

The Shift 23

Virtual Event - February 2023

Goals

- Produce an event that would stand out from the usual SupplyShift offerings
- Provide a learning experience for the Procurement community
- Attract new prospects to SupplyShift
- Build loyalty among our current customers
- For prospects already in the funnel, provide a means to push them closer to a purchase

Event

- 50 experts in 13 virtual sessions on sustainable procurement over 4 weeks
- 1,222 registered
 - Avg 3.6 sessions
- 668 attended
 - Avg 2.2 sessions
- 510 recorded session downloads (so far)
- 10 direct “Contact Us” forms submitted

Outcomes (The Shift 23 campaign Totals)

- 190 new contacts generated
- 10,519 influenced contacts
- 620 MQLs passed to Business Development for follow-up
- All attendee and registration information uploaded to contact records in HubSpot for Sales conversation talking points
- 2 closed deals
 - The White Company Site level traceability
 - Metro, Inc. - Verification of Code of Conduct/Supply Chain Mapping
- Attributed revenue = \$21,134
- 145,825 total emails sent
 - 26,793 Unique Opens
 - 4,038 Unique Clicks
- 8,603 total landing page views
 - 624 form submissions
- 77 total social post clicks
 - 35 Twitter clicks
 - 42 LinkedIn clicks

Branding

Name

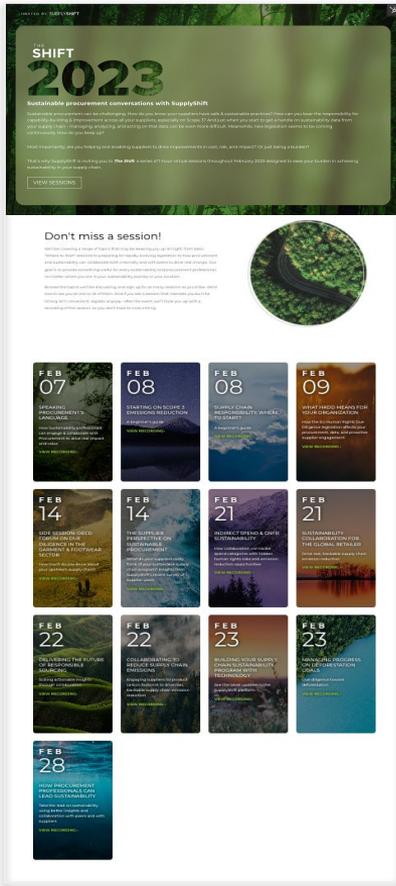
- Event previously called “SuShi Con” internally and “SupplyShift Summit” externally
- Wanted a name that would differentiate this event from other company’s events in this space and from events SupplyShift had produced in the past
- Held an internal naming contest with 250 “tacos” (approximately \$125) for the prize
 - Increased employee engagement and provided employees with a sense of ownership
 - Cheaper than an branding agency (agency attempted, but not good)
- Winning name was “The Shift”, which became “The Shift 23” to make it more evergreen

Look and Feel

- Developed by agency to coordinate with SupplyShift branding, but stand out as a separate thing to attract more non-customers and new prospects

Campaign Asset Performance

Event Landing Page



Page Views

7,149

Form Submissions

115

New Contacts

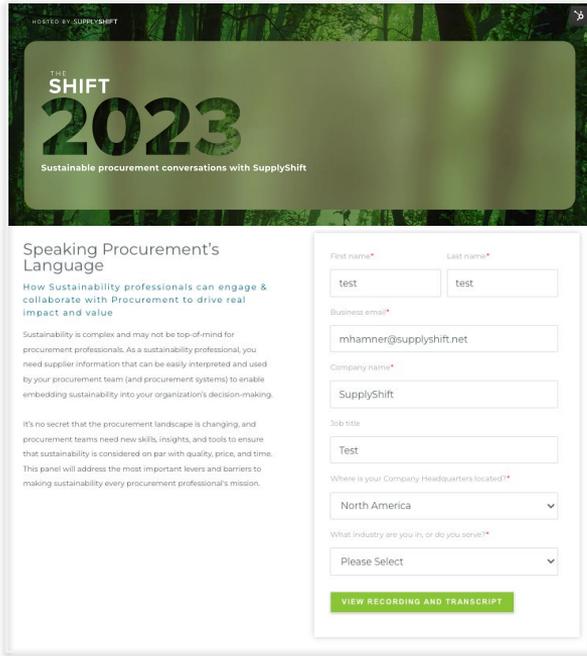
50

Time per page view

3.2 minutes

Session Recording Page

2-7 Speaking Procurement's Language



HOSTED BY SUPPLYSHIFT

THE SHIFT 2023

Sustainable procurement conversations with SupplyShift

Speaking Procurement's Language

How Sustainability professionals can engage & collaborate with Procurement to drive real impact and value

Sustainability is complex and may not be top-of-mind for procurement professionals. As a sustainability professional, you need supplier information that can be easily interpreted and used by your procurement team (and procurement systems) to enable embedding sustainability into your organization's decision-making.

