



LICENSING RIGHTS



- ▶ **Full usage rights in both digital and print formats** (video & audio for podcast)
- ▶ **Perpetual, non-expiring licenses**
- ▶ **Permission to repurpose excerpts** in the solution provider's content (e.g., blogs, websites, slide decks)
- ▶ **Unrestricted promotion** of the study across the solution provider's **marketing, press, and sales channel**

LICENSING SUPPORT



- ▶ **Inclusion of a 3Sixty Insights Analyst quote** for promotional purposes
- ▶ **Press and media support**, as needed
- ▶ **Co-promotion by 3Sixty Insights**, including sharing the solution provider's **hosting link** and **social media posts**
- ▶ **Co-promotion on all solution provider-created content** derived from the research
- ▶ **Posting on the 3Sixty Insights website** and corresponding **social media promotion**
- ▶ **Backlink to the solution provider** included in both the **study and its landing page**

3SIXTY INSIGHTS PROMOTION





- ▶ **Extended promotional window** within the 3Sixty Insights community (typically up to 6 months)
- ▶ **Social media tagging** of the solution provider
- ▶ **Example promotions on 3Sixty Insights' LinkedIn account**
- ▶ Our research typically generates **200,000–300,000 monthly impressions** across all channels
- ▶ **Audience is composed of 80% manager-level professionals and above**
- ▶ Profiled as **Featured Research** on 3Sixty Insights website and LinkedIn page
- ▶ **Guaranteed inclusion** in the following month's **3Sixty Insights newsletter**
- ▶ **Guaranteed distribution** to 3Sixty Insights' **PR, media, and venture funding contact list**



*See next page
for examples*

EXAMPLES OF 3SIXTY INSIGHTS PROMOTIONS

**3Sixty Insights**
3,024 followers
now • 

*** Featured New Research | Case Study Vignette by **Geoff Webb**: How **isolved** Simplified Payroll for QSR Operator Leemar United <https://lnkd.in/eiQ29xGJ>

CASE STUDY VIGNETTE

HOW ISOLVED SIMPLIFIED PAYROLL FOR QSR OPERATOR LEEMAR UNITED

What You Need to Know




Processing payroll is never easy, but it can be especially fraught when your workforce stretches across multiple states and changes jobs frequently. That's the situation faced by many companies that run Quick Service Restaurants (QSRs). Primarily described as fast food outlets, these QSR chains face a number of common challenges, such as recruiting, hiring, and retention, while complying with the regulations of the different jurisdictions they serve.

Among those companies is Leemar United Group, which operates 26 El Pollo Loco and Farmer Boys restaurants in California, Utah, and Colorado. Like others in the space, Leemar United heavily relies on technology, not only in addressing the details of the business but in its recruiting and workforce management, as well.

Compliance is particularly challenging for QSRs, which usually operate in multiple jurisdictions. Just keeping up with payroll is another priority because QSR employees frequently change jobs. That's an important consideration: Because of their regular, up-close interactions with customers, employees are integral to the QSR's success. The employees who take orders, assemble dishes, and address problems on the fly are more than "the face" of the restaurant. Their performance is an important reason behind how customers feel about a brand and become regular visitors.

The industry's financial dynamics present other complications. QSRs operate with low margins, so managing people-related costs can mean the difference between a healthy and a struggling business. That means employers worry about even small details of the employee experience, in addition to facing the complexities of payroll.

Of course, employees don't consider payroll to be a "small detail." Even if the difference in wages between employers is minimal, employees and employers both want the process to be as timely, accurate, and simple as possible. That's particularly challenging in California, where laws and regulations frequently change, and employers are expected to keep up.

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AT A GLANCE

Solution

isolved


The Situation

- Manual, paperwork-heavy payroll creating errors and inefficiencies
- Complex multi-state compliance needs across 600 employees
- Frequent employee turnover and regulatory changes complicating payroll

Success Highlights

- Automated payroll with isolved People Cloud reducing errors and time
- Real-time compliance support ensuring up-to-date tax and wage accuracy
- Scalable, mobile-friendly system supporting Leemar United's expansion plans

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Analyst Insight: The Power of Data Freedom – How Act-On is Redefining Marketing Automation

Posted on April 2, 2025 by Kyle Barker

In today's fast-moving digital landscape, businesses need marketing automation solutions that enhance—not restrict—their ability to innovate. Too often, organizations find themselves trapped in rigid marketing ecosystems, where switching costs, limited integrations, and outdated architectures prevent agility.

