

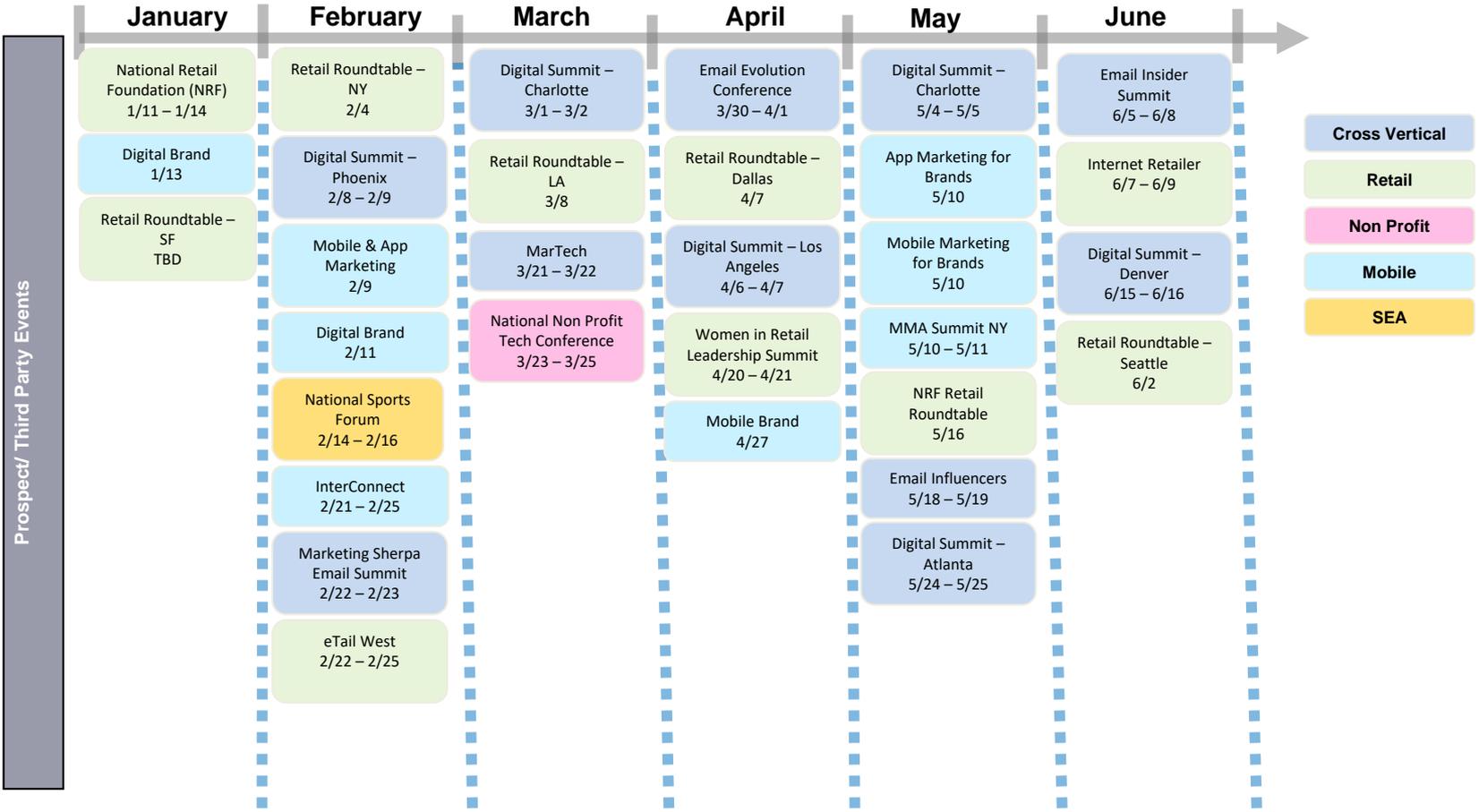
2016 NA Marketing Plan

Demand Creation – August, 2016

NA Demand Creation Overall Goals

- Deliver best-in-class demand creation programs and execution to meet North America pipeline and prospect experience goals
- Establish the North America demand creation team as a hub of integrated and digital marketing expertise and executional excellence that can scale to support company-demand creation programs

