



The Overdrive Methodology: Crafting the Demand Gen Customer Journey

Harry J. Gold
CEO/Managing Partner

About Overdrive Interactive

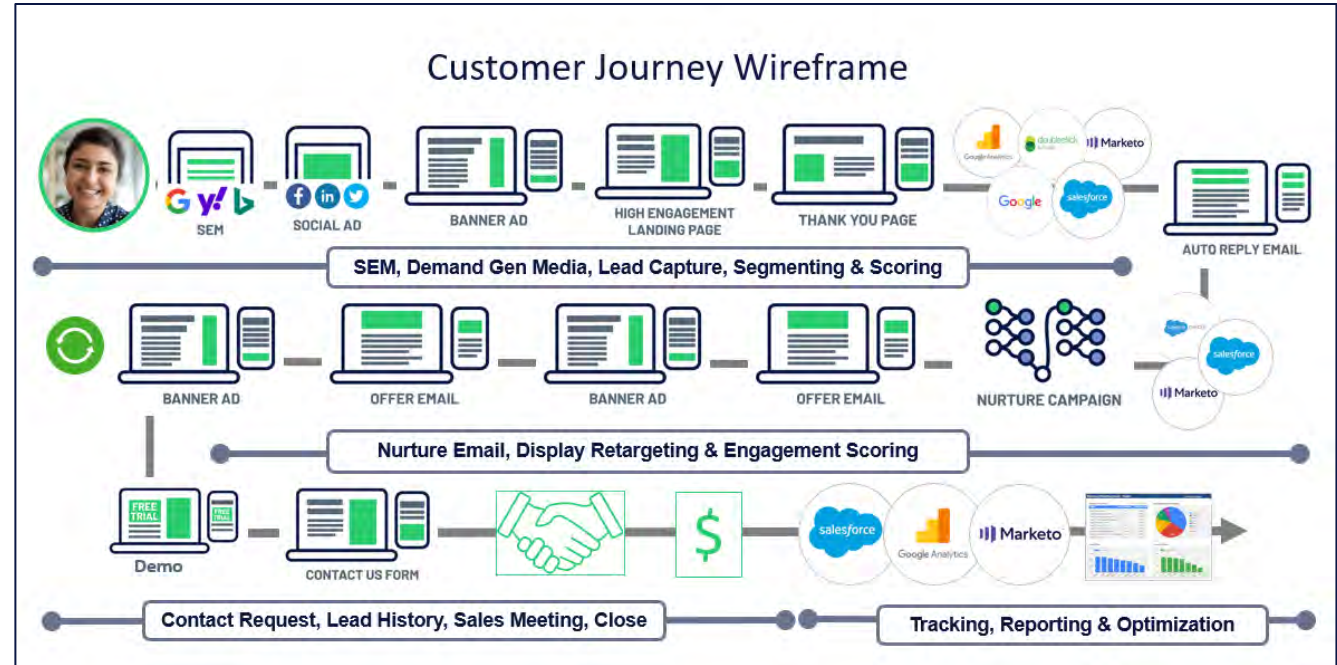
Overdrive helps companies compete and win in today's hyper-competitive digitized marketplace by integrating:

- Digital-first strategy and planning
- Persuasion oriented creative and content
- Branding and demand generation
- Account-based marketing (ABM)
- Online media (display, social, video, DOOH)
- Search marketing (SEO/SEM)
- Website and application development
- Social media marketing
- **Analytics and cross channel optimization**



MITX
Interactive Agency of the Year

We Stand Up Complete Customer Journeys In One Shot.



Some Quick Polls

- How many people here feel they have stood up a complete marketing journey?
 - Not at all / just starting
 - Kind of / needs work
 - Yes / but it needs updating
 - Yes / everything is perfect
- I am 100% sure that all my MarTech is working as it should:
 - No / it's a mess
 - Kind of / needs work
 - Yes / as far as I know
 - Yes / everything is perfect

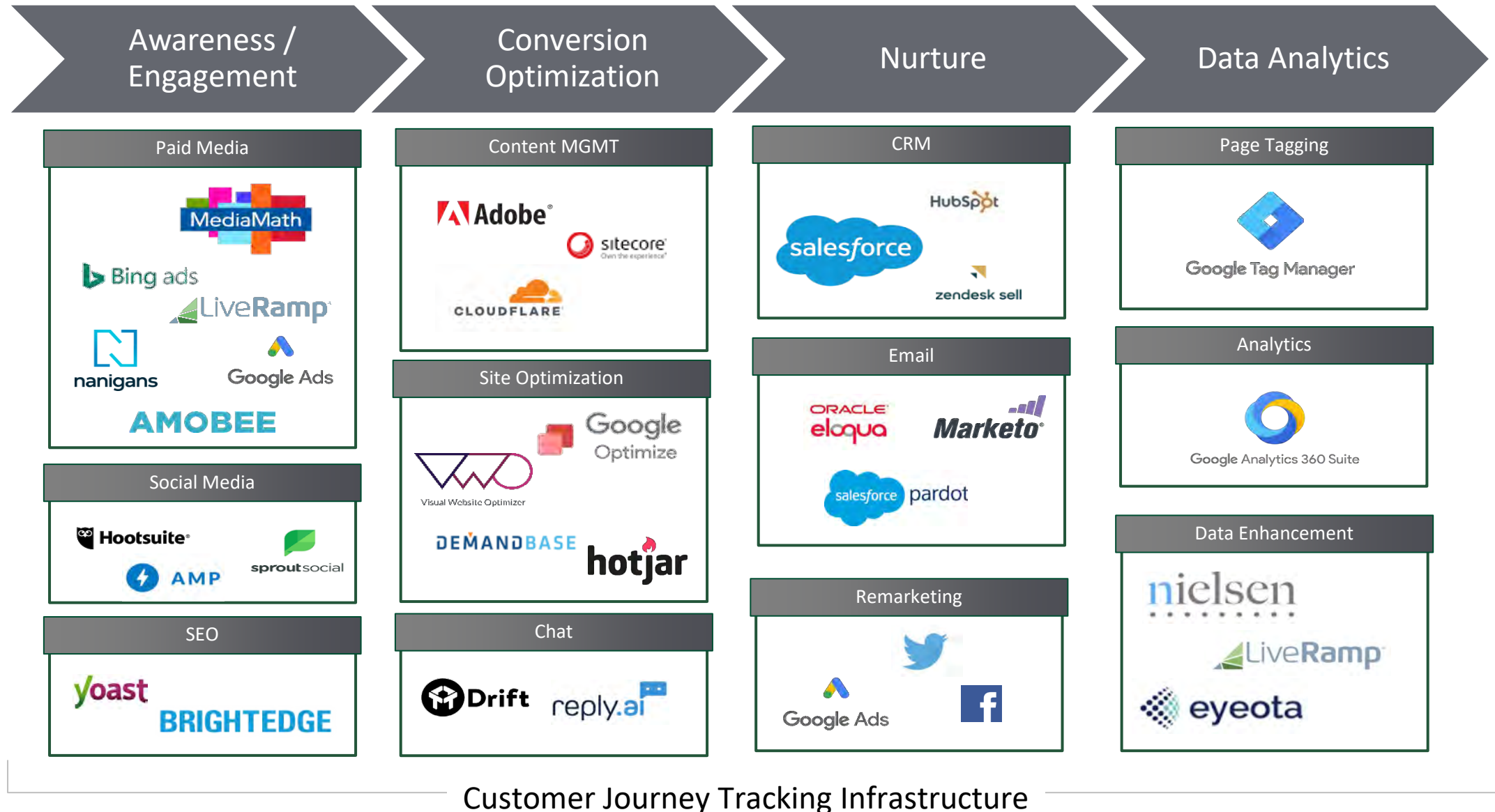
Sample Digital Marketing Ops Team: Bolt-On Excellence

