
The Adoption Stack

A Product Perspective on Franchise Engagement

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The Tension: Automation Works, but Engagement Multiplies

Eulerity solved campaign automation. But there's a strategic tension: the platform works best when franchisees are hands-off, yet results improve when they engage locally.

Eulerity's own content on local marketing adoption describes this pattern: low franchisee buy-in, protective ownership ("I know my business"), and lead-generation tunnel vision. The platform solved campaign automation, but the engagement challenge persists across the industry.

THE ENGAGEMENT OPPORTUNITY

**Automate →
Engage → Retain**

Most franchise locations have automation running but aren't actively engaged. The ones who engage, even slightly (reviewing creative, responding to reviews), see better local outcomes and stay longer. The product question: how to make that engagement effortless.

SOCi positions around "100% adoption, zero training required," AI agents that work whether or not a local user logs in. That's one model. Eulerity's model is different: franchisees accept or reject creative, customize locally, and collaborate with HQ. The opportunity is to make that collaboration so frictionless it feels automatic.

THE OPPORTUNITY

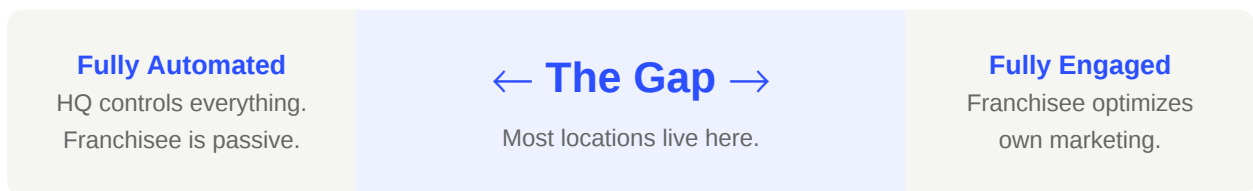
Every franchisee who goes from passive to even slightly engaged becomes a better customer: higher local performance, longer retention, stronger brand advocacy. Making engagement irresistible, not required, is the next product lever.

Where Eulerity Sits, and Where the Opening Is

Eulerity's core strength: automated campaign management that delivers results across channels with a single platform. The automation engine is the foundation.

The opening: franchisees who engage even slightly (reviewing creative, responding to reviews, checking performance) see better local outcomes. The product question is how to pull more franchisees from passive into that engaged middle without adding friction.

THE ADOPTION SPECTRUM



COMPETITIVE LANDSCAPE

Platform	Approach	Gap
SOCi	Multi-location dashboards	Full AI automation, zero franchisee ownership loop
Scorpion	Marketing + CRM bundle	Metric-dense, overwhelming UI
Yext	Listings + reviews management	Ad automation via third-party partners, not native
Eulerity	Automated campaigns + adoption focus	Simplest path to franchisee engagement

Eulerity's opening: Build the simplest, most actionable location-level experience in franchise marketing. Not another dashboard to check. A scorecard that comes to you.

The Adoption Stack: Four Product Bets

01 Location Scorecard

What	A single health score (0-100) per location, with plain-language insights. No marketing jargon.
Why	Franchisees need to know "am I doing well?" in 10 seconds. Not "what's my impression share?"
How	Composite score from click-through rate, cost per lead, review engagement, listing accuracy. AI generates one paragraph insight per location.

Success metric: Target: 25% of passive locations become weekly active within first quarter of rollout.

02 AI Campaign Copilot

What	Natural language interface for campaign adjustments. "Spend more on weekends" instead of navigating campaign settings.
Why	80% of franchisee campaign changes are simple adjustments. They shouldn't require marketing knowledge.
How	LLM layer on top of Eulerity's campaign API. Guardrails prevent budget overruns. HQ sets boundaries, franchisee operates within them.

Success metric: Target: 30% of previously inactive franchisees make at least one campaign adjustment per month.

The Adoption Stack: Four Product Bets (cont.)

03 Territory Intelligence

What	Geospatial analysis showing territory overlap, market saturation, and competitive density per location.
Why	Multi-unit franchisees and HQ teams need to understand where to invest. "Should I open a 4th location in this metro?" is a product question, not an ad question.
How	Census data + competitor location data + Eulerity performance data. Overlay on map with opportunity scoring.

Success metric: Pilot metric: 3 enterprise brands use territory data in quarterly business reviews.

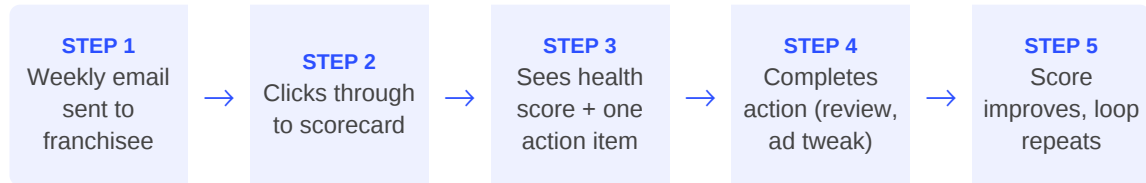
04 AI Search Visibility

What	Track and optimize how locations appear in AI search results (ChatGPT, Perplexity, Google AI Overviews), not just traditional search.
Why	AI search is reshaping local discovery. Franchisees who aren't optimizing for AI answers will lose visibility. No franchise marketing platform has made this a core feature yet.
How	Automated monitoring of brand mentions in AI search responses. Optimization recommendations for structured data, review quality, and citation-worthy content.