It's no secret that the procurement landscape is changing, and procurement teams need new skills, insights, and tools to ensure that sustainability is considered on par with quality, price, and time. This panel will address the most important levers and barriers to making sustainability every procurement professional's mission.

First name* Last name*

Business email*

Company name*

Job title

Where is your Company Headquarters located?*

What industry are you in, or do you serve?*

[VIEW RECORDING AND TRANSCRIPT](#)

Page Views 268

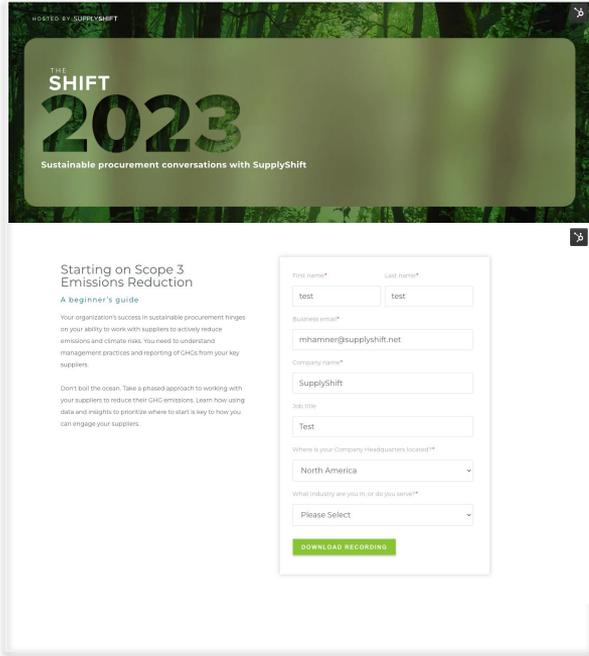
Form Submissions 139

New Contacts 35

Time per page view 4.5 minutes

Session Recording Page

2-8 Starting on Scope 3



Page Views 187

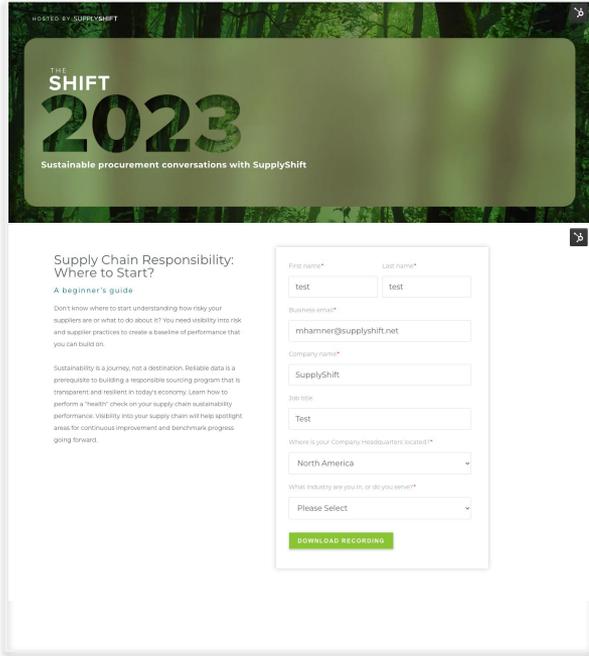
Form Submissions 90

New Contacts 23

Time per page view 3.9 minutes

Session Recording Page

2-8 Supply Chain Responsibility



Page Views 109

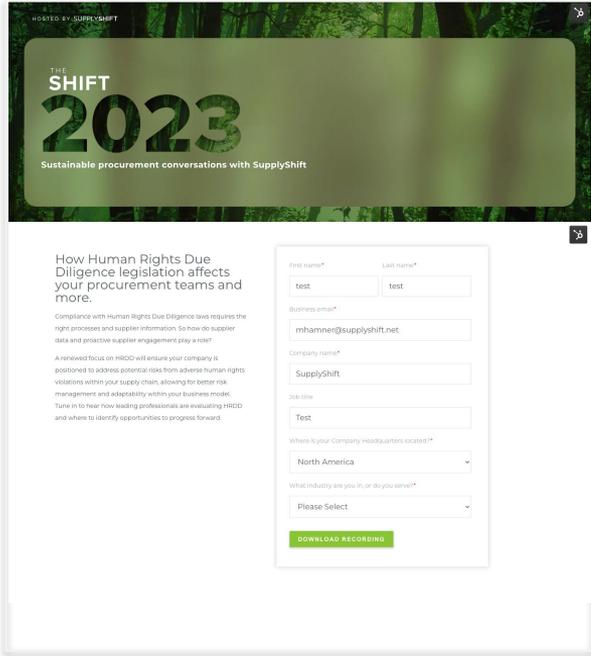
Form Submissions 56

New Contacts 4

Time per page view 4.4 minutes

Session Recording Page

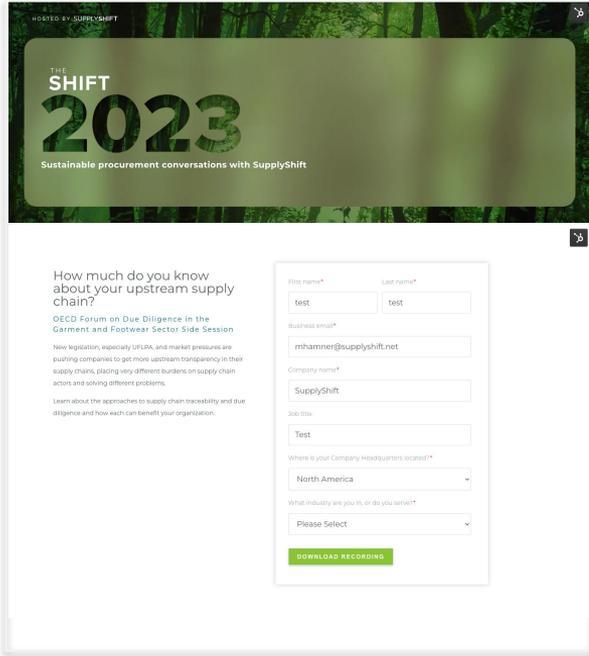
2-9 What HRDD Means



Page Views	73
Form Submissions	34
New Contacts	4