- Integrated paid and earned strategy, planning and management
 - Weekly, monthly reporting on success metrics including: Traffic Visits, Raw Leads, MQLs, Cost Per Lead, Cost Per Conversion, Conversion Rates, CTRs, Quality Scores, etc.
 - Quarterly audit and business review cycles
- Creative and development
 - Banner suite design
 - Video production
 - Landing pages
 - Websites and microsites
- Paid media management
 - Planning and buying for all social media, affiliate, display platforms
 - ABM programs
 - Text and display retargeting
 - Premium and programmatic platforms
 - Native advertising
- Paid search marketing
 - Keyword research, testing and optimization
 - Landing page optimization
 - Ad copy development
 - Account structure and ad group planning for: Google, Yahoo, Bing.
 - Real-time optimization, (ROAS / ROI at the keyword, ad copy, ad group, landing page, product category and individual product levels)
- Earned media
 - Multi-language SEO
 - Social media management (LinkedIn, Facebook, Twitter, YouTube)
 - Content development
 - Competitive research
- MarTech
 - Marketing Operations
 - Nurture campaigns

 Harry Founder and CEO Chief Digital Strategist	 Shane Account Director	 Alyssa Account Coordinator
 Andrew Founding Partner Director of Interactive	 Jessica Associate Creative Director	 Greg Sr. Copywriter
 Alex Sr. Interactive Designer	 Kevin Interactive Designer	 Michael VP / Director of Paid Media
 Dan Associate Director of Paid Search	 Kevin Associate Director of Paid Media	 Isaac Paid Media Specialist
 Jeff VP / Director of Earned Media and Analytics	 Bob Senior SEO Manager	 Nick Senior SEO Specialist
 Iris Senior SEO Specialist	 Betsy Marketing Technology	 Carly Eloqua Specialist

- Customized training and LMS curriculum development

Marketing Technology Stack Expertise



Tools and Required Skills at Your Command

- Overdrive Interactive's digital operation teams have the tools that power modern marketing programs and the skills to use them



BRIGHTEDGE

dstillery



MOAT



Google Marketing Platform Partners

yext

MOZ

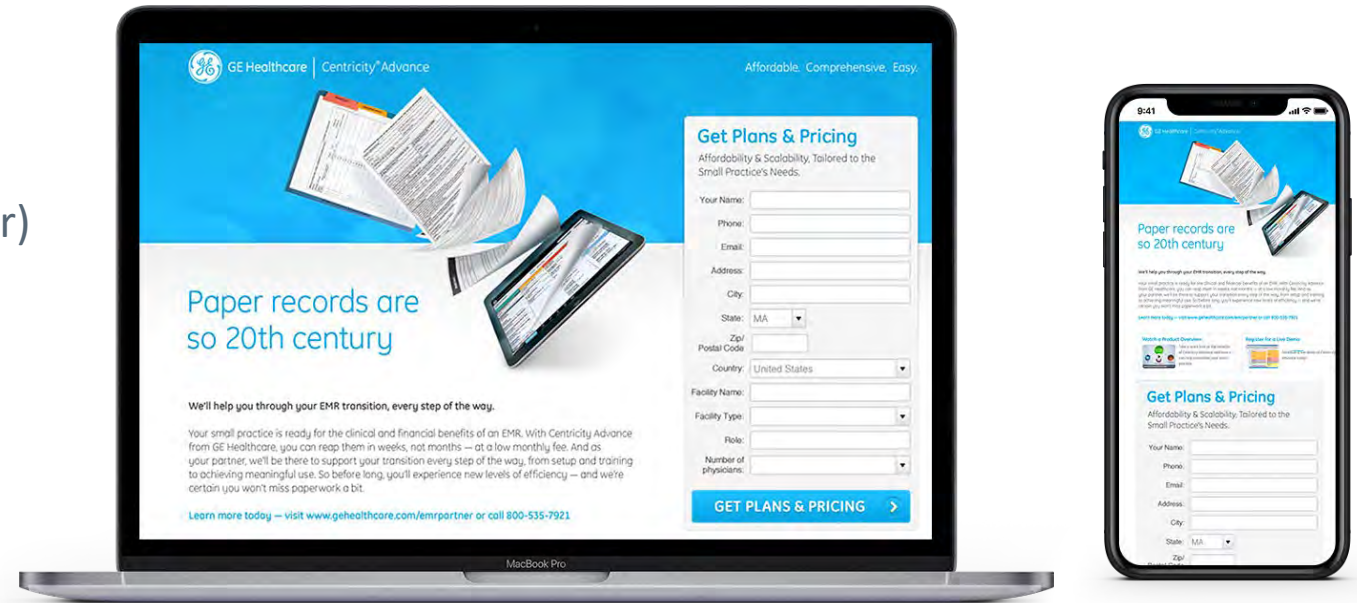


Screamingfrog



Action Oriented Creative Formula: Always Encourage Desired Behavior

- What do we want people to do right now?
 - Start a conversation
 - Fill out a form (lead gen)
 - Opt-in (email, Facebook fan, Twitter follower)
 - Engage (high value brand interaction)
 - Share (email, social, etc.)
 - Join (register, signup)
 - Connect (call, chat)
 - Download (materials, coupon)
 - Try (free trial, sample)
 - Go to retail (store locator, coupon)
 - Buy (ecommerce)



“In B2B you are not going to trick someone into becoming your customer. We have to make them want to talk and want to buy.”