Act-On has taken a radically different approach, championing "Data Freedom" as a core principle. By enabling seamless integrations, multi-instance support, and an intuitive user experience, Act-On ensures that marketers are in full control of their data and engagement strategies. More than just a philosophy, this approach empowers organizations to scale efficiently while maintaining the flexibility to work with any tool they choose.

Seamless integration: Enabling True Data Freedom

For marketing teams, data is only as powerful as their ability to access, analyze, and act on it. Traditional marketing automation platforms often impose constraints by requiring users to adopt proprietary ecosystems or offering limited integrations with external tools.

Act-On eliminates these barriers with bidirectional CRM integrations, iPaaS solutions, APIs, and webhooks. This level of flexibility means businesses can unify customer data across systems without the risk of vendor lock-in. As Jeff Day, CMO at Act-On noted in a recent discussion, "Our goal is to enable marketers to work with the tools they already trust, not force them into a single ecosystem."

This philosophy resonates in a marketplace where businesses are increasingly re-evaluating their martech stacks. In fact, recent industry research suggests that a significant percentage of companies are swapping out their marketing automation solutions—proof that organizations are seeking more open and adaptable alternatives.


Download the Full Analyst Insight:

First name*

Last name

Email*

Company name

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Monthly Research Recap – April 2025

Posted on May 1, 2025 by 3Sixty Insights Editorial Team

Recent Research:

Analyst Insight: The Power of Data Freedom – How Act-On is Redefining Marketing Automation


In today's fast-moving digital landscape, businesses need marketing automation that enhances agility rather than restricting innovation. Act-On champions "Data Freedom" by enabling seamless integrations, multi-instance support, and AI-powered omnichannel engagement—giving marketers full control over their data and customer interactions. With an intuitive user experience, scalable architecture, and a commitment to open, flexible marketing, Act-On empowers organizations to drive smarter, more personalized campaigns without vendor lock-in.



Analyst Insight: Empowering the Frontline Workforce – Inspiring Change Through Intelligent Communication and Insights

Beekeeper is transforming frontline workforce management by leveraging AI-driven solutions to enhance communication, engagement, and operational efficiency. With a mobile-first approach, Beekeeper ensures that frontline employees—who often lack access to traditional enterprise tools—can seamlessly connect, receive real-time translations, and access digital support. Key innovations include AI-powered language translation for inclusive communication, manager enablement tools to streamline operations and boost engagement, and sentiment analysis to proactively address workforce challenges. With an 87% adoption rate among frontline workers, Beekeeper is setting a new standard for digital transformation in industries historically underserved by enterprise technology.

Analyst Insight: Modern Sales Efficiency – Integrating Data, Prioritizing Leads, and Reviving the Phone

The 3Sixty Insights report on modern sales efficiency explores how fragmented sales tools hinder productivity and alignment between sales and marketing. It highlights VanillaSoft's unified

**3Sixty Insights** reposted this

**Dylan Teggart** • 1st
Writer | Principal Analyst at 3Sixty Insights
2h • 

What does true platform evolution look like in HR tech?


In this **3Sixty Insights #HRTechChat**, I connected with **Heidi Barnett** to discuss **isolved Talent Acquisition** (formerly **ApplicantPro**)'s transformation from a job ad tool into a robust, integrated talent acquisition partner through its work with **isolved**.

This conversation highlights how:

- ApplicantPro reimagined its product strategy
- Integration can solve real hiring pain points for SMBs
- Tech partnerships can create meaningful outcomes for end users

Listen to the full episode here: <https://lnkd.in/e73T793C>

#HRTech #SMBHiring #ApplicantPro #isolved #TalentAcquisition #HiringTools #WorkforceManagement #3SixtyInsights #HRTTransformation

**#HRTechChat: Heidi Barnett on ApplicantPro's Evolution and Integration with isolved**
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