Time per page view	3.1 minutes

Session Recording Page

2-14 How much do you know



Page Views 52

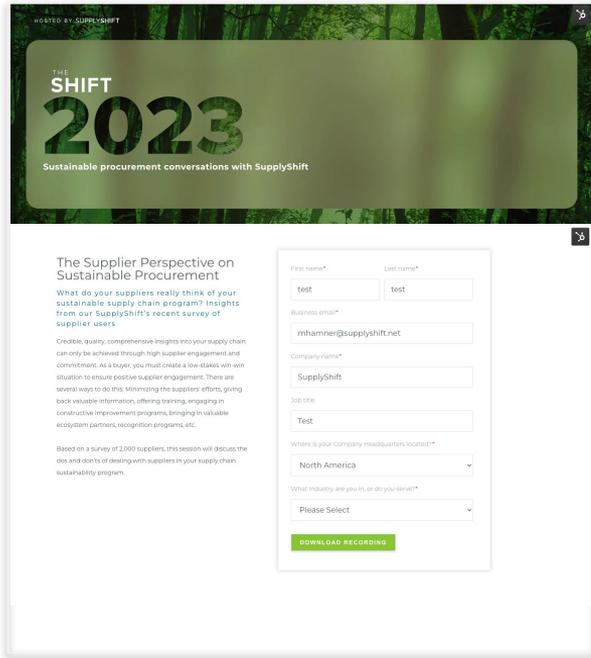
Form Submissions 30

New Contacts 4

Time per page view 5.4 minutes

Session Recording Page

2-14 The Supplier Perspective



HOSTED BY SUPPLYSHIFT

THE SHIFT 2023

Sustainable procurement conversations with SupplyShift

The Supplier Perspective on Sustainable Procurement

What do your suppliers really think of your sustainable supply chain program? Insights from our SupplyShift's recent survey of supplier users

Credible, quality, comprehensive insights into your supply chain can only be achieved through high supplier engagement and commitment. As a buyer, you must create a win-win situation to ensure positive supplier engagement. There are several ways to do this: Minimizing the suppliers' efforts, giving back valuable information, offering training, engaging in constructive improvement programs, bringing in valuable ecosystem partners, recognition programs, etc.

Based on a survey of 2,000 suppliers, this session will discuss the dos and don'ts of dealing with suppliers in your supply chain sustainability program.

