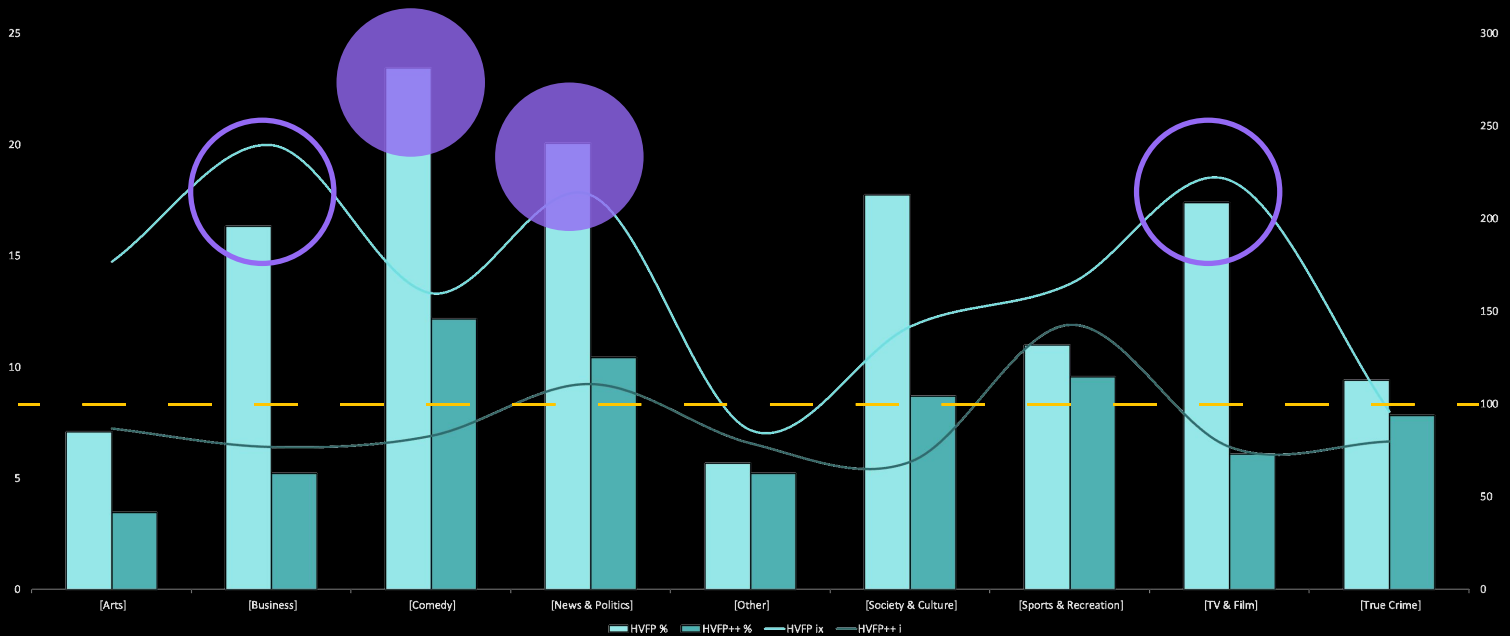
# RADIO VS ONLINE STREAMING AUDIO INSIGHTS



**High-Value Franchise Prospects Favour Spotify Over Traditional Radio (ABC, Triple M, News Corp, Nova & Nine Radio).**

Although A Blended Approach Can Reach More Unique Listeners.