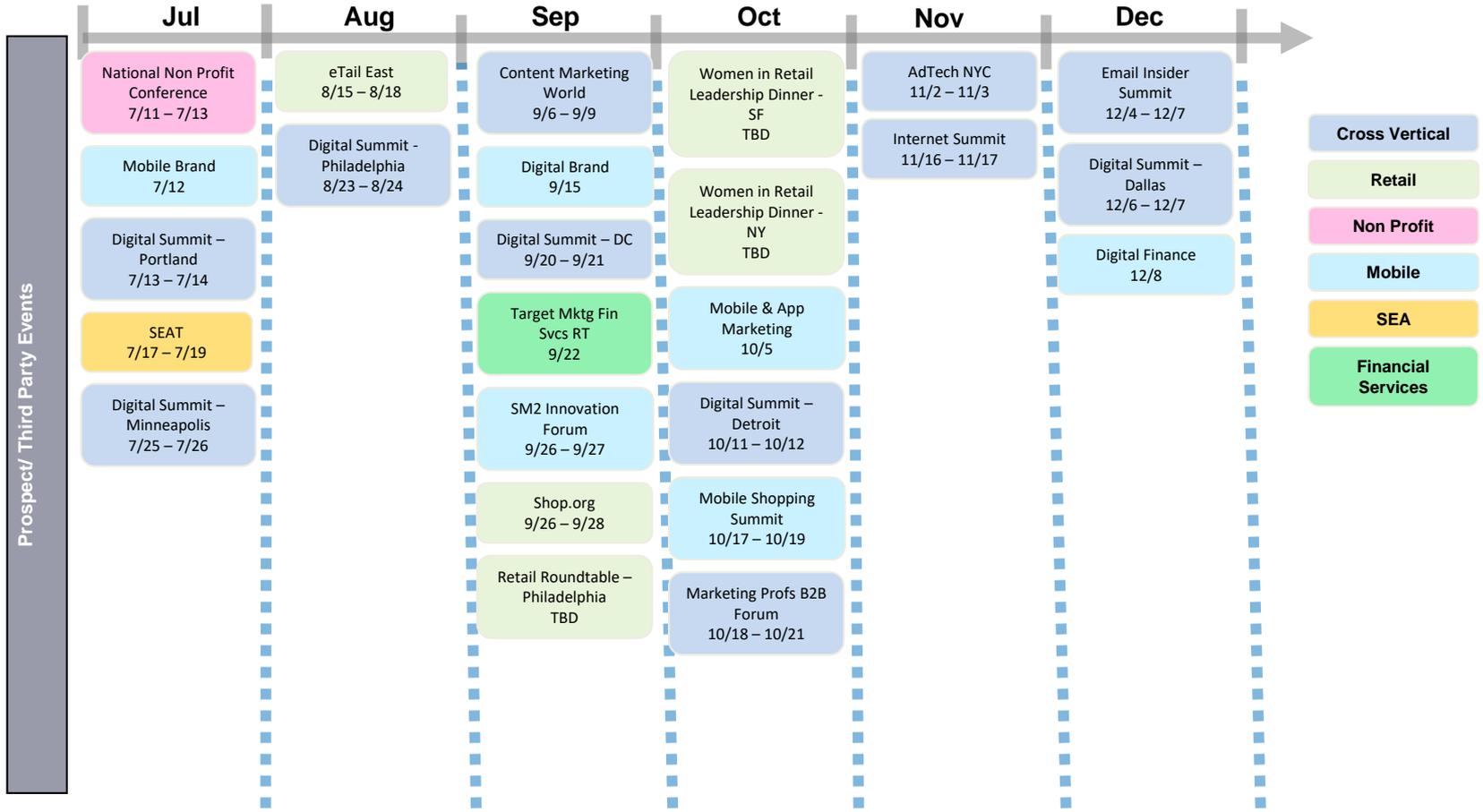
North America Marketing Plan – 2016



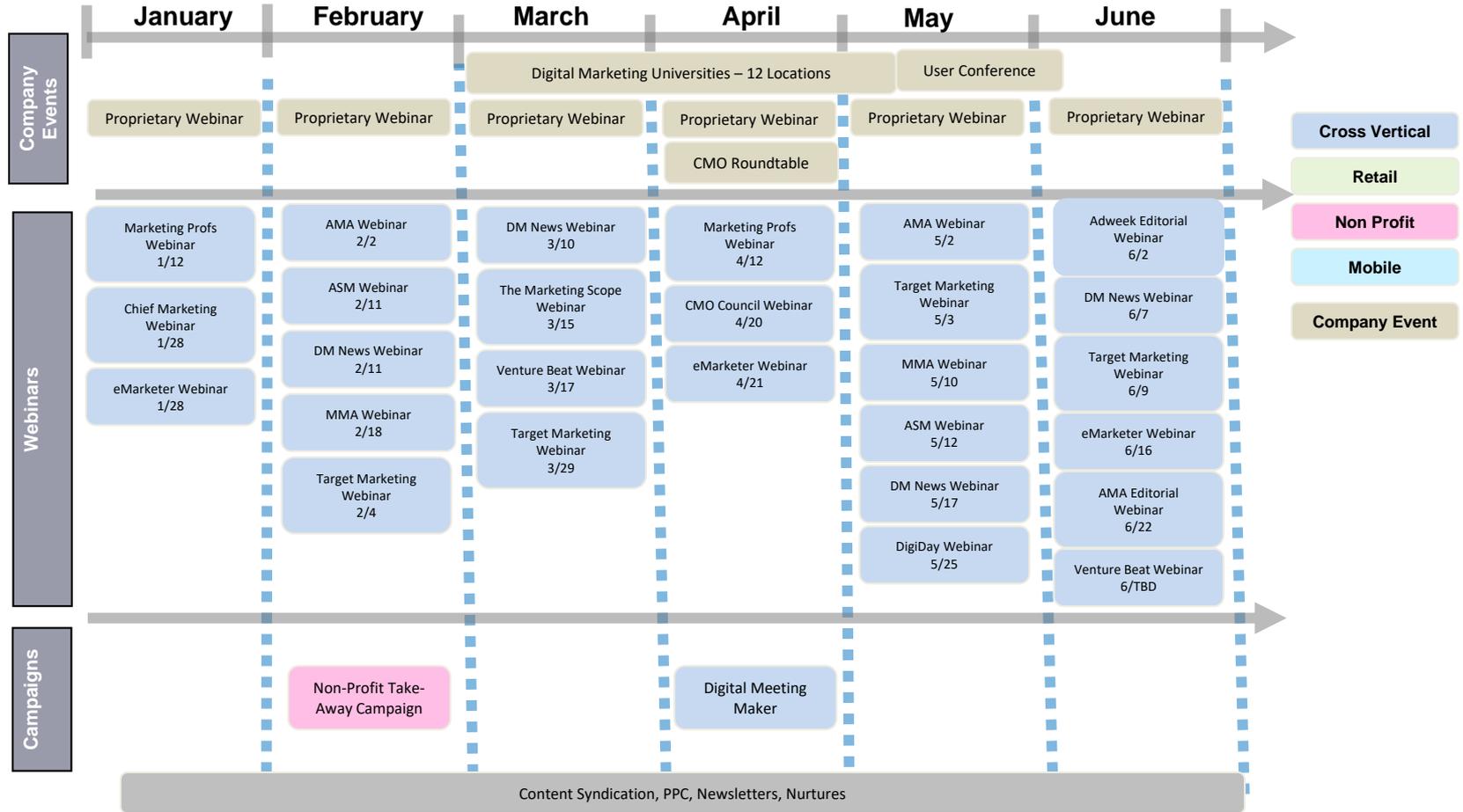
Prospect/ Third Party Events

- Cross Vertical
- Retail
- Non Profit
- Mobile
- SEA

North America Marketing Plan – 2016

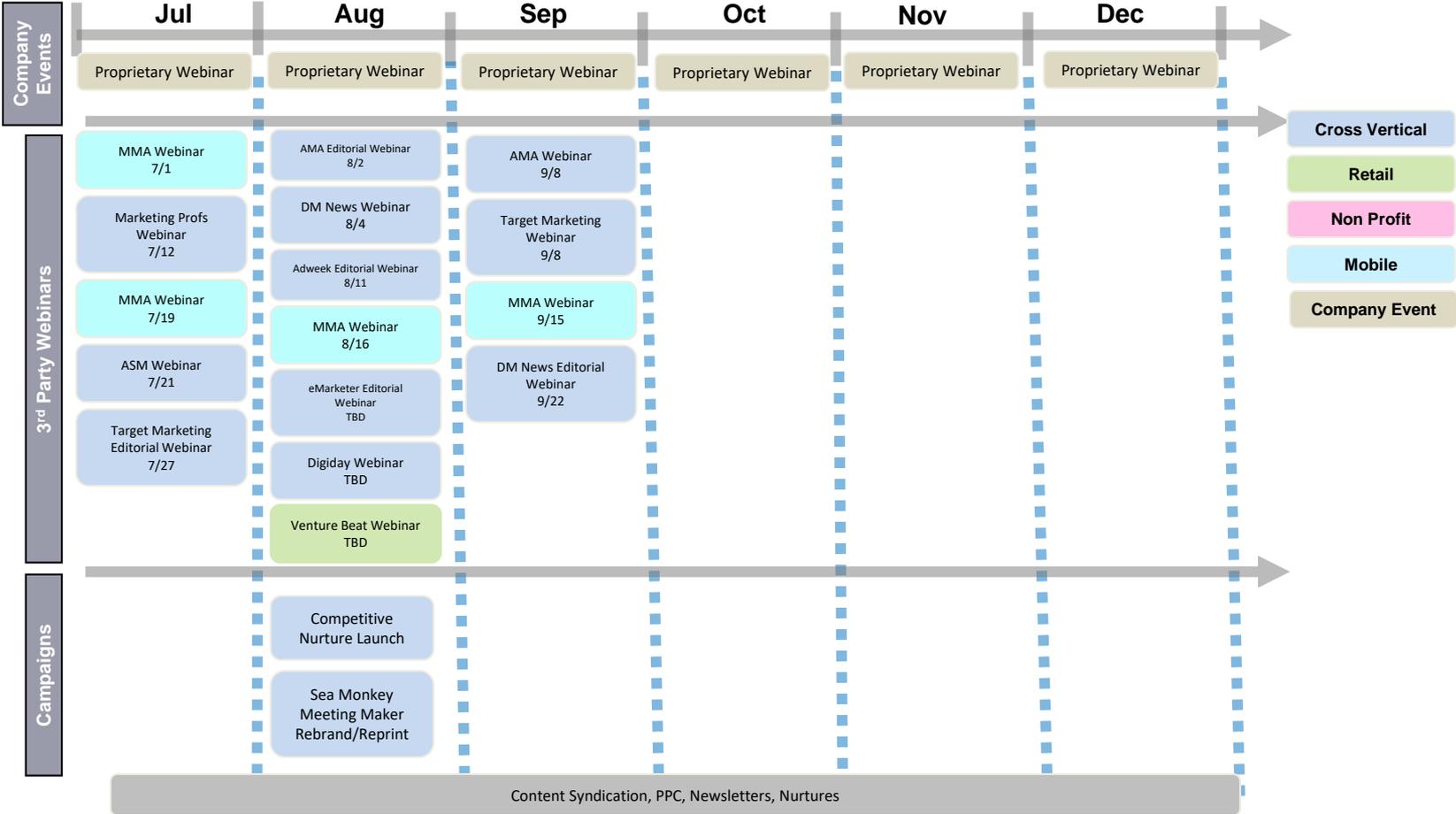


North America Marketing Plan – 2016

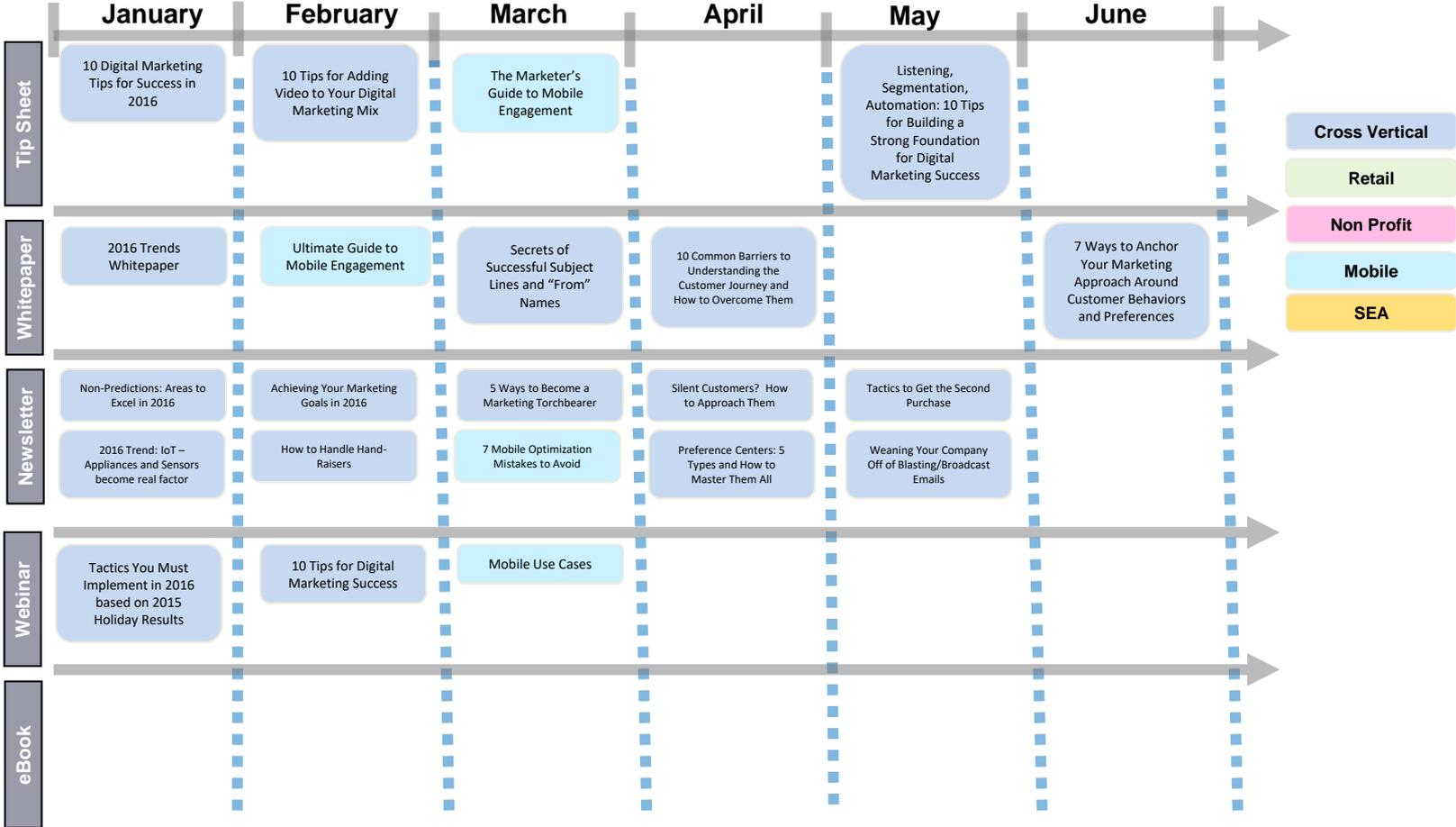


- Cross Vertical
- Retail
- Non Profit
- Mobile
- Company Event

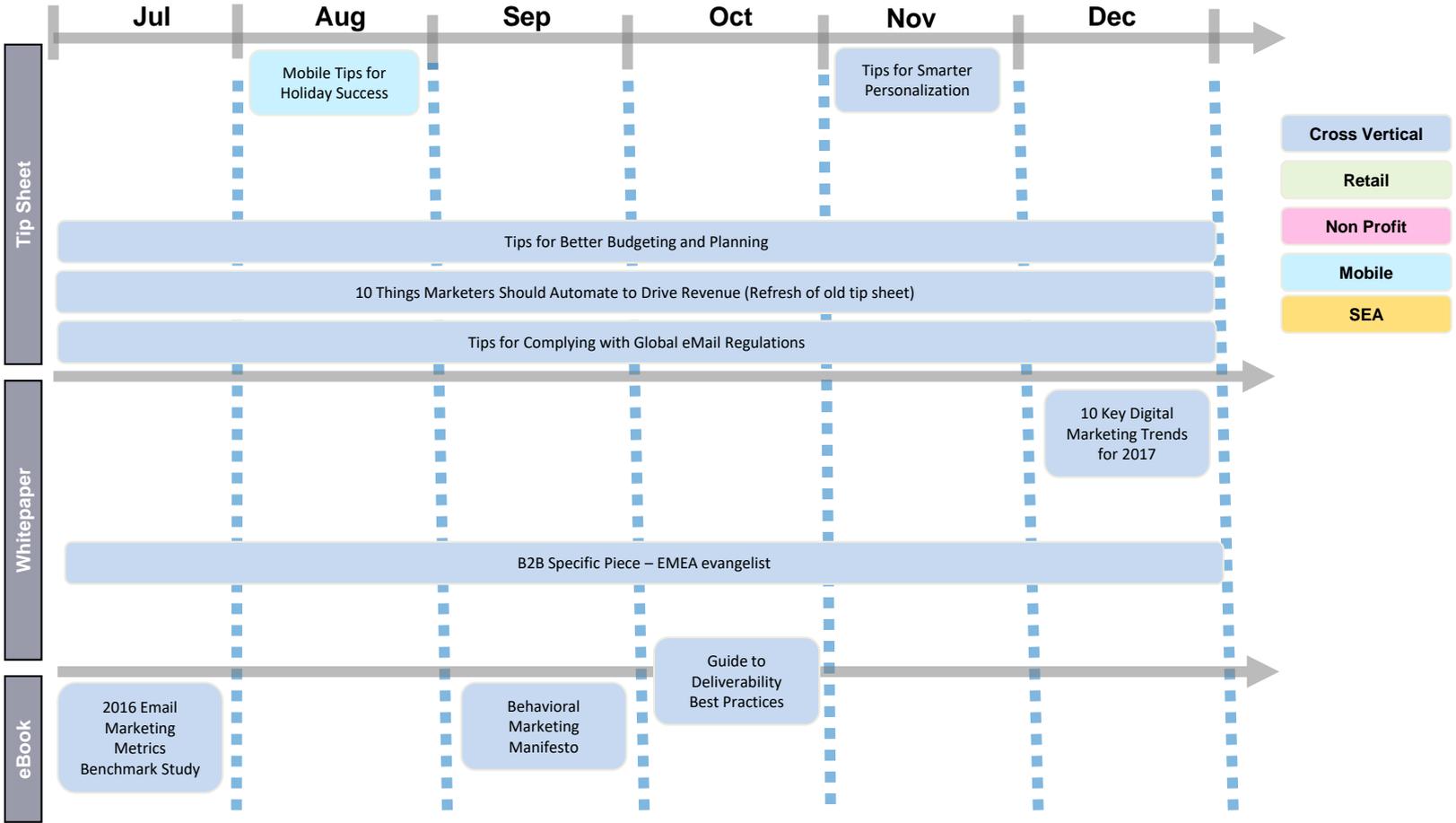
North America Marketing Plan – 2016



North America Content Plan – 2016



North America Content Plan – 2016