First name* Last name*

test test

Business email*

mhammer@supplyshift.net

Company name*

SupplyShift

Job title

Test

Where is your Company Headquarters located**

North America

What industry are you in, or do you serve**

Please Select

DOWNLOAD RECORDING

Page Views 60

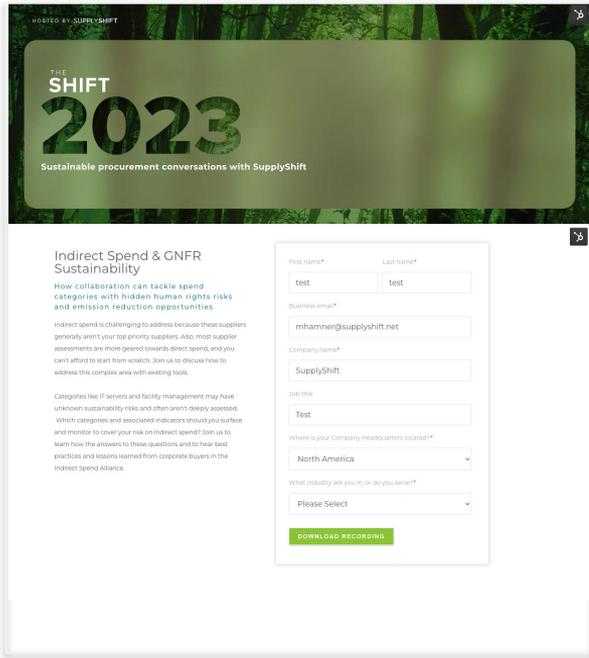
Form Submissions 37

New Contacts 2

Time per page view 3.4 minutes

Session Recording Page

2-21 Indirect Spend



HOSTED BY SUPPLYSHIFT

THE SHIFT 2023

Sustainable procurement conversations with SupplyShift

Indirect Spend & GNFR Sustainability

How collaboration can tackle spend categories with hidden human rights risks and emission reduction opportunities

Indirect spend is challenging to address because these suppliers generally aren't your top priority suppliers. Also, most supplier assessments are more geared towards direct spend, and you can't afford to start from scratch. Join us to discuss how to address this complex area with existing tools.

Categories like IT servers and facility management may have unknown sustainability risks and often aren't deeply assessed. Which categories and associated indicators should you surface and monitor to cover your risk on indirect spend? Join us to learn how the answers to these questions and to hear best practices and lessons learned from corporate buyers in the Indirect Spend Alliance.

First name* Last name*

Business email*

Company name*

Job title

Where is your Company headquarters located**

What industry are you in, or do you serve**

[DOWNLOAD RECORDING](#)

Page Views 19

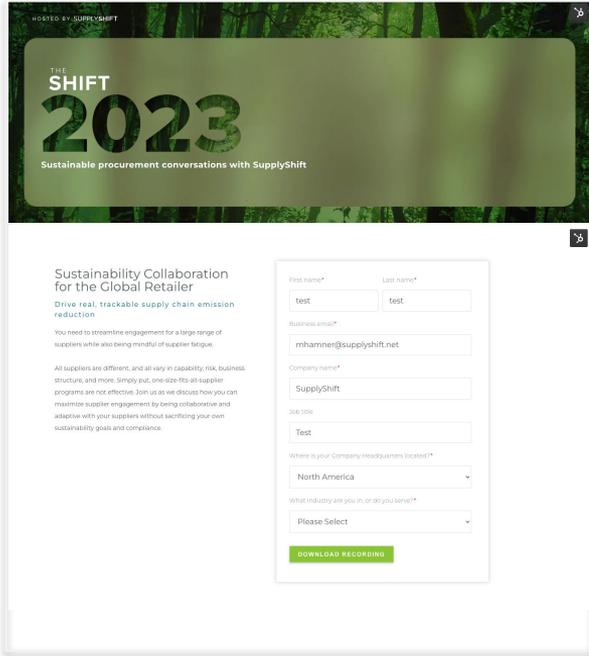
Form Submissions 8

New Contacts 2

Time per page view 43 seconds

Session Recording Page

2-21 Sustainability Collaboration



HOSTED BY SUPPLYSHIFT

THE
SHIFT
2023
Sustainable procurement conversations with SupplyShift

Sustainability Collaboration for the Global Retailer
Drive real, trackable supply chain emission reductions
You need to streamline engagement for a large range of suppliers while also being mindful of supplier fatigue.
All suppliers are different, and all vary in capability, risk, business structure, and more. Simply put, one-size-fits-all supplier programs are not effective. Join us as we discuss how you can maximize supplier engagement by being collaborative and adaptive with your suppliers without sacrificing your own sustainability goals and compliance.