Overdrive produces every piece of creative to encourage measurable behavior that moves prospects down the sales funnel.

Brand

Drive

Search Engine Marketing

- Organic (SEO)
- Paid (SEM)

Online Media

- Programmatic/Display
- DOOH
- Demand Gen/ABM
- Content Syndication

Social Media

- Organic (SMM)
- Paid Social
- Blogging

Capture

Site Network
Main and Mini Sites



Landing Pages
Data Capture
Applications and Incentives

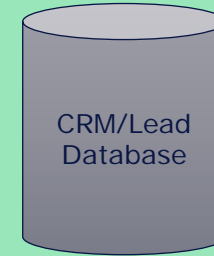


Webinars/Trade Shows

Call Centers

Convert

Database/CRM
Retargeting/Nurture



- Telemarketing
- Email/Nurture
- Social/Viral
- Retargeting

Sales
Team

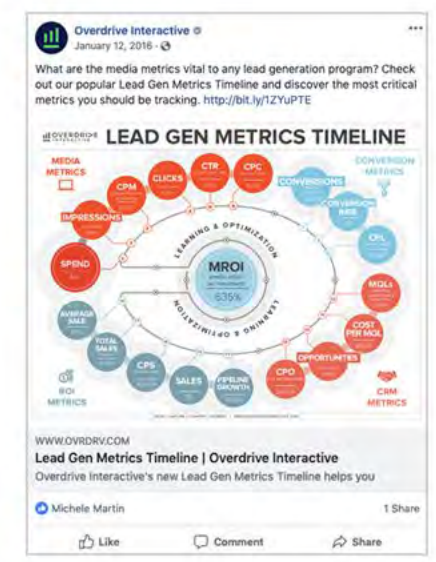
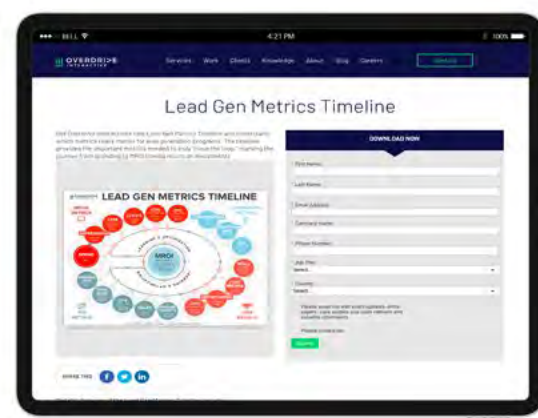


Sales
Materials



Optimize

Track, Report and Respond



Get The Free Lead Gen Metrics Timeline | Overdrive Interactive
www.overdriveinteractive.com/Lead-Generation
 Understand What Metrics Really Matter for Lead Generation. Download the Free Lead Gen Metrics Timeline Today from Overdrive Interactive!



LIVE LINKS TO EXPLORE

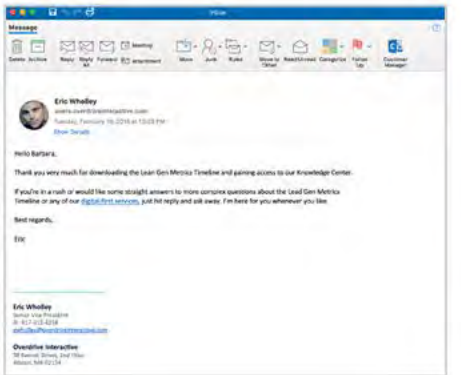
Our Services

Expert Resources

3 Reasons to Talk to Overdrive:

- Get an expert opinion on how to achieve your marketing goals
- See real-world case studies showing how others succeed with digital-first marketing
- Get a realistic look at the costs and elements of a customized program

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Chronologically mapping the components of the customer journey instantly reveals how everything integrates together, what's not working and where the high impact points of optimization might live



Cross Channel Optimization = Outrageous ROI

Media

- Are we reaching the right people at the right time? (ABM + Intent)
- Are we covering the right content and keywords? (Search)
- Are we paying the right price? (Budget)
- Are we targeting the right devices? (Download/trial vs. contact vs. engagement)

Technical

- Is our tracking working? (Benchmarking)
- Is everything else actually working? (Glitches that might damage our brand, reputation or media investment?)
- Is our MarCom stack integrated? (Marketing automation and triggered events, tags installed, APIs connected, data fields aligned, etc.?)