# PODCAST GENRE PREFERENCES



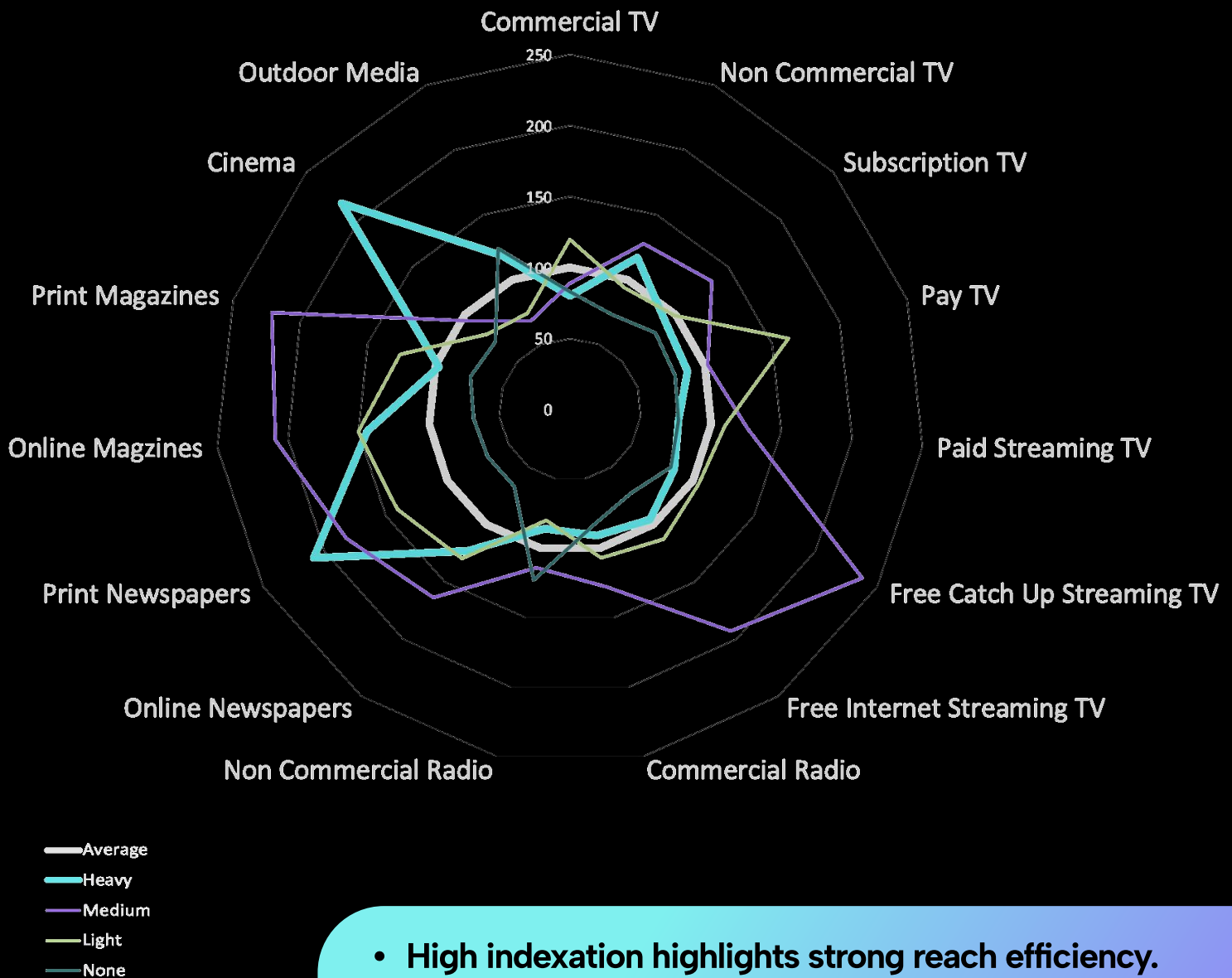
**High-Value Franchise Prospects** Most Engage With Business, Comedy, News & Politics And TV & Film Podcast Genres.

WHERE THEY  
**CONSUME**  
MEDIA

The logo consists of the lowercase letters 'tfm' in a bold, white, sans-serif font, with a small 'TM' trademark symbol to the upper right. This logo is centered within a solid blue circle.

**tfm**<sup>TM</sup>

# MEDIA CONSUMPTION TRADITIONAL & DIGITAL CHANNELS



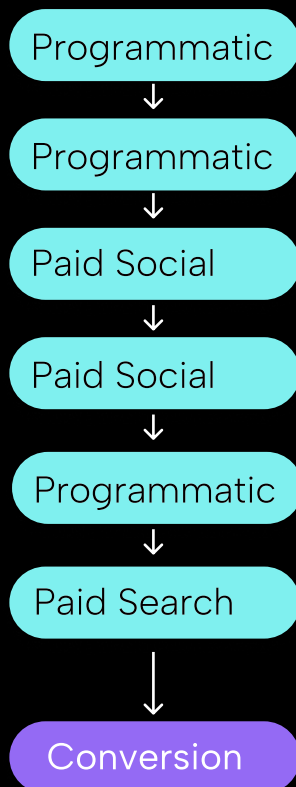
- **High indexation highlights strong reach efficiency.**
- **Cinema** presents an opportunity when aligned to the right film titles and audiences.
- **Print Newspapers** are consumed heavily and can be paired with **Online and Print Magazines** by selecting the **right mastheads**.
- **Catch-Up Streaming and Free Internet Streaming TV** are popular and effective for on-demand reach.

# FRANCHISE CLIENT: PATH TO CONVERSION 2026

TFM monitored our franchise B2B clients using our Campaign Manager 360 (CM360) to truly understand the required touch points before a user converts to a lead during a franchise development campaign.