First name*
test

Last name*
test

Business email*
mhammes@supplyshift.net

Company name*
SupplyShift

Job title
Test

Where is your Company Headquarters located**
North America

What industry are you in, or do you serve**
Please Select

DOWNLOAD RECORDING

Page Views 21

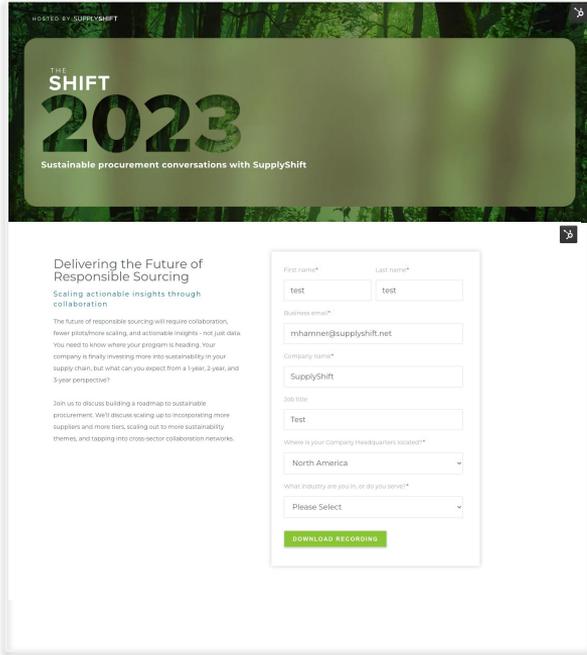
Form Submissions 11

New Contacts 0

Time per page view 5.1 minutes

Session Recording Page

2-22 Delivering the Future



HOSTED BY SUPPLYSHIFT

THE SHIFT 2023

Sustainable procurement conversations with SupplyShift

Delivering the Future of Responsible Sourcing

Scaling actionable insights through collaboration

The future of responsible sourcing will require collaboration, faster proactive scaling, and actionable insights - not just data. You need to know where your program is heading, your company is finally investing more into sustainability in your supply chain, but what can you expect from a 1-year, 2-year, and 3-year perspective?

Join us to discuss building a roadmap to sustainable procurement, with actionable insights to incorporating more suppliers and more tiers, scaling out to more sustainability themes, and tapping into cross-sector collaboration networks.