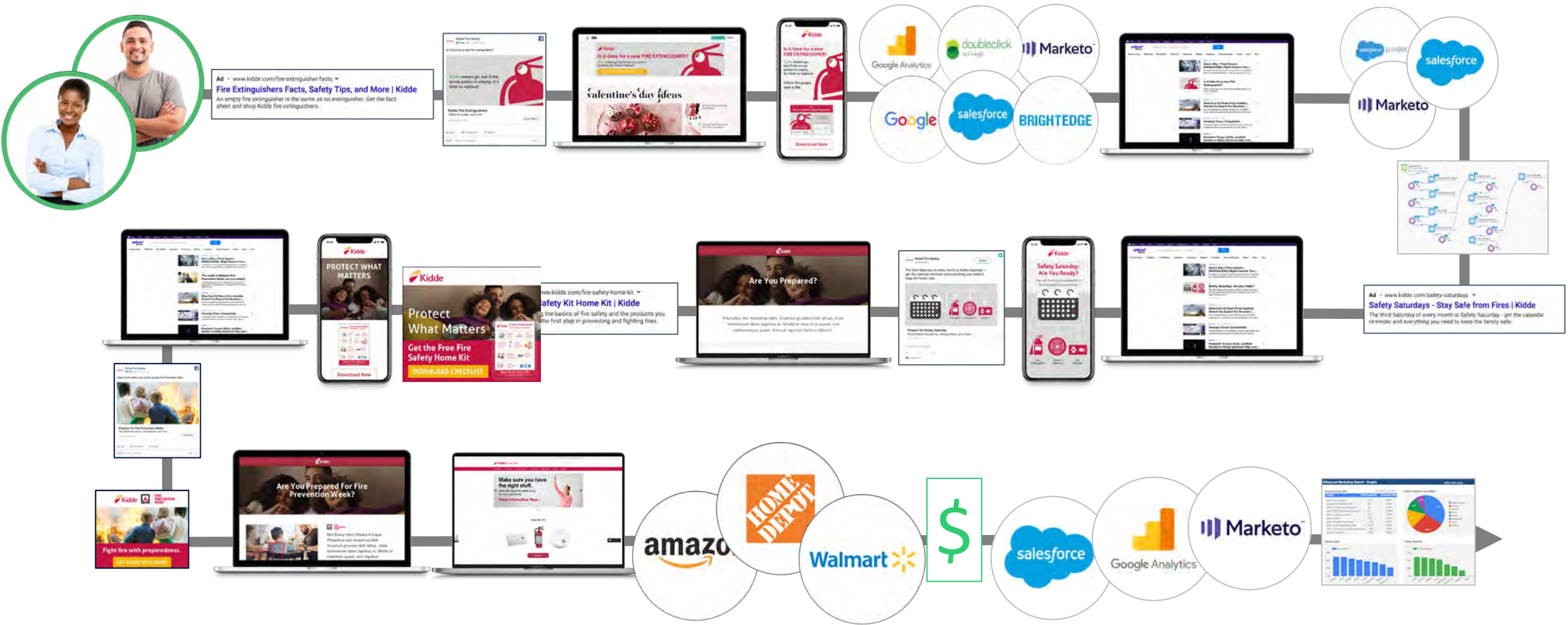
Persuasion

- Are we connecting prospects to the right places? (Landing pages and destinations)
- Are we making it valuable, productive and pleasurable for prospects to engage with us? (CX/customer experience and content)
- Are we selling the conversation? (Encouraging sales escalation)
- Where are the high impact opportunities for conversion rate optimization? (Conversion rate optimization)
- Are we building the brand? (Branding and demand gen)

