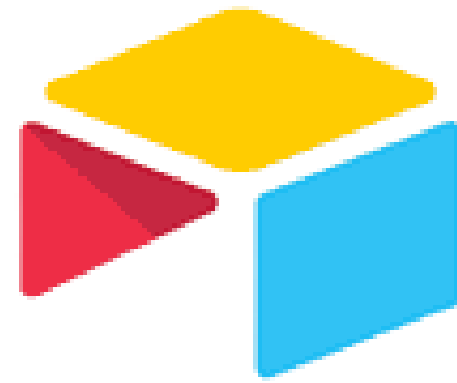




KEELEY x



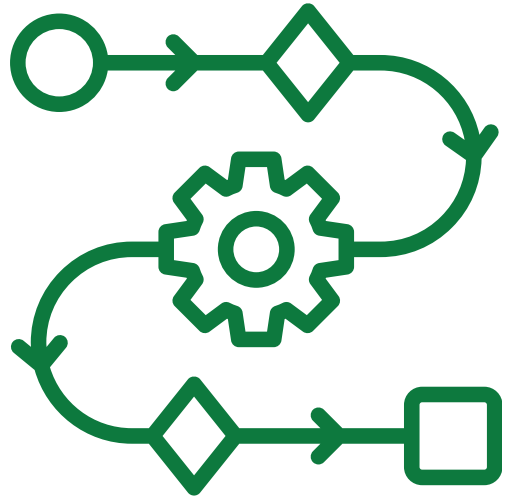
Airtable

How We Use It & Why It Matters

What is Airtable ?

Airtable is a flexible, spreadsheet database platform used for organizing, connecting, and automating work flow. As a customizable software builder, this software allows teams to build custom programs to meet their needs without needing code.

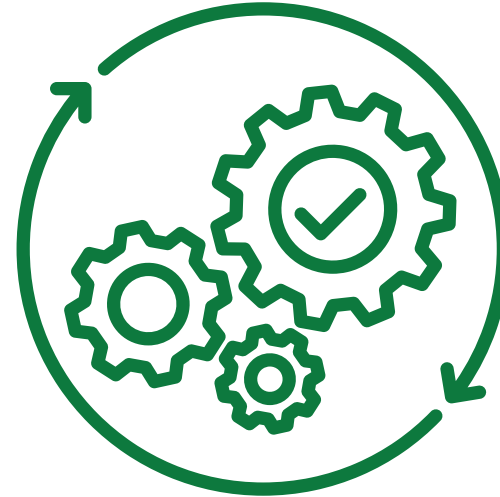
Benefits of Airtable



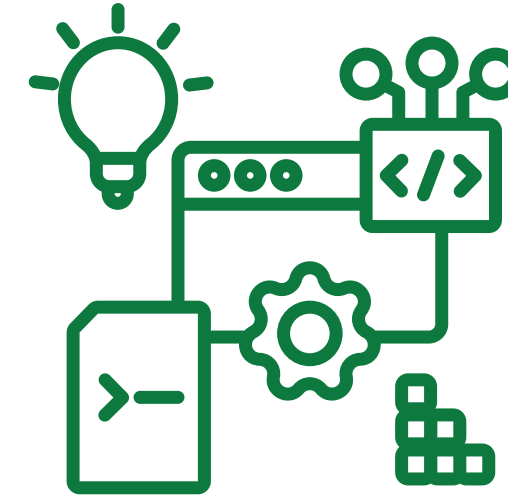
AUTOMATION



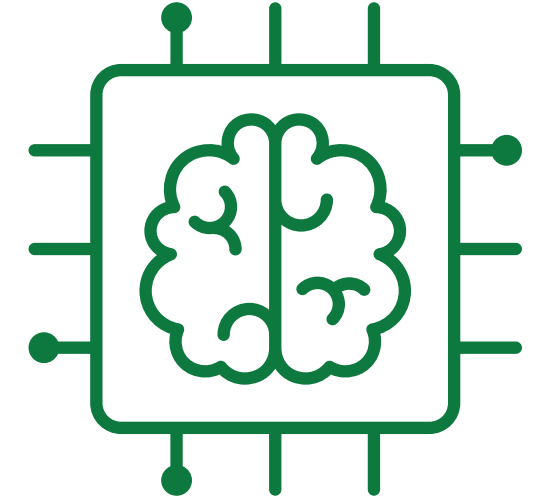
**DATA
ORGANIZATION**



EFFICIENCY



**WEBSITE
INTEGRATION**



**AI
INTEGRATION**

CURRENT *Databases*

- Project Database
- DUDA ALL PROJECTS
- Events
- Marketing Cost Codes
- KMT Log-Ins
- Data Center Experience
- Heavy Industries/KRS
Supplier Information

FUTURE *Databases*

- KeeleyU Calendar
- Social Media Content Calendar
- Yearly Overviews
- Program Profile Database
- Subcontractor Form
- More to come!

Why this is important for Marketing 2.0

Airtable allows our team to support all of Keeley efficiently with organized and reliable information. The more we build and maintain this program the more valuable we can become.

Demonstration & Question