First name*
test

Last name*
test

Business email*
mhammen@supplyshift.net

Company name*
SupplyShift

Job title
Test

Where is your Company Headquarters located**
North America

What industry are you in, or do you serve**
Please Select

DOWNLOAD RECORDING

Page Views 17

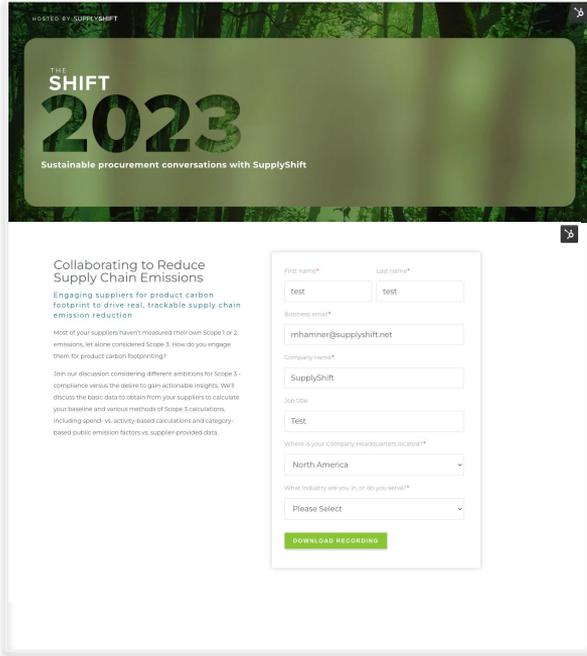
Form Submissions 14

New Contacts 2

Time per page view 6.4 minutes

Session Recording Page

2-22 Collaborating to Reduce



Page Views 42

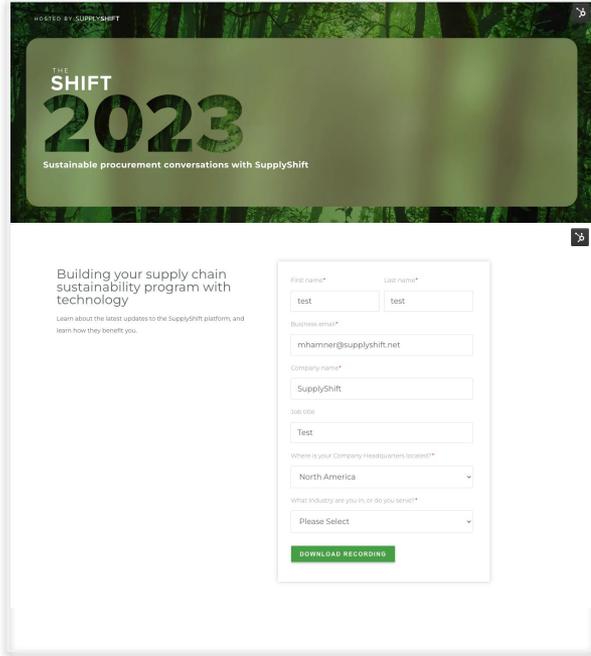
Form Submissions 28

New Contacts 3

Time per page view 13.9 minutes

Session Recording Page

2-23 Product Session



Page Views 34

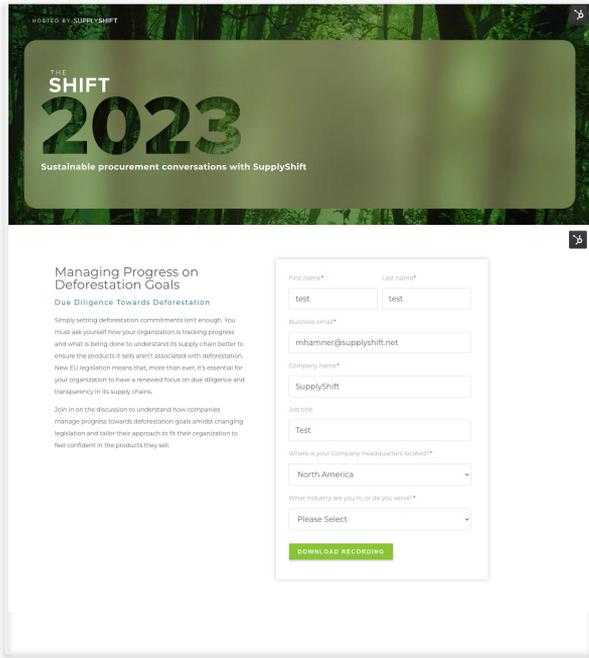
Form Submissions 20

New Contacts 0

Time per page view 13.7 minutes

Session Recording Page

2-23 Deforestation



Page Views 29

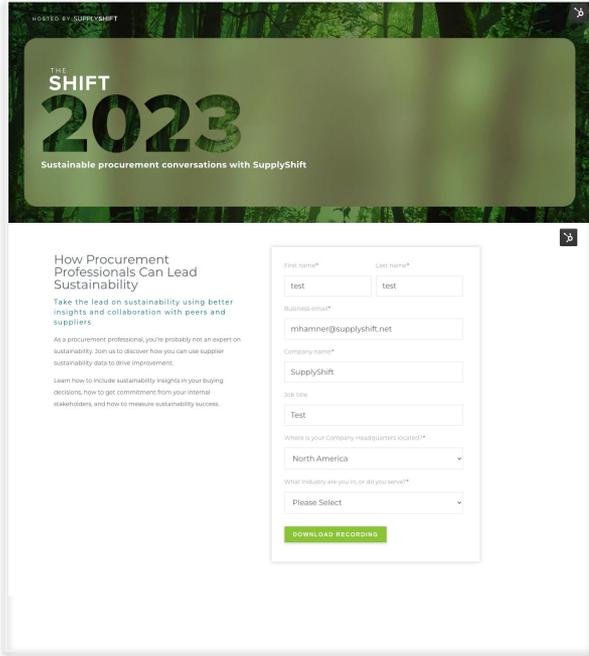
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New Contacts 1

Time per page view 6.7 minutes

Session Recording Page

2-28 How Procurement Professionals



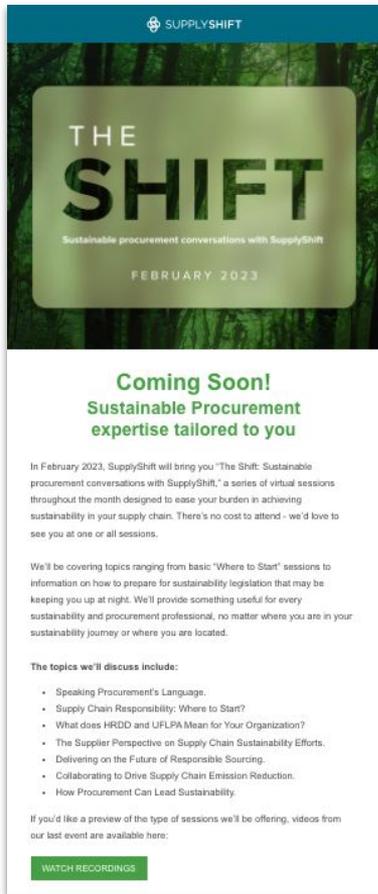
Page Views 32

Form Submissions 22

New Contacts 3

Time per page view 9.3 minutes

Coming Soon Announcement Email



Subject Line:

Sustainable procurement expertise!

PreHeader Text:

SupplyShift presents “The Shift: Sustainable procurement conversations with SupplyShift,” a series of virtual sessions throughout February designed to ease your burden in achieving sustainability in your supply chain.