Customer Journey: Healthcare



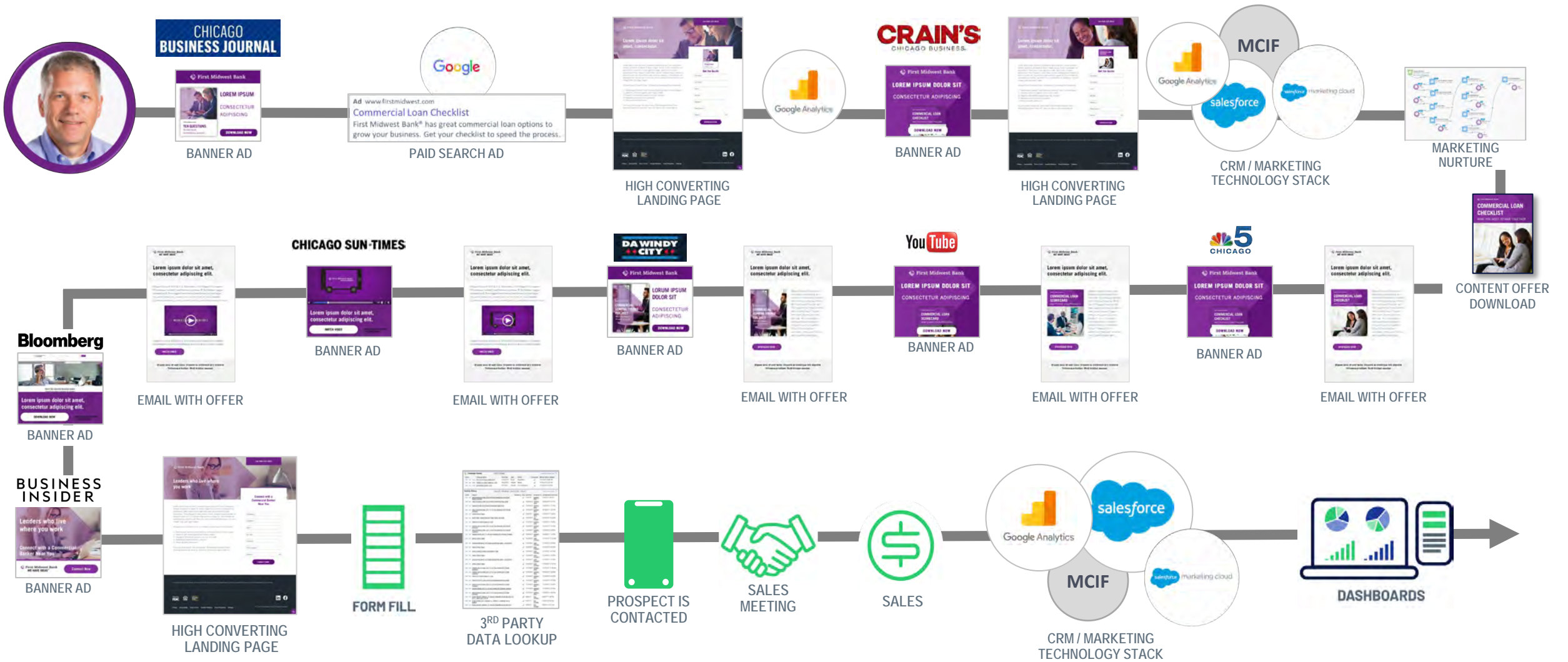
Customer Journey: Home Safety



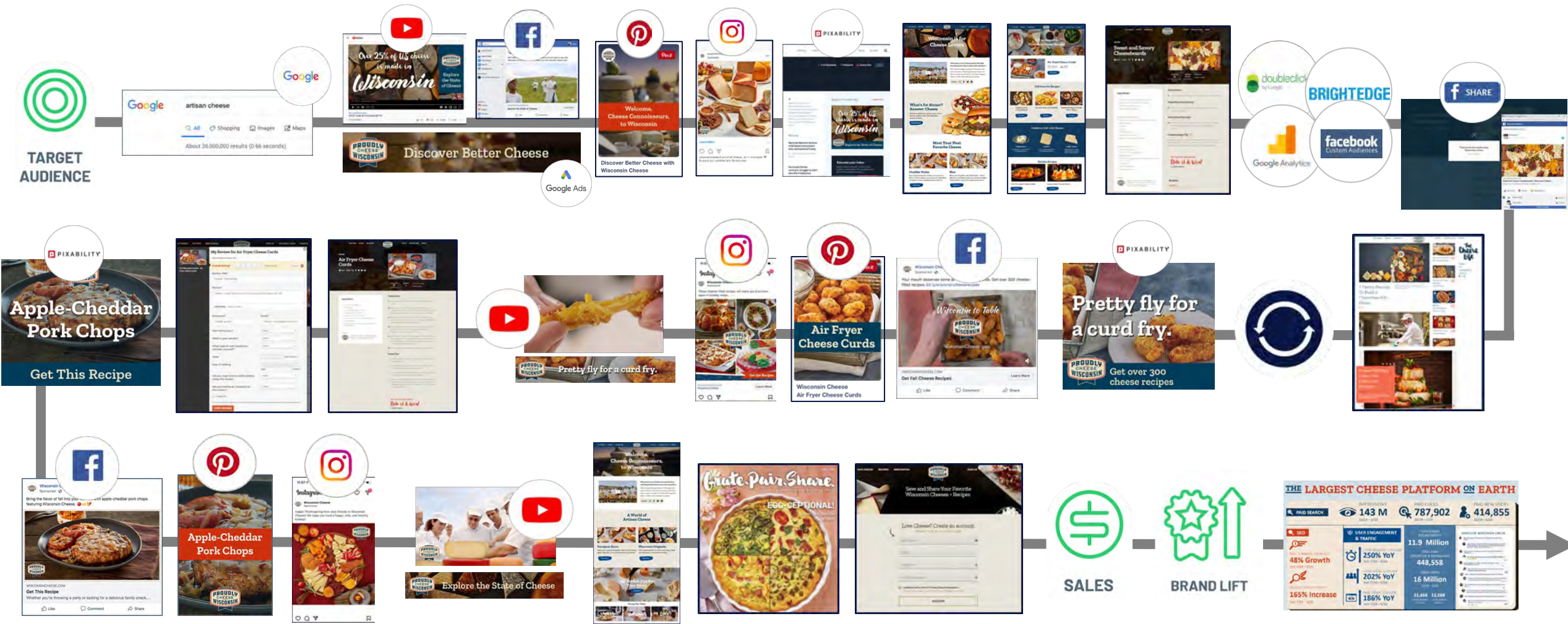
Customer Journey: Edu



Customer Journey: Commercial Banking



Customer Journey: Consumer Packaged Goods / Cheese Lovers Journey



Integrated Digital Campaign



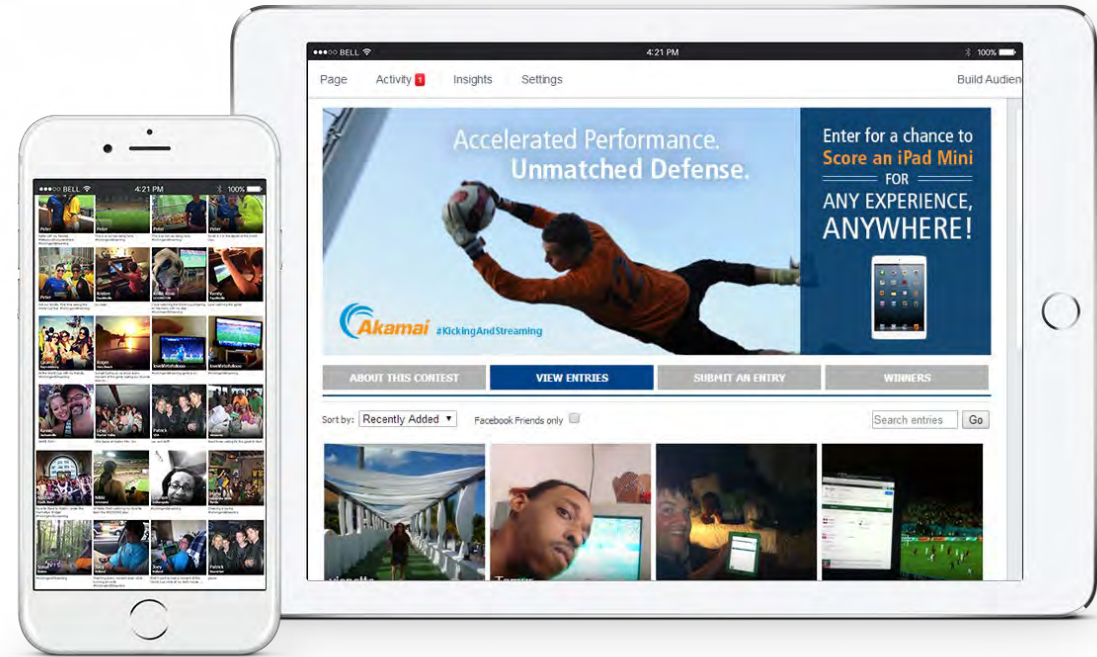
Client's Challenge

Akamai came to Overdrive to integrate their demand generation efforts, so that various components work together at all prospecting customer touch points and significantly improve the performance of their lead generation programs.