Q1 2016 Lead Projection

- Preliminary targets (Targets not yet firm) = 145,688 INQ and 29,138 MQL for 2016

	Inquiries				MQLs			
	Jan-16	Feb-16	Mar-16	Q1 Total Inquiries	Jan-16	Feb-16	Mar-16	Q1 Total MQLs
Preliminary Target	12,141	12,141	12,141	36,423	2,428	2,428	2,428	7,284
Variation from Target	230	3,251	1,264	4,745	(113)	606	433	926
Projections by Lead Source								
Paid Media	5,880	8,024	6,381	20,285	1,020	1,194	948	3,162
Third Party Webinars	1,775	1,784	1,161	4,720	353	267	161	781
GLP	2,304	2,354	2,303	6,961	46	46	46	138
Third Party Events	240	340	240	820	216	443	216	875
Company Webinars	800	800	800	2,400	280	280	280	840
Nurture	-	-	-	-	200	250	250	700
Website	1,200	1,200	1,200	3,600	180	180	180	540
Social	12	12	12	36	1	1	1	3
Search	130	130	130	390	19	19	19	57
Campaigns	30	548	578	1,156	-	154	160	314
Company Events	-	200	600	800	-	200	600	800
Total Inq/MQLs Projectec	12,371	15,392	13,405	41,168	2,315	3,034	2,861	8,210

North America

What-if Model	FY16
Budget	\$7,284,382
Cost per INQ	\$50
INQ Projection	145,688
INQ-MQL	20.0%
MQL	29,138
MQL-Opp	13.0%
Opp	3,788
Opp-SQL	44.0%
SQL	1,667
SQL-Win	18.0%
Opp-Win	7.9%
Win	300
ARPU	\$30,000
Bookings	\$9,000,000
Booking / Spend	124%