**Over a three-month period, the data showed that it took an average of 6 ad interactions before a franchise lead was submitted.**

Below is a **real example** of the **path to conversion**.



1/3

Programmatic was the first touchpoint for a significant share of franchise leads over the three-month period.

73%

Programmatic also featured as a mid-journey touchpoint in many franchise conversions.

Real example of path to conversion

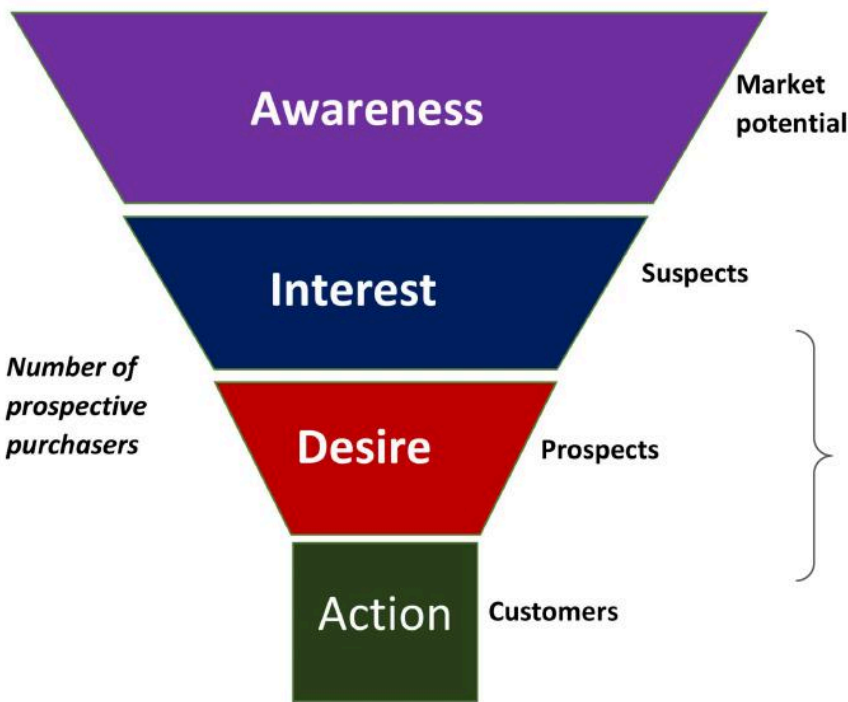


WHERE TO  
CONVERT  
THEM INTO  
**LEADS**

# RETARGET THEM OVER A 9 MONTH AVERAGE JOURNEY



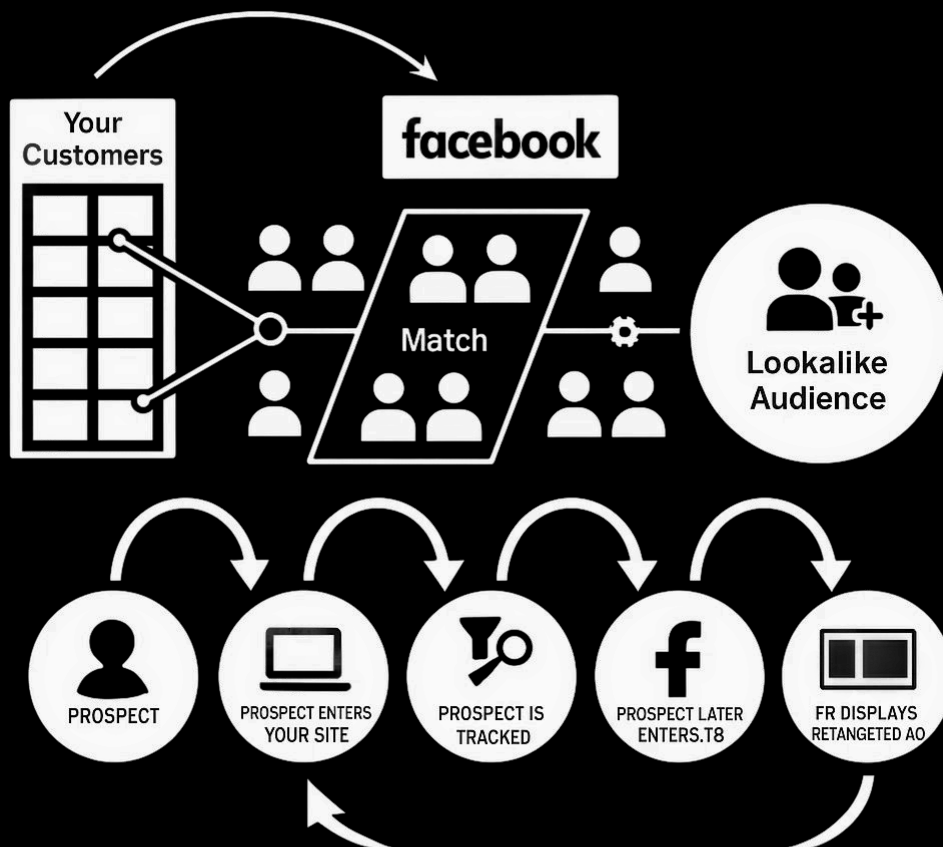
The Purchase Funnel



Google Ads



# HOW WE CONVERT HIGH-VALUE PROSPECTS INTO LEADS



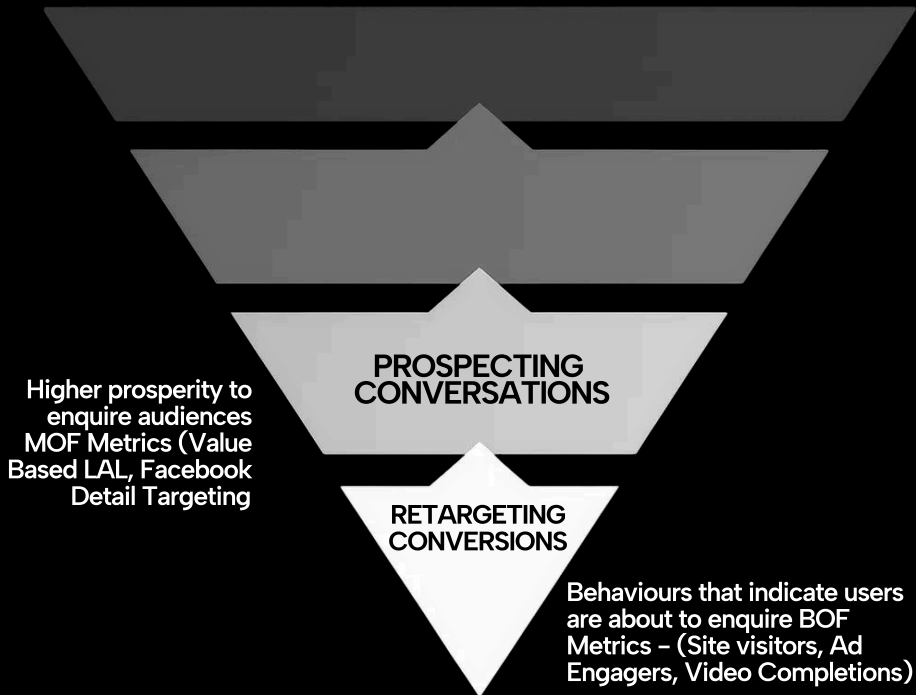
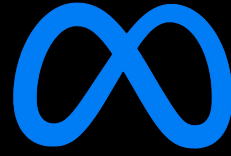
Once high-value franchise prospects are identified, Meta becomes the engine that converts interest into action.

## HOW TFM BUYS META

Meta is not a cold prospecting channel. It is a retargeting and conversion platform built to re-engage people who have already shown intent across search, programmatic display, BVOD and digital media.

By concentrating spend to retargeting at the bottom of the funnel, we consistently turn consideration into qualified franchise enquiries.