Demand Generation Components:

- Conversion Optimization
- Search Engine Optimization (SEO)
- Social Media Marketing (Organic)
- Facebook and Twitter Advertising
- Paid Search Management (SEM)
- Programmatic and Retargeting
- Unified Dashboard & Analytics

See Full Case Study [here](#)



Lead Generation Campaign



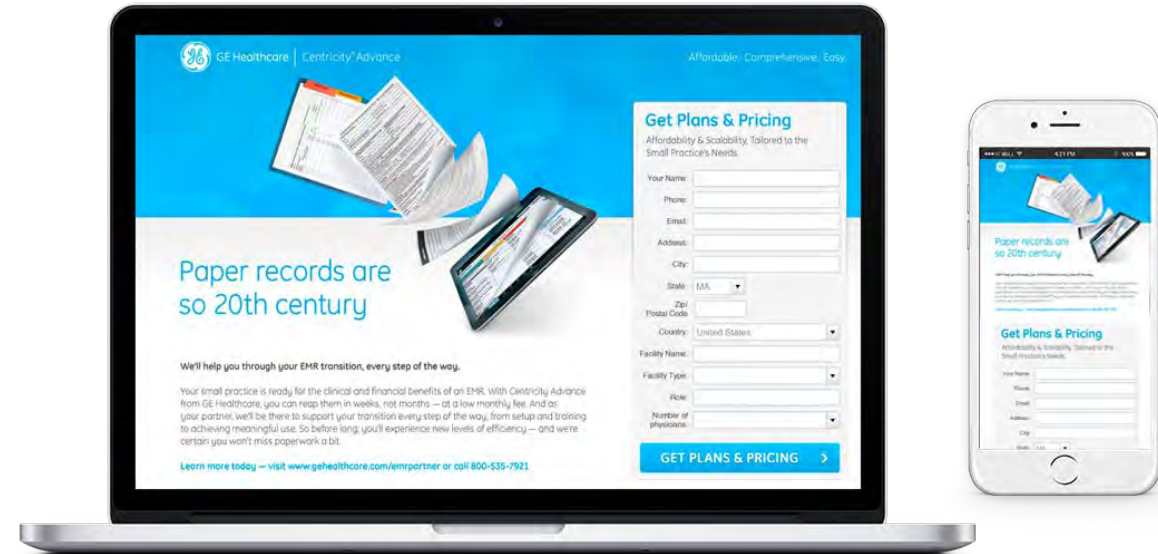
Client's Challenge

GE Healthcare came to Overdrive to open and widen their online lead generation channel for their Centricity Advance Product line.

Demand Generation Components:

- Demand Generation Components
- Search Engine Optimization (SEO)
- Content Development
- Webinars
- Paid Search Management (SEM)
- High Conversion Landing Page Design
- Programmatic and Retargeting
- Unified Dashboard & Analytics

See Full Case Study [here](#)



+500%

Conversion Rates

+286%

Organic Site Traffic
Increase

+435%

New Site Visitors

Integrated Digital Campaign



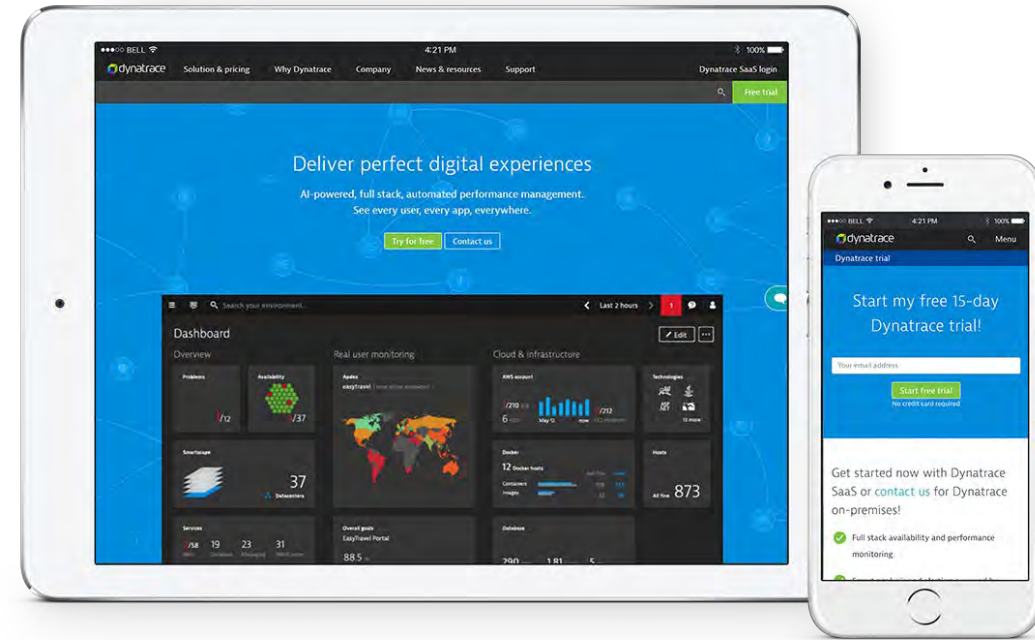
Client's Challenge

Dynatrace came to Overdrive to help them launch their digital presence and customer journey from the first impression through to trial and sales.

Demand Generation Components:

- Marketing Plan Development
- Search Engine Marketing (SEO)
- Social Media Marketing (Paid)
- Paid Search Management (SEM)
- Programmatic and Retargeting
- Conversion Rate Optimization
- Unified Dashboard & Analytics

See Full Case Study [here](#)



Organic Traffic



Google Page 1
Ranking



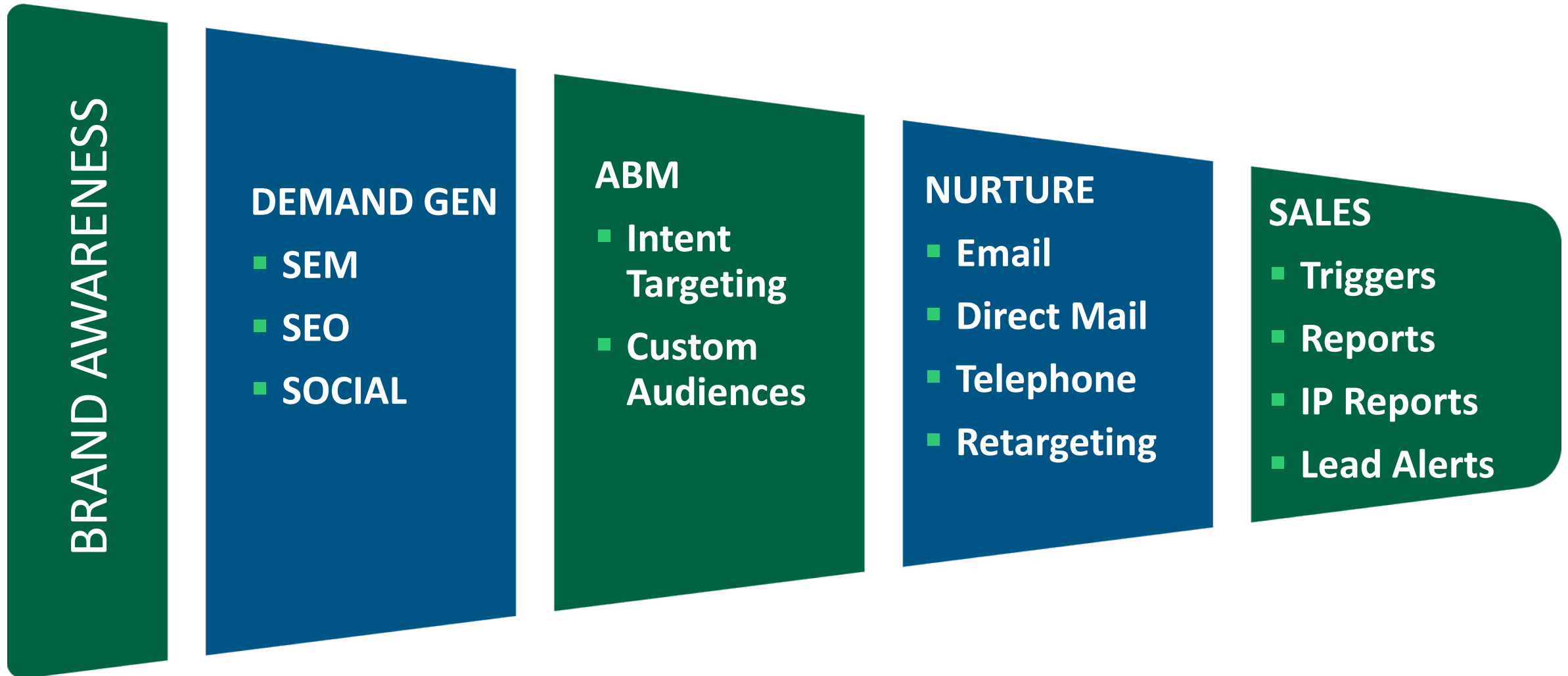
SEM Conversion
Rate



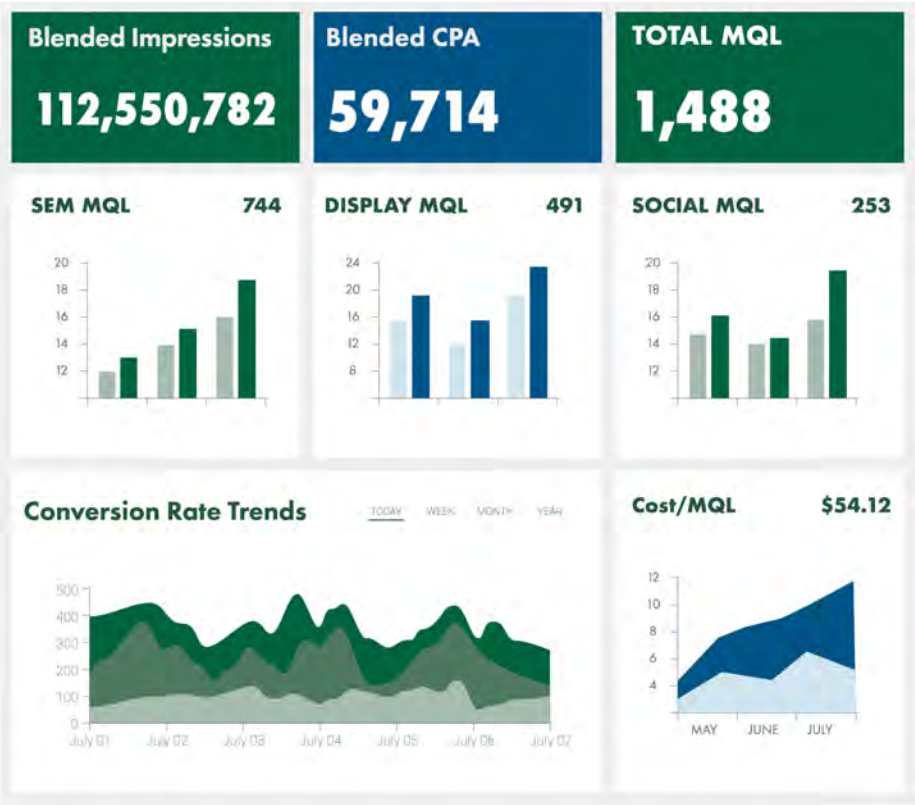
Lead Volume

Mapping, Crafting, and Optimizing the Customer Journey

We Have to Be Full Funnel Marketers



ABM Brand Embrace with Demand Gen



Marketing Professionals



Marketing Engineers

The trick is to always be asking...

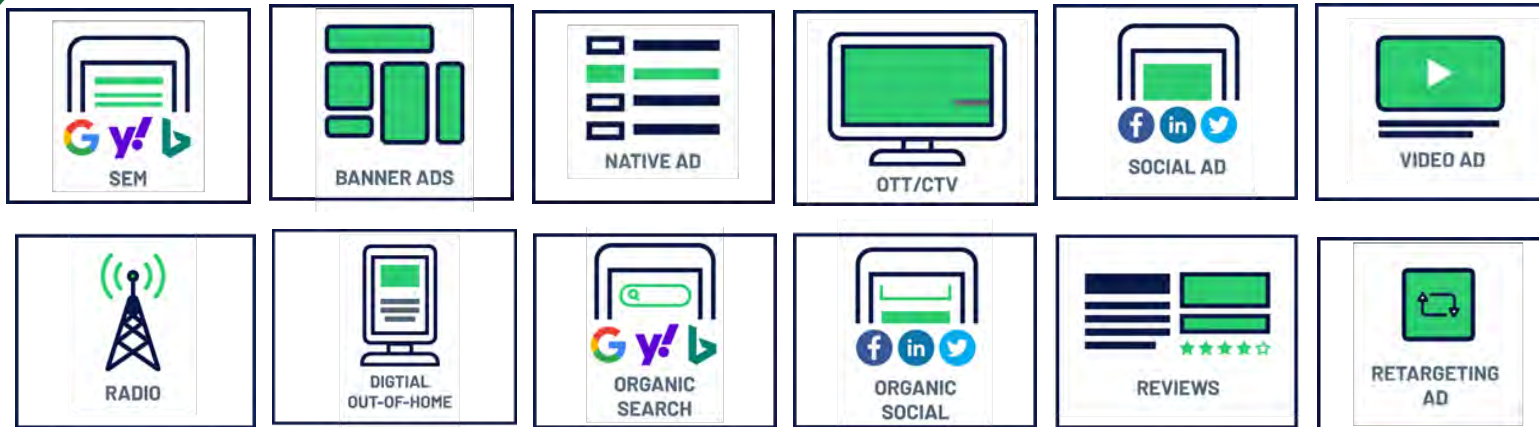
“And Then What?”