Ad Hoc Initiatives



INQ-MQL Conversion Tactics

Opportunity	Expected Outcome	Status	Next Steps
Promote webinars to Net New prospects through re-targeting campaign	↑ Net New Volume	<ul style="list-style-type: none"> • Test Terminus campaign ran in March • Only live for 4 days • Received 419 Impressions and 1 click 	<ul style="list-style-type: none"> • Research outside paid media effort • Produce and publish re-targeted ads on on-going basis as part of standard webinar asset production • Dependent on replacement of re-targeting tool
BAO Project - Accelerate A4 lead conversion and validate lead scoring model	↑ MQL Conversions	<ul style="list-style-type: none"> • Survey of 625 A4 prospects complete • 328 leads passed to DG for call-down 	<ul style="list-style-type: none"> • DG completion of call-down campaign • Top tier leads (~200) included in upcoming Meeting Maker campaign list
Q3 Meeting Maker – Reprint/Rebrand of Sea Monkeys campaign	↑ Net New Volume ↑ MQL Conversions	<ul style="list-style-type: none"> • Contact list build in progress from supplied account list (BAO, Target Accounts, Dead Lost) • Assets at printer 	<ul style="list-style-type: none"> • Mailed to 1300 contacts 8/12 • Hits desk 8/17
CMO Roundtable Email - “What’s keeping your CMO up at night?”	↑ Net New Volume	<ul style="list-style-type: none"> • All assets completed • Campaign build and asset publication underway 	<ul style="list-style-type: none"> • Direct Mail to Director level scheduled to hit desk 7/29 • Email to CMO level scheduled to drop week of 8/1, pending resource availability
Competitive Nurture - Drop-in and Proactive nurture for competitive take-away	↑ Net New Volume ↑ MQL Conversions	<ul style="list-style-type: none"> • Nurture assets received • Campaign being built 	<ul style="list-style-type: none"> • Nurture launch planned for week of 8/8, pending resource availability • Proactive push through “competitor of the week” (dependent upon re-targeting tool)

INQ – MQL Conversion Analysis

Opportunity Area	Hypothesis	Progress	Next Steps
GLP Demo Program Lead Quality	GLP Demo program leads not ready for auto-MQL; Should go through nurture program first	<ul style="list-style-type: none"> Reviewed demo experience in 7/7 Rev Ops Obtained agreement that demo leads should be MQL Confirmed that program processes are working correctly 	<ul style="list-style-type: none"> DG to provide messaging resources for review (sampling of recorded calls and email messages sent) Review and revamp of DG messaging to GLP Demo leads
GLP Multi Asset Program Lead Quality	Some GLP Multi Asset leads should qualify as auto MQLs	<ul style="list-style-type: none"> Added timeframe for purchase decision question to GLP download form DG began testing the leads with <3 month purchase window as auto-MQL 	<ul style="list-style-type: none"> Assess results of DG test and make any indicated adjustments to program
Decrease in Website Leads	Website lead volume has decreased due to gaps in PPC/SEO program; Google leads down significantly since 2015	<ul style="list-style-type: none"> PPC efforts have been re-prioritized with new resource 29on team Ogilvy performing account audit and restructures across all company marketing programs to end internal bidding competition Keyword governance being developed for Commerce 	<ul style="list-style-type: none"> SEO efforts revived with Ogilvy Monitor and adjust PPC process
INQ-MQL Velocity	INQ – MQL conversion velocity has slowed; It takes longer for an INQ to convert to MQL than it did when conversion rates were higher	<ul style="list-style-type: none"> Initial analysis shows that the % of MQLs that are converted within 24 hours of INQ creation has decreased significantly, but the velocity of the remaining leads hasn't changed 	<ul style="list-style-type: none"> Further analysis is needed to pinpoint which tactics had the decrease in auto-MQLs and to identify additional auto-MQL tactics
High Value Assets	The use of High Value Assets has been responsible for increased INQ-MQL conversion rates in the past; The absence of a High Value Asset has contributed to the decrease in conversion rate	<ul style="list-style-type: none"> Publication of 2016 Email Benchmark study Crawford will develop analysis by Friday, July 29 	<ul style="list-style-type: none"> Identify which High Value Assets historically produced highest MQL-OPP conversions Identify which characteristics of these assets made them High Value Develop plan for increase in High Value asset development
Nurture Programs	Nurture programs have lost effectiveness and aren't converting INQ to MQL at an efficient rate	<ul style="list-style-type: none"> Analysis of Nurture Program conversions over time started 	<ul style="list-style-type: none"> Complete review of Pre-MQL and Post-Pre-MQL Nurture volumes and develop refresh plan if indicated

Q3 2016 Digital Acceleration Initiative

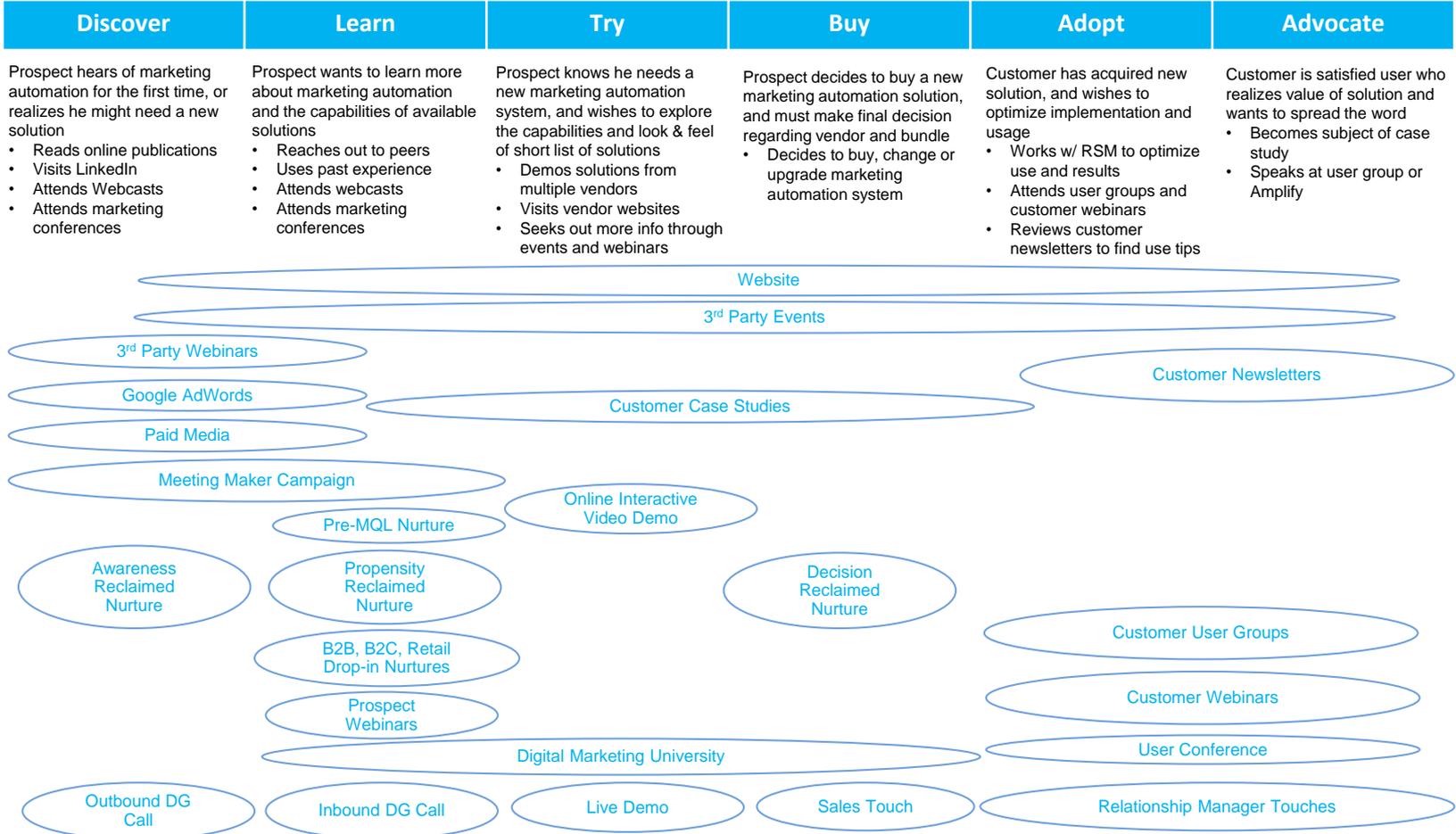
Description	Cost	Impact
<ul style="list-style-type: none">Engage BAO to pre-qualify 420 pre-MQL prospects with high propensity to buy	\$224,000	25 Opportunities; \$1.0m pipeline
<ul style="list-style-type: none">Re-print Sea Monkey Meeting Maker Direct Mail and push to 1,400 higher propensity prospects	\$120,400	50 Opportunities; \$2.0m pipeline
<ul style="list-style-type: none">Re-print CMO Roundtable Follow-up Direct Mail campaign and push to 4,600 Lower Propensity and Unidentified Propensity prospects	\$110,400	115 MQLs; 12 Opportunities; \$480k pipeline
Total	\$454,800	115 MQLs, 87 Opportunities; \$3,480,00 pipeline

