



The Grass is Always Greener with AI

Kari Rajaniemi
CMO and VP
TruGreen

Carrie Seifer
CRO
IBM Watson Advertising

IBM **Watson** Advertising.

Raise your hand
if you are responsible for
managing your lawn care



TRUGREEN Inspiring the world to live life outside

33% 

Market Share...8x
Larger than #2

**Tech -
Focused**



To Deliver Personal, Local
& Timely Solutions

2.4 Mil

Customers



Partnership with #1
Worldwide Brand in Golf

**ALL TIME
BEST**

NPS, JD Powers
and VOA Scores



More 5-Star

Reviews than Any
Industry Competitor

260+



Branch Locations in 48
States and Canada



weather.com

Core Digital Platform

**Critically
Acclaimed**



Live Life Outside
Ad Campaign

\$1.4 Bil



In Revenue

#1 Brand



Larger than the Next 100
Combined



Partnership with #1
Lifestyle Brand

Planting the Seeds of Success:

TruGreen Campaign Goals



**Leverage Watson
for
Innovation**



**Leverage Digital Assets
to
Build Awareness**



**Engage Users via
Contemporary
Technology /
Consistent Messaging**



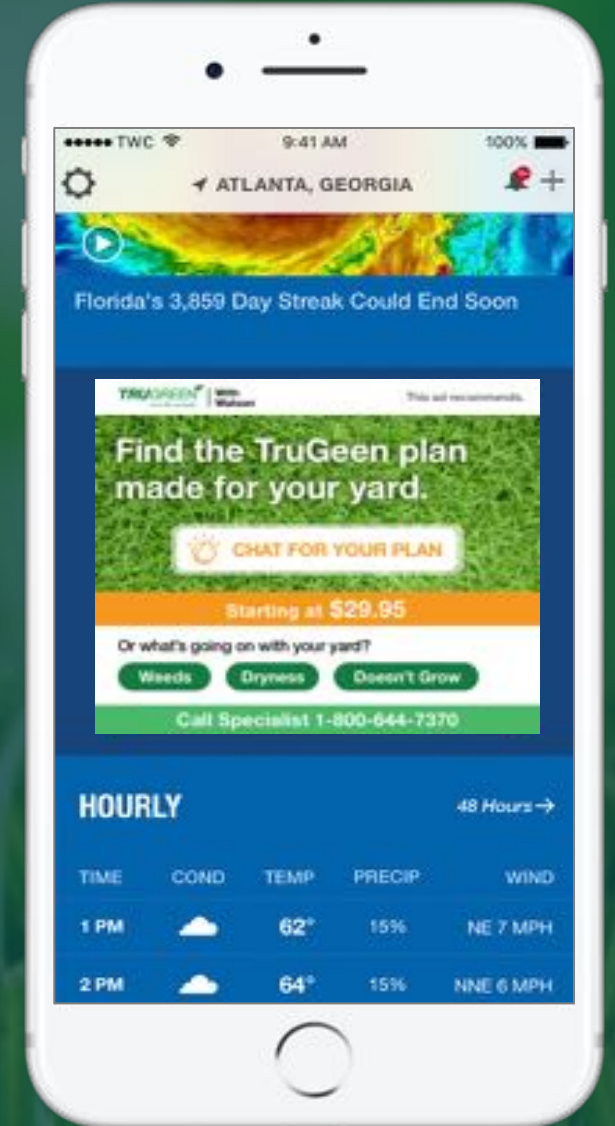
**Differentiation
within the
Industry**

The Consumer Journey: Working Together to Deliver the Optimal Experience