Success metric: First franchise marketing platform to offer AI search analytics. Pilot with 5 enterprise brands in Q3.

Deep Dive: Location Scorecard

USER FLOW



HEALTH SCORE COMPOSITION

Component	Weight	Signal
Engagement Rate	25%	Clicks, calls, direction requests per impression
Cost per Lead	25%	Ad spend efficiency relative to new enrollments
Click-Through Rate (CTR)	20%	Ad creative performance across channels
Review Response Rate	15%	Speed and completeness of review responses
Listing Accuracy	15%	NAP consistency, hours, photos, attributes

EXPERIMENT DESIGN

Type	A/B test: scorecard vs. current dashboard
Sample	200 locations across 2 enterprise brands
Primary metric	Actions taken per location per week
Secondary	Franchisee NPS, HQ satisfaction score

HOW TO VALIDATE

Observe franchisee onboarding to find where engagement drops off. Map the adoption funnel (signup, first login, first action, weekly active) across a few enterprise accounts. User-test the scorecard concept with 10 franchisees and measure actions taken per week.

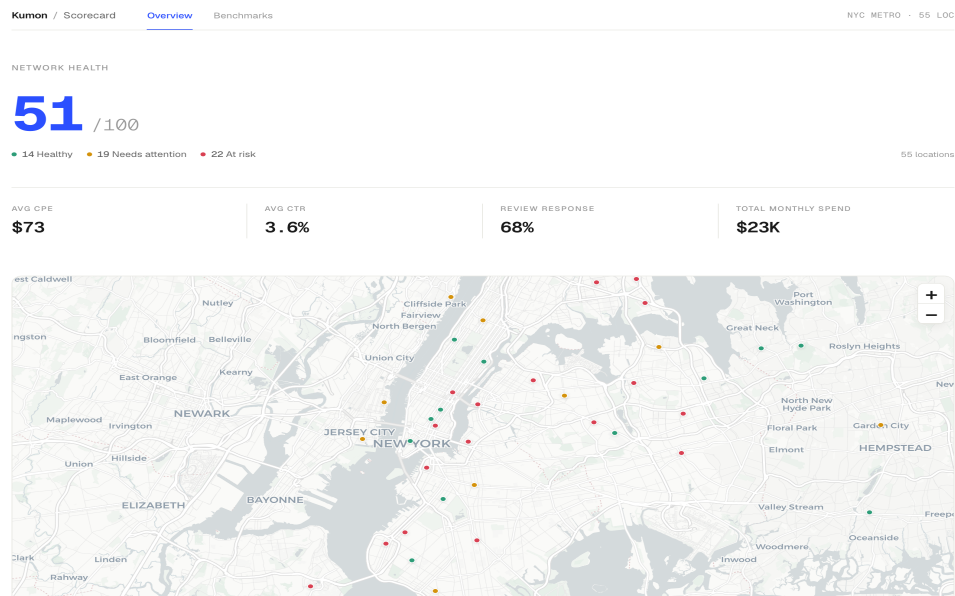
Working Prototype

Built a working prototype using real Kumon location data (55 NYC metro locations). Real addresses, synthetic performance metrics seeded from industry benchmarks, and AI-generated insights per location.

LIVE DEMO
eulerity-project.vercel.app

NETWORK OVERVIEW

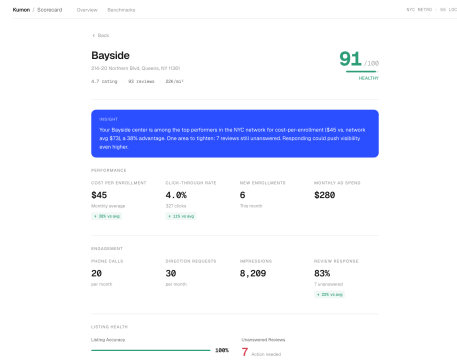
Map of all 55 Kumon locations color-coded by health score. Summary stats, top performers, and locations needing attention.



Working Prototype (cont.)

LOCATION SCORECARD

Per-location health score, AI-generated insight, performance metrics with network comparisons, engagement data, listing health, and 6-month trends.



Location Scorecard

Health score, AI insight, metrics

Benchmarks
Compare all 10 locations

LOCATION	HEALTH	CPE	CTR	ENROLLMENTS	REVIEWS	SPEND
Bayside	91	\$45	4.0%	6	83%	\$280
Greenwich Village	87	\$50.3	4.2%	6	80%	\$387
Murray Hill	83	\$45	4.3%	5	95%	\$247
Upper East Side	82	\$45	3.8%	6	82%	\$280
Scarsdale	82	\$78.2	4.1%	7	81%	\$533
Truica	79	\$40.2	3.8%	6	74%	\$323
Forest Hills	79	\$45.69	3.8%	6	88%	\$280
Manhattan	78	\$45	3.3%	8	84%	\$385
Grand Neck	77	\$66.2	4.1%	8	73%	\$579
Riverdale	76	\$65.63	4.0%	5	67%	\$460
Rockville Centre	75	\$65.48	4.0%	6	68%	\$427

Benchmarks Table

Cross-location comparison, filterable

BUILT WITH

Next.js, Tailwind CSS, Leaflet maps, Recharts, Google Places API (real data), OpenAI (insight generation), Python data pipeline. Deployed on Vercel.

I'd like to talk about this in person.

The prototype, this document, and the data pipeline behind them are things I built to pressure-test the idea before walking in the door. I'm in New York and available anytime.

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