*Outcome dependent on investment in Predictive Marketing capability, which will require an additional \$150k in incremental Marketing Operations spend

Campaign Mapping – Customer Lifecycle



Content Map



Role: Marketing Director

Type: New Buyer

Cohort: Ready to begin with Marketing Automation or move from simple Email system to true Marketing Automation solution

Meeting Maker Campaign Map

Campaign



Discover

Direct Mail Piece; DG Outbound Follow-up

Learn

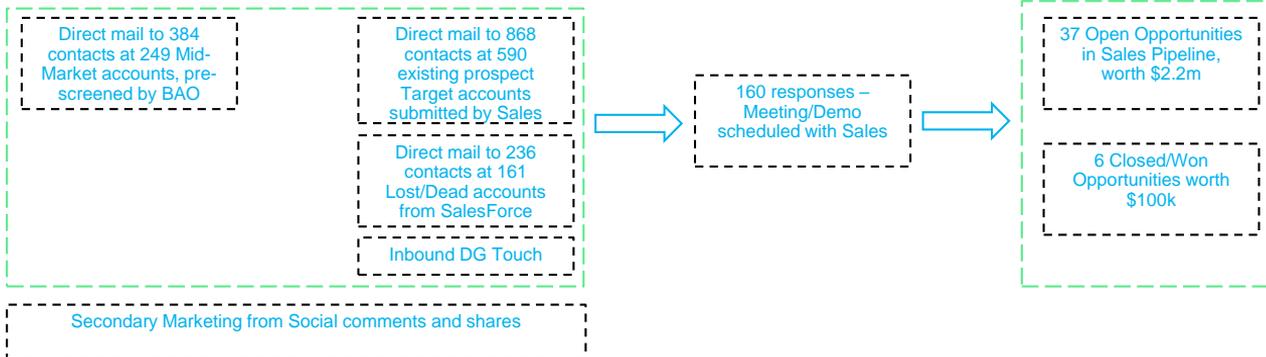
DG Inbound discussion with responders

Try

Sales Meeting/Demo

Buy

Results



Role: Marketing Director

Type: New Buyer

Cohort: Ready to begin with Marketing Automation or move from simple Email system to true Marketing Automation solution

CMO Roundtable Campaign Map

Campaign

MindShare
2016
CMO ROUNDTABLE



Discover

Invitation to Roundtable event (150 CMOs in DC Area); Agency
Outbound Follow-up with Registrants

