

LSS Ad Campaign Analysis

February 2023

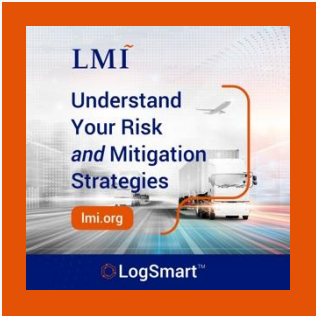


Analytics as of Feb 7



Insights and Person

Leads: x
Impressions: x,xxx
Clicks: xx
CTR: x.xx%



Insights and Truck

Leads: x
Impressions: x,xxx
Clicks: xx
CTR: x.xx%



Time and Person

Leads: x
Impressions: x,xxx
Clicks: xx
CTR: x.xx%



Time and Truck

Leads: x
Impressions: x,xxx
Clicks: xx
CTR: x.xx%

LogSmart™ Supply LinkedIn Ad Variants

Running:
01/27 – 02/09

Value Proposition: Complete Insights

Traditional supply chain illumination shows problems *without* solutions. See how a new, proactive approach takes an identified risk to an optimized mitigation.



Decipher data no one else can.

Download the White Paper



Decipher data no one else can.

Download the White Paper

Value Proposition: Time

Don't wait weeks or months for analyst reports. Learn how real-time supply chain insights help you make crucial decisions faster.



When stakes are high, every second counts.

Download the White Paper



When stakes are high, every second counts.

Download the White Paper

[Landing Page](#) | [White Paper](#)

Organic Social Posts: [LinkedIn](#) | [Facebook](#) | [Instagram](#) | [Twitter](#)

LMI

LogSmart™



Design A

Design B

6 10-1 156 9c	40% 41-31-8-0 153-163-198 9fa3e6	20% 16-13-3-0 204-209-227 ced1e3
16-8 4-80 50	40% 0-24-36-8 224-186-155 8ba9b	20% 0-12-18-2 249-220-205 fddcd
6 -27 4-185 8a9	40% 1-0-0-16 213-214-215 d56d7	20% 0-0-0-8 234-235-235 eae6b
6 -45 7-140 6c	40% 2-1-0-26 186-187-189 babbd	20% 0-0-0-13 221-221-222 d6dde

Make the text align center in the box. "Block 118" is too high.

Lynda Thompson

Remove LGR. Jeanine will provide replacement for either logo or entire demo. If we remove logo and put "Applied AI" it will might work.

Lynda Thompson

Remove LGR. Jeanine will provide replacement for either logo or entire demo. If we remove logo and put "Applied AI" that might work.

Lynda Thompson

Decrease this line height when their line causes a line break. Remove parenthesis for Karen.

Lynda Thompson

The group was even bigger in this and by the way.

Lynda Thompson

That element is already too big and by the way.

Lynda Thompson

There are color and font issues when I look at the resolution of the design and it's not working.

Lynda Thompson

Discuss this line height when their line causes a line break. Remove parenthesis for Karen.

Lynda Thompson

NAILED IT



Link to Marketing SP Assets

A New, Proactive Approach to Federal Supply Chain Management Is Vital.

The old way isn't effective. Relying solely on illumination vendor data is like having a small flashlight. You don't always know where to shine it, and sometimes it can't help you figure out whether what you're seeing is dangerous. In the supply chain management world, you may get a partial measure of threats. Instead, you need a prism that can break down that single stream of light into several color components and inform the direction you take. In other words, it organizes the chaos of your supply chain risks into useful impact data and solutions that provide the "so what" to the information in front of you.

LogSmart Supply organizes the risks of cyber, FOCI, operational, transportation, and policy and regulatory issues into mitigation strategies, impact analysis, and portfolio optimization.



You Need To Illuminate Your Illumination Data.