# WHY META DELIVERS THE HIGHEST CONVERSIONS



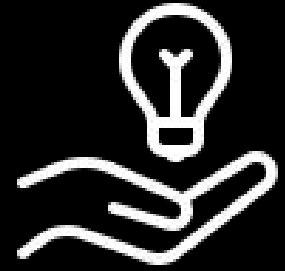
Meta allows us to target prospects after they have visited the website, engaged with content, or interacted with ads. This means we are not guessing who is interested.

## META ADS

We prioritise retargeting first, then scale using high-intent lookalike audiences built from real franchise lead data.

This approach is why Meta remains the highest converting channel for franchise recruitment, capturing demand, reinforcing confidence, and driving action at the moment it matters most.

THE SOLUTION



BIG DATA

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CommonwealthBank



**tfm.digital**

- Experience
- Structure
- Knowledge



LOGIC  
& RESULTS

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# WHAT'S IT COSTING YOU NOT USING DATA

Cost of a paid social lead	\$120 Average
Cost of a franchise lead	\$312 Average
Cost of a google paid search click	\$5.11 Average
Cost of a phone call	\$38 Average
Cost of a meeting	\$95 Average
Cost per sale	\$12,134 Average

**CONTACT TFM  
NOW!**

[Marketing@Tfm.Digital](mailto:Marketing@Tfm.Digital)

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**tfm<sup>TM</sup>**