Learn

CMO Roundtable
event discussion

Try

Buy

Findings Mailer – What's keeping your CMO up at night

3 short "Findings" videos

"Findings" content piece

Sales Meeting/Demo

150 CMOs received
invitation to event

10 CMOs attended
event and participated
in discussion

150 Marketing Directors will receive Round 1 of mailer

TBD Responses –
Meeting/Demo
scheduled with Sales

TBD Opportunities

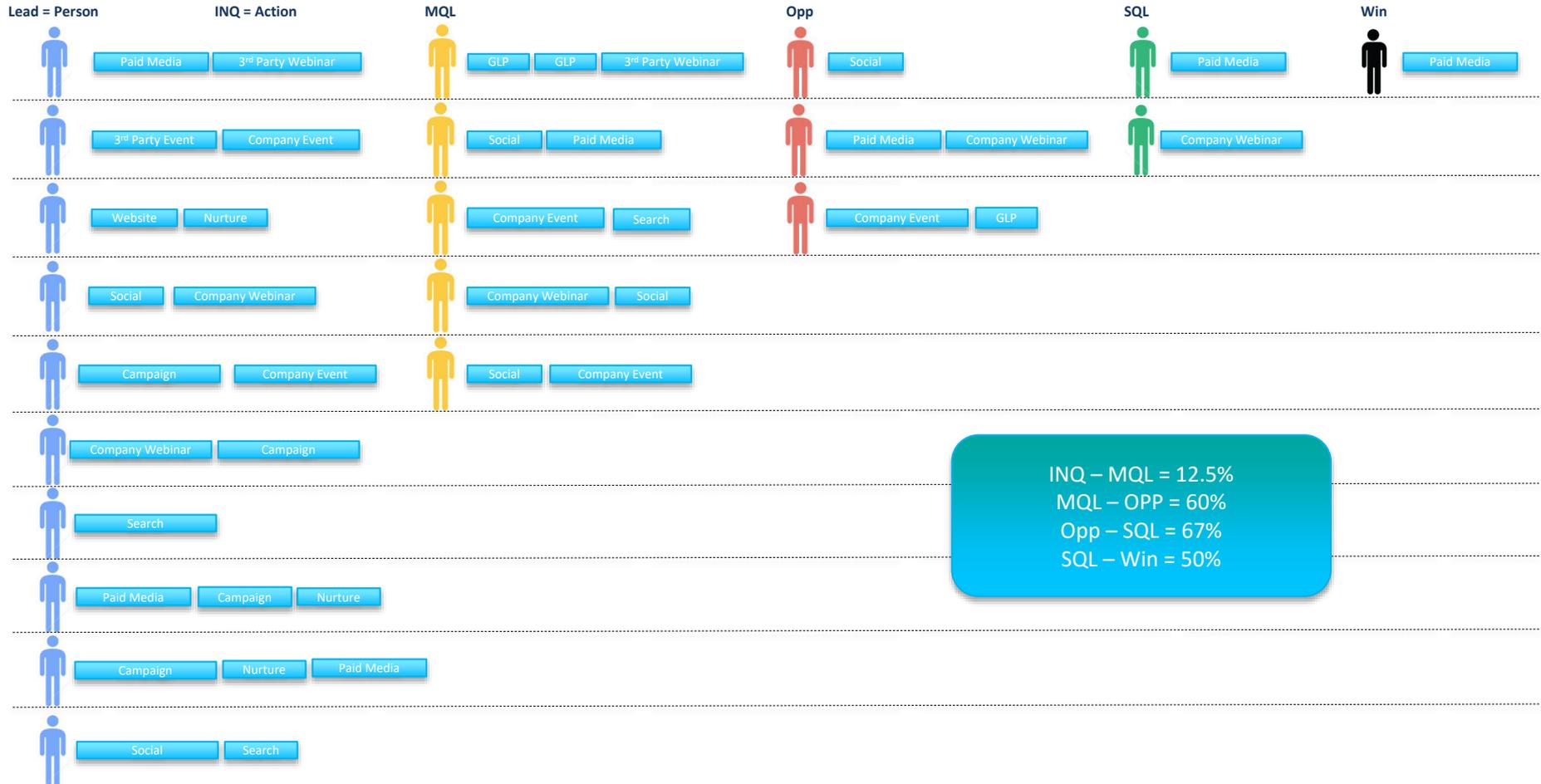
TBD Closed/Won
Opportunities

Role: Marketing
Director

Type: New Buyer

Cohort: Ready to
begin with Marketing
Automation or move
from simple Email
system to true
Marketing Automation
solution

Leads and Inquiries



INQ – MQL = 12.5%
 MQL – OPP = 60%
 Opp – SQL = 67%
 SQL – Win = 50%

Media Plan and Event Details



Q1 2016 Third-Party Events Calendar

	Event	Date	Focus	Location	Lead Goal	Actual Leads
Q1	Digital Brand	Jan 13	Mobile	Atlanta, GA	30	39
	National Retail Federation (NRF)	Jan 17 – Jan 20	Retail	New York, NY	(150)	
	Retail Roundtable - SF	Jan 28	Retail	San Francisco, CA	60	87
	Retail Roundtable - NY	Feb 4	Retail	New York, NY	75	61
	Digital Summit - Phoenix	Feb 8 – Feb 9		Phoenix, AZ	50	103
	Mobile & App Marketing	Feb 9	Mobile	New York, NY	30	
	Digital Brand	Feb 11	Mobile	Dallas, TX	30	60
	National Sports Forum	Feb 14	SEA	Portland, OR	30	14
	InterConnect	Feb 21 – Feb 25	Mobile	Las Vegas, NV	50	
	eTail West	Feb 22 – Feb 25	Retail	Palm Springs, CA	75	89
	MarketingSherpa Email Summit	Feb 22 – Feb 23		Las Vegas, NV	50	55
	Retail Roundtable - LA	Mar 8	Retail	Los Angeles, CA	60	76
	MarTech	Mar 21 – Mar 22		San Francisco, CA	50	8
	National NonProfit Tech Conference	Mar 23 – Mar 25	NonProfit	San Jose, CA	50	22

Q1 2016 Third Party Webinar Calendar

Webinar Name	Date	Sponsor	Leader	Registration Goal	Actual Registration	Attendance	MQL Target
Digital Marketing: What to Expect in 2016	1/12/2016	Marketing Profs Webinar	Jodi Wearn	500	1,100	268	85
10 Key Marketing Trends for 2016 and Ideas for Delivering Exceptional Customer Experiences	1/28/2016	Chief Marketer Webinar	Laurie Hood	175	907	311	26
Loyalty Marketing	1/28/2016	eMarketer – Sponsored Webinar	TBD	1,100	1,761	348	242
Mobile and Email: Holiday Trends You Must Reflect in Your 2016 Marketing	2/2/2016	AMA	Erinne Mejia	434	346	123	65
Marketing Beyond the Message: Why Your Customer's Journey is More Important Than the Destination	2/4/2016	Target Marketing – Sponsored Webinar	TBD	250	503	154	38
The Behavioral Marketing Manifesto	2/11/2016	Association of Strategic Marketing (ASM) Webinar	Dave Walters	500	561	177	75
TBD	2/11/2016	DM News – Sponsored Webinar	TBD	400	113	422	60
Why Everything You Thought You Knew About Mobile Marketing is About to Change	2/17/2016	MMA – Mobile Webinar	Josh Rochlin	200	621	234	30
TBD	3/10/2016	DM News Webinar	Jay Jhun	377	536	138	57
10 Tips for Digital Marketing Success	3/15/2016	The Marketing Scope Webinar	TBD	250	428	106	55
Six Ways Marketing Clouds Will Help You Burn the Competition	3/17/2016	Venture Beat – Sponsored Webinar	VB Research Analyst	200	99	26	44
7 Key Marketing Trends and Ideas for Delivering an Exceptional Customer Journey	3/29/2016	Target Marketing	Chris Murphy	334	616	183	50