Create a conversation

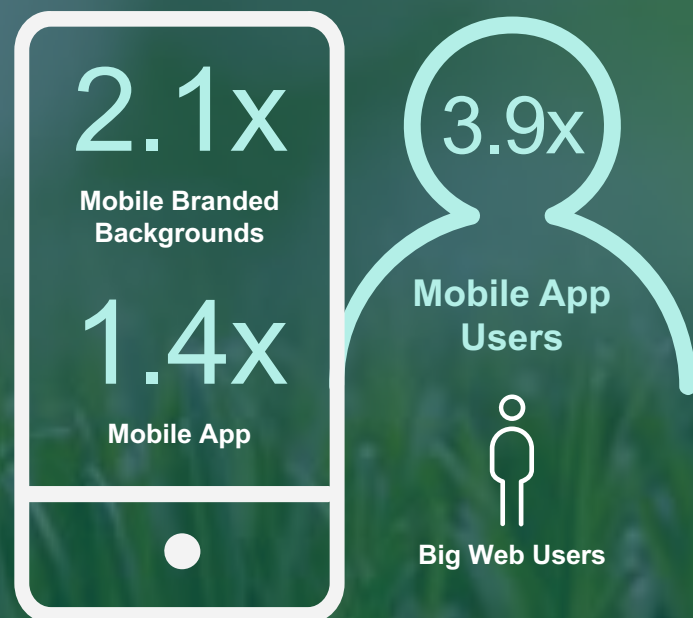
Personalize the experience

Differentiate products



Insights & Key Learnings

Mobile Success

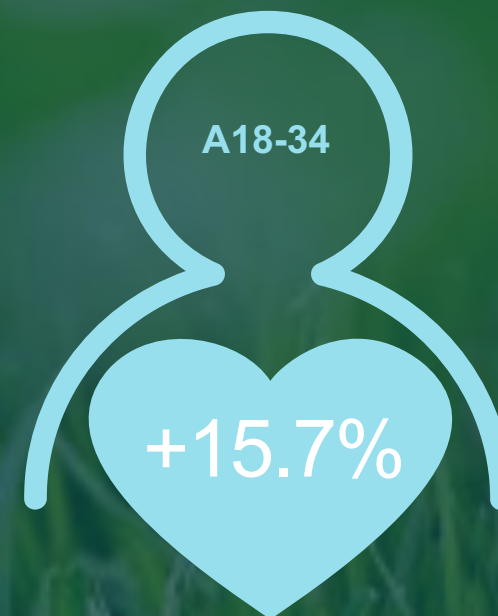


Significant Time Spent

Consumers are spending **2x more time** in the unit than the Google RM Interaction rate.



Brand Favorability



**Watson Ads campaigns is the aggregate of all previous campaigns*

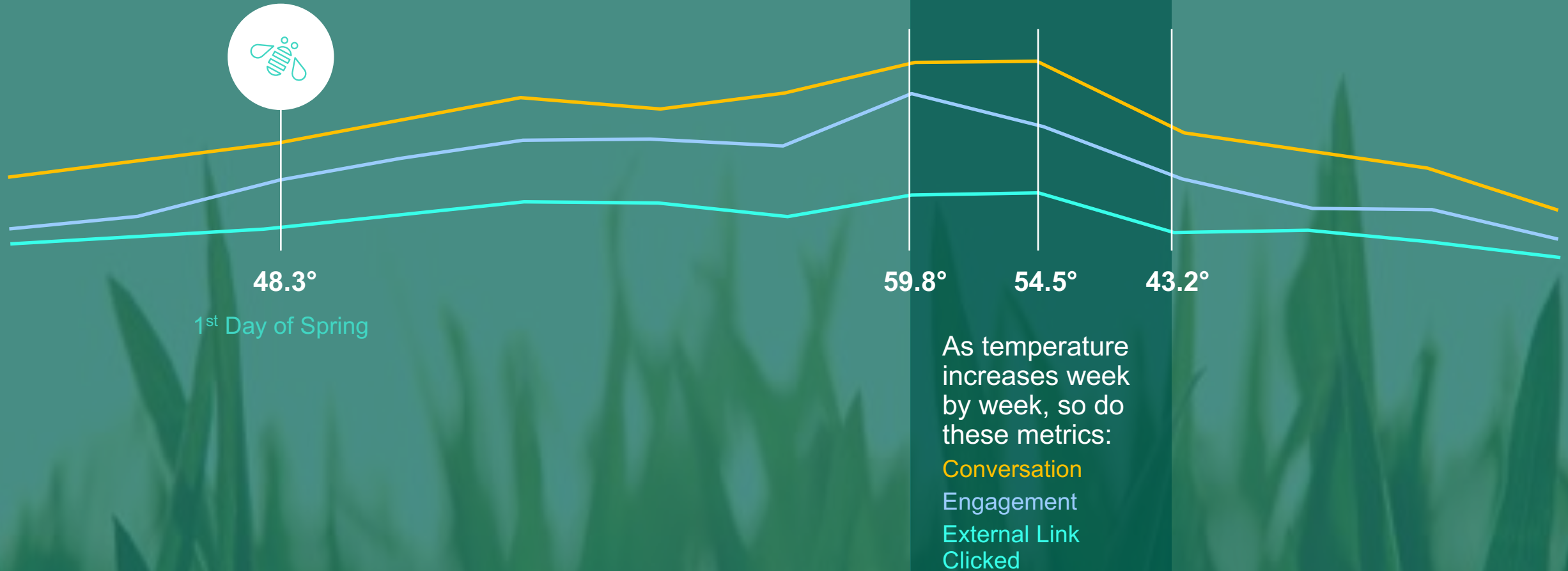
***Industry comparison: Google Rich Media Interaction Time
(RM Time = Total Time Spent / Interactive Impressions)*

****TruGreen Watson Ads Millward Brown Study*

TRUGREEN

IBM **Watson** Advertising.

Weather's Impact on Conversation and Engagement



Source: National Weather Service Historical avg for (NY, ATL, DC and LAX)

TRUGREEN

IBM **Watson** Advertising.

What's sprouting next for TruGreen?




Media



Technology



Innovation

A photograph of a person's bare feet standing on a lush green lawn. The person is wearing dark blue leggings. In the background, a brick wall is visible. The image has a soft, slightly blurred quality.

Sometimes, the grass is greener.
Thank you.