Proactive supply chain models and simulations are that prism. You can conduct them on demand, instead of waiting weeks for an analyst to provide much brighter and broader visibility. Instead of presenting only a list of potential risks, this approach alerts you to prioritized threats, each one's potential impact, mitigation options, and the related costs and return on investment. As a result, you can optimize your portfolio for resilience and safeguard your resources.



"To thrive in an era of constrained budgets and expanding missions, government agencies need to optimize how they manage their most valuable assets."

LogSmart™: LMI's Digital Sustainment Solution

To thrive in an era of constrained budgets and expanding missions, government agencies need to optimize how they manage their most valuable assets. To meet this challenge, LMI developed LogSmart™, a configurable suite of applications for government customers who want to increase the effectiveness and efficiency of their sustainment operations.

Adaptive Problem Solving With LogSmart™

Using LogSmart™, agencies can deliver actionable insights to decision makers across their maintenance, supply chain, and operations functions. Leveraging LMI's decades of experience curating, managing, and analyzing logistics data, LogSmart™ provides descriptive, predictive, and prescriptive analytics that clearly identify the best strategies to sustain target asset availability at the lowest cost.



Integrate

LMI brings unparalleled expertise in integrating enterprise logistics data using advanced data engineering and curation techniques to render relevant structured and unstructured sources useable by analysts and data scientists.



Identify

The combination of Reliability Centered Maintenance (RCM) and AI-driven sensor-based models give LogSmart™ applications the predictive power to identify meaningful patterns early. The outputs provide insight into future performance and the demands of components within each platform.



Investigate

LogSmart™ applications leverage advanced modeling techniques to rapidly assess the effectiveness of different courses of action. Prescriptive analytics cut through uncertainty and changing conditions, limit risk, and increase effectiveness by turning historical data into actionable, decision-quality information.



Implement

Implementing LogSmart™ means more than getting predictive models or superior visualizations; it means partnering with LMI to weave those applications into the fabric of your logistics operations to drive the maximum value for the enterprise.

[Learn more at lmi.org](https://lmi.org) >



© 2023 LMI. All rights reserved. 041823



When the Stakes Are High, Turn Risk Data Into Decisive Action

LogSmart™ Supply



A supply chain risk management and decision intelligence solution—built for decision-makers

LogSmart™ Supply gives decision-makers powerful tools to run on-demand custom risk scenarios against their organizations' supply chain data. Powered by machine learning and vetted by LMI's long-standing government customers, LogSmart™ Supply offers the industry's most complete insight into the negative impacts of supply chain risk so you can make decisions faster.

Decipher data no one else can

Traditional supply chain illumination data shows problems without solutions. As the only solution with risk modeling and simulation capabilities, LogSmart™ Supply takes this data a step further—taking you from an identified risk to an optimized mitigation. Use LMI's decades of supply chain insight to discover new courses of action and increase your chances of mission success.



Accelerate Decision-Making:

No need to wait for a report. Access analytics when you and your team need them.



Build Supply Chain Resilience:

The most complete list of negative impacts to guide responses to shortages, disruptions or emerging situations.

- ✓ Integration with existing risk data and illumination vendors
- ✓ Configurable supply chain risk modeling and simulation
- ✓ Scenario analysis for pre-and post-disruption mitigations
- ✓ Portfolio view of supply chain for streamlined management
- ✓ Alternative vendor analysis

Harness the power of actionable supply chain risk mitigation strategies

[Electronic Brochure](#)



© 2023 LMI. All rights reserved. 051523



AUSA Geofencing Graphics



 LogSmart™



 LogSmart™



LogSmart™ Supply FNN Newsletter Ad

Run Date:
02/21

ADVERTISEMENT

Resilient Supply Chains Can't Wait

Don't wait weeks or months for analyst reports. Learn how real-time supply chain insights help you make crucial decisions faster.



URL: <https://www.lmi.org/white-paper/logsmart-supply>

FNN Distribution: xx,xxx

- Leads: x
- Impressions: xx,xxx
- Clicks: xx
- CTR: 0.0x%
- Cost/Lead: \$x,xxx