Q1

2016 Webinar Calendar

	Webinar Name	Date	Leader	Registration Goal	Attendance Goal	Actual Registration	Actual Attendance
Q1	Mobile and Email: Holiday Trends You Must Reflect in Your 2016 Marketing	Jan 21	Loren McDonald	800	300	804	292
	10 Tips for Digital Marketing Success in 2016	Feb 25	Dave Walters	800	250	1938	576
	7 Mobile Use Cases to Inspire Your Omnichannel Marketing Efforts	Mar 17	Ellen Valentine	800	300	1368	350
Q2	Understanding the Customer Journey: 10 Common Challenges and How to Overcome Them	Apr 21	Ellen Valentine	800	300	1602	596
	Segmentation, Listening, Automation: Mastering the Core Tenets of a Smart Marketing Program	May 25	Dave Walters	800	300	1456	434
	5 Smart Ways to Build a Behavior-Drive, Data-Enriched Customer Experience	Jun 23	Ellen Valentine; Anitha Gopinathan	800	300	1042	854
Q3	Email Marketing Benchmarks: How Do You Measure Up and How Can You Improve?	Jul 21	Loren McDonald	800	300		
	10 Tips for Crafting a Better Mobile Experience for Holiday Shoppers	Aug 18	Michael Trapani, Loren McDonald	800	300		
	Forrester	Sep	Rusty Warner	800	300		
Q4	Webinar - TBD	Oct	TBD	800	300		
	Webinar - TBD	Nov	TBD	800	300		
	Webinar - TBD	Dec	TBD	800	300		

2016 NA User Group Calendar

	Location	Date	Registration Goal	Lead Goal (Attendees)	Registered	Attended
Q1	San Francisco	3/15/2016	250	60	179	49
	Seattle	3/17/2016	150	60	78	27
	Minneapolis	3/29/2016	180	75	136	48
	Chicago	3/31/2016	315	125	254	91
Q2	Washington, DC	4/5/2016	150	60	153	64
	New York	4/7/2016	375	150	383	126
	Toronto	4/19/2016	250	100	186	73
	Boston	4/21/2016	150	60	127	44
	Los Angeles	4/26/2016	150	60	84	37
	Phoenix	4/28/2016	125	50	58	29
	Austin	5/5/2016	125	50	105	37
	Atlanta	May TBD	315	125	205	74

Q1 2016 NA Media Plan

- Q1 Media Plan – R2i

Outlet/Event Name	Budgeted Spend	Projected INQ	Projected Net New Leads	Projected MQLs	Projected Cost per INQ
Email	\$ 476,212	12,555	8,439	1,883	\$ 38
GLP	\$ 274,906	6,376	3,935	-	\$ 43
Sponsored Content	\$ 177,646	3,107	2,152	466	\$ 57
3rd Party Webinar	\$ 303,594	2,772	1,795	443	\$ 110
Turn-Key Webinar	\$ 123,029	1,950	1,167	384	\$ 63
Whitepaper Promotion	\$ 45,706	1,587	833	238	\$ 29
Newsletter	\$ 73,186	1,527	1,260	229	\$ 48
Webinar Promotion	\$ 29,340	1,269	685	190	\$ 23
GLP Demo	\$ 23,506	585	437	414	\$ 40
Retail Dive	\$ 14,118	234	171	35	\$ 60
Grand Total	\$ 1,541,242	31,962	20,874	4,282	\$ 48

Newsletter Content

	14-Jan	10-Feb	9-Mar	13-Apr	11-May	9-Jun
Feature article #1	Non-Predictions: Areas to Excel in 2016	Achieving Your Marketing Goals in 2016	5 Ways to Become a Marketing Torchbearer	Silent Customers? How to Approach Them	Tactics to Get the Second Purchase	7 Vexing Problems Solved by Digital Marketing
Ad 1	"10 Tips for Digital Marketing Success in 2016" tip sheet	"Video Marketing" tip sheet	"Mobile Engagement" Whitepaper	"10 Common Barriers to Understanding the Customer Journey and How to Overcome Them" white paper	"Listening, Segmentation, Automation: 10 Tips for Laying the Foundation for a Strong Digital Marketing Program" tip sheet	"7 Ways to Anchor Your Marketing Approach Around Customer Behaviors and Preferences" white paper
Tip of the month	Go Multichannel with Loyalty Programs (link to "2016 Trends" WP)	Say More Than "Buy This" (link to "10 Tips for Digital Marketing Success" tip sheet)	Use Video to Fill Content Gaps (link to "Video Marketing" tip sheet)	Aim to Orchestrate an Omnichannel Experience (link to "Mobile Engagement" white paper)	Encourage Contacts to Share Data (link to "Barriers to Understanding the Customer Journey" tip sheet)	Think biggest business impact (link to "Listening Segmentation Automation" tip sheet)
Webinar Ad	Tactics You Must Implement in 2016 Based on 2015 Holiday Results	10 Tips for Digital Marketing Success	"Mobile Use Cases" IMC webinar			
Feature article #2	2016 Trend: Internet of Things Appliances and Sensors Become a Real Factor	How to Handle 'Hand Raisers'	7 Mobile Optimization Mistakes to Avoid	Preference Centers: 5 Types and How to Master Them All	Weaning Your Company Off Blasting / Broadcast Emails	"Tips for Building a Core Competency in Customer Listening (Dave W.)
Feature highlight	UBX	Program Blueprints	Budgeting and Expense Planning (a.k.a. Allocadia)	Scoring (w/link TBD)	SMS	Content Builder
Case Study	Caffe Nero	Studio Moderna?	Studio Moderna	Payoneer	Payoneer	Higher Education blog post OR 5 Takeaways from Amplify 2016 blog post
Multimedia box	Loren M. video on Tips for Moving Video to the Next Level in Your Marketing	Dave F. on Retargeting	Dave W. on Behavioral Marketing	Dave Walters on Mobile Context	Ellen V - "Overcoming Obstacles to Incorporating Customer Journeys into Your Marketing Plans"	Amplify IMC customer keynote video clip (if ready) OR Dave W. behavioral marketing vid
Demo slot	DMU ad or 2016 Trends WP ad	DMU 2016 ad	DMU 2016 ad			
Ad 2	TBD	Updated Automation tip sheet (if ready) or "10 Trends for 2016" white paper	LivIntent Partner webinar ad	"Understanding the Customer Journey: 10 Common Challenges" IMC webinar	"Above the Clutter" CMO video series ad	"5 Smart Ways to Build a Behavior-Driven, Data-Enriched Customer Experience" webinar (Ellen V.)
Ad 3				DMU teaser	"Listening, Segmentation, Automation" IMC webinar	"10 Common Barriers to Understanding the Customer Journey and How to Overcome Them" tip sheet ad
Ad 4				"The Fast and Furious World of Predictive Marketing" partner webinar	Customer Journey Barrier tip sheet	"Above the Clutter" CMO video series ad