Sent on:

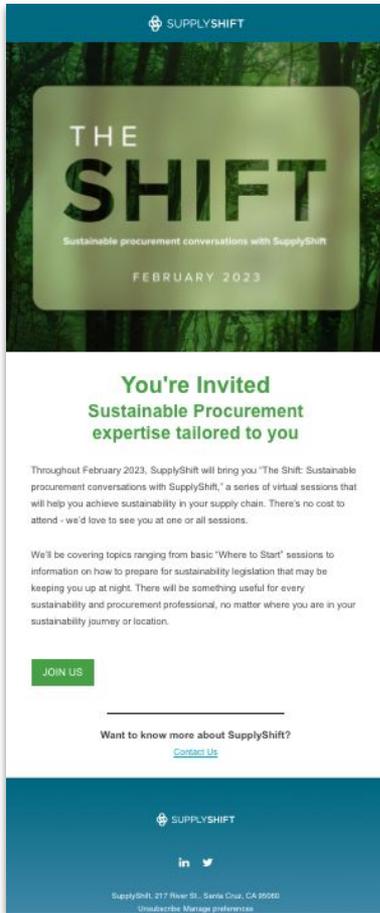
2/20/2022

Recipients 29,830

Open Rate 19.57%

Click Rate 3.39%

Invite Email 1



Subject Line:

You're invited! Sustainable procurement conversations

PreHeader Text:

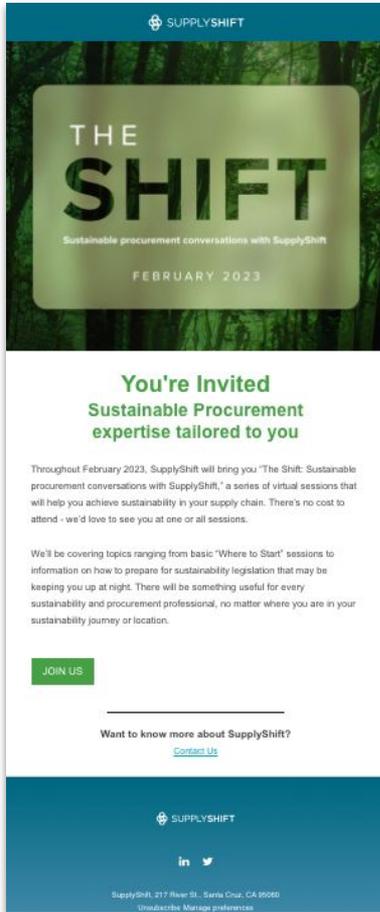
Join us for The Shift, a series of virtual sessions to help you achieve sustainability in your supply chain

Sent on:

1/10/2023

Recipients	29,645
Open Rate	22.38%
Click Rate	4.83%
Revenue Attribution	\$10,567

Invite Email 2



Subject Line:

Join us for conversations on supply chain sustainability

PreHeader Text:

You're invited to The Shift, a series of virtual sessions providing sustainable procurement know-how

Sent on:

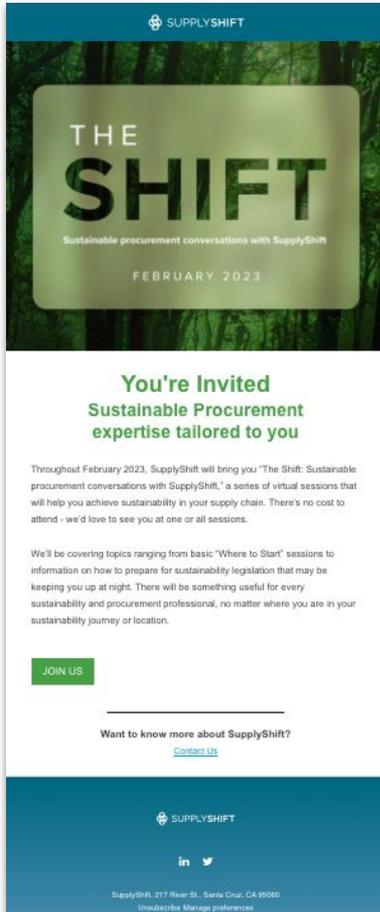
1/20/2023

Recipients 28,459

Open Rate 18.79%

Click Rate 2.67%

Invite Email 3



Subject Line:

New sessions! Learn more about supply chain sustainability

PreHeader Text:

Join us for The Shift, a series of virtual sessions providing sustainable procurement know-how

Sent on:

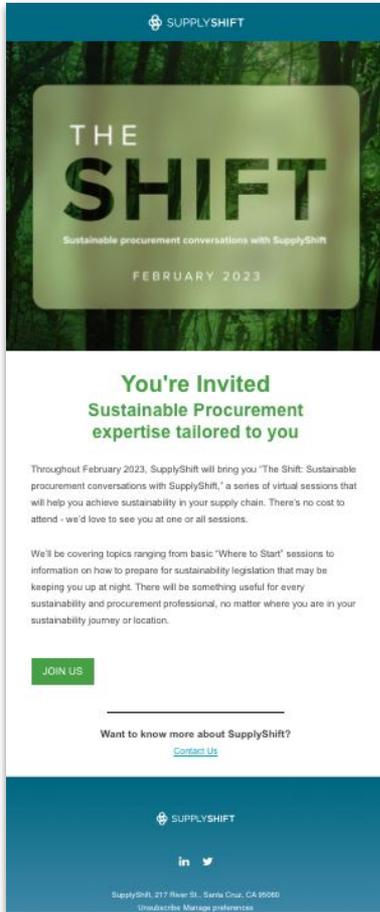
1/26/2023

Recipients 27,735

Open Rate 16.27%

Click Rate 1.44%

Invite Email 4



Subject Line:

Join us for sustainable procurement conversations

PreHeader Text:

You're invited to The Shift, a series of virtual sessions to help you achieve sustainability in your supply chain

Sent on:

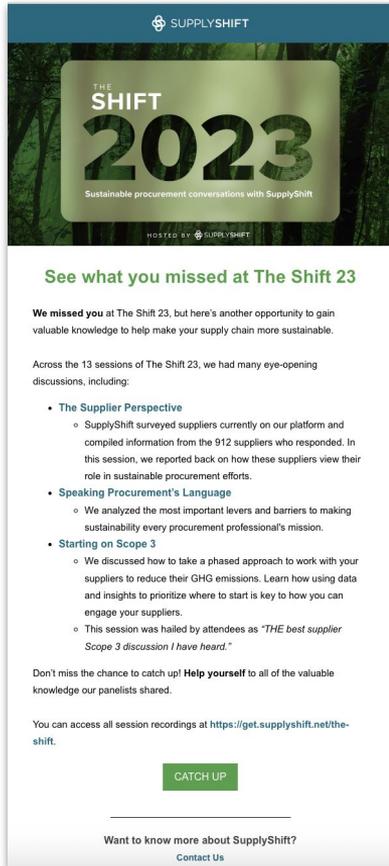
2/6/2023

Recipients 27,352

Open Rate 16.06%

Click Rate 1.55%

Follow-up email to registrants who didn't attend



Subject Line:

Sustainable procurement: Don't miss this chance to learn!

PreHeader Text:

See what you missed at The Shift 23. All sessions were recorded and are available to you now just for clicking.

Sent on:

3/21/2023

Recipients	545
Open Rate	23.48%
Click Rate	2.59%

Social Media



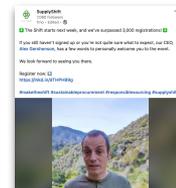
Date: Jan 13, 2023
 Likes: 15
 Shares: 5
 Clicks: 28
 Impressions: 593



Date: Jan 13, 2023
 Likes: 1
 Clicks: 1



Date: Feb 3, 2023
 Likes: 1
 Clicks: 1



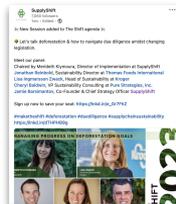
Date: Feb 3, 2023
 Likes: 28
 Shares: 12
 Clicks: 43
 Impressions: 755



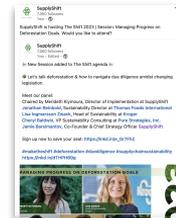
Date: Feb 7, 2023
 Likes: 22
 Clicks: 13
 Impressions: 377



Date: Feb 16, 2023
 Likes: 16
 Shares: 6
 Clicks: 16
 Impressions: 394



Date: Feb 16, 2023
 Likes: 16
 Shares: 6
 Clicks: 16
 Impressions: 394



Date: Feb 16, 2023
 Likes: 9
 Clicks: 2
 Impressions: 285



Date: Feb 8, 2023
 Likes: 1
 Clicks: 9



Date: Feb 14, 2023
 Likes: 0
 Clicks: 3



Date: Feb 14, 2023
 Likes: 2
 Retweets: 1
 Clicks: 4



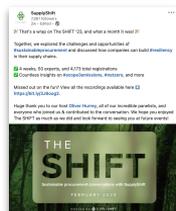
Date: Feb 21, 2023
 Likes: 16
 Clicks: 0
 Impressions: 498



Date: Feb 21, 2023
 Likes: 8
 Clicks: 6
 Impressions: 235



Date: Feb 28, 2023
 Likes: 17
 Clicks: 8
 Impressions: 407



Date: Mar 2, 2023
 Likes: 10
 Clicks: 24
 Impressions: 293