What is the next step in escalating a prospect through the sales process?

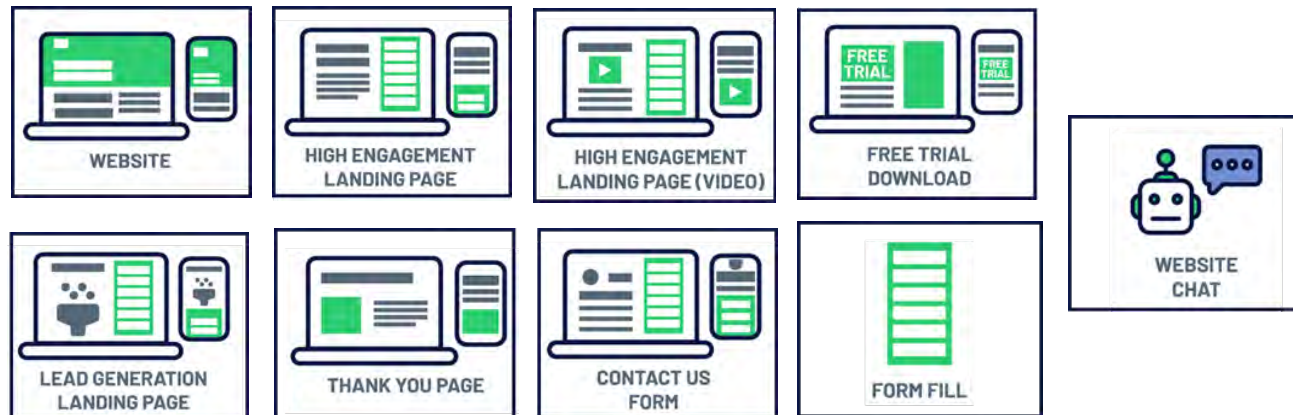
“And Then What?” Journey Narrative

1. User sees ad for one of the campaign offers on LI, Google and clicks
 - Campaign offers include mouth of funnel creative and demo
2. Hits conversion-oriented landing page
 - Landing pages feature prominent forms and CTAs
 - Goal is to get all pages on Marketo platform
 - User is presented with high engagement thank you page
3. Cookie is set on user’s machine and user is segmented according to LP content, etc.
 - SEM, Analytics, LinkedIn, Display media cookies, etc.
4. User completes form
 - Data ported into Marketo and possibly Salesforce if qualified
 - Conversion recorded in DoubleClick, GA, AdWords, etc.
5. User hits high engagement thank you page
 - Page can include videos, links, etc.
6. Auto reply from sales is triggered
 - Email feature demo and other contact opportunities
7. Sales gets an email alert
 - Sales to review lead and possibly reaches out to prospect
8. Nurture and retargeting campaign triggered from above sequence
 - Email/retargeting ad: eBook - Wake-Up Call
 - Email/retargeting ad: [Get a demo](#)
 - Email/retargeting ad: eBook - What You Must Know
 - Email/retargeting ad: Agile Supply Chain resource center
 - User Googles “pharmaceutical supply chain”
 - Email/retargeting ad: Webinar - Only Comprehensive Analysis of the Pharmaceutical Supply Chain During the Pandemic
 - User Googles “pharma supply chain”
 - Email/retargeting ad: [Get a demo](#)
 - Email/retargeting ad: Video podcast - Accenture's Life Sciences Supply Chain Team on The Agile Supply Chain Credo
 - Email/retargeting ad: video – APT: Collaboration for an Agile Supply Chain
 - Email/retargeting ad: [Get a demo](#)
 - Email/retargeting ad: IDC Whitepaper
 - Email/retargeting ad: Hook Video – Use cases/explainer
 - Email/retargeting ad: Solution Brief - APT: Issue Tracking
 - Email/retargeting ad: Use case videos
 - Email/retargeting ad: [Get a demo](#)
9. User clicks on LinkedIn social ad to get a demo
10. User lands on demo landing page, fills out the form and is presented with thank you page
11. Sales rep escalates contact to opportunity, checks history in Marketo (MSI) and Salesforce and sets up demo
12. Deal gets closed and sales is entered and recognized in Salesforce and dashboards

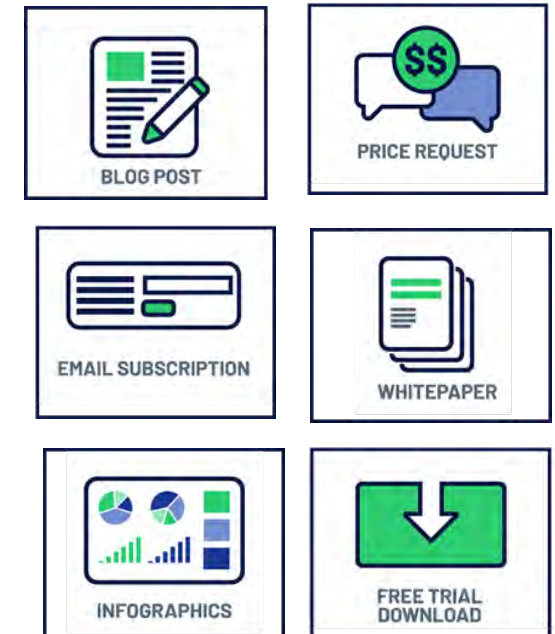
Paid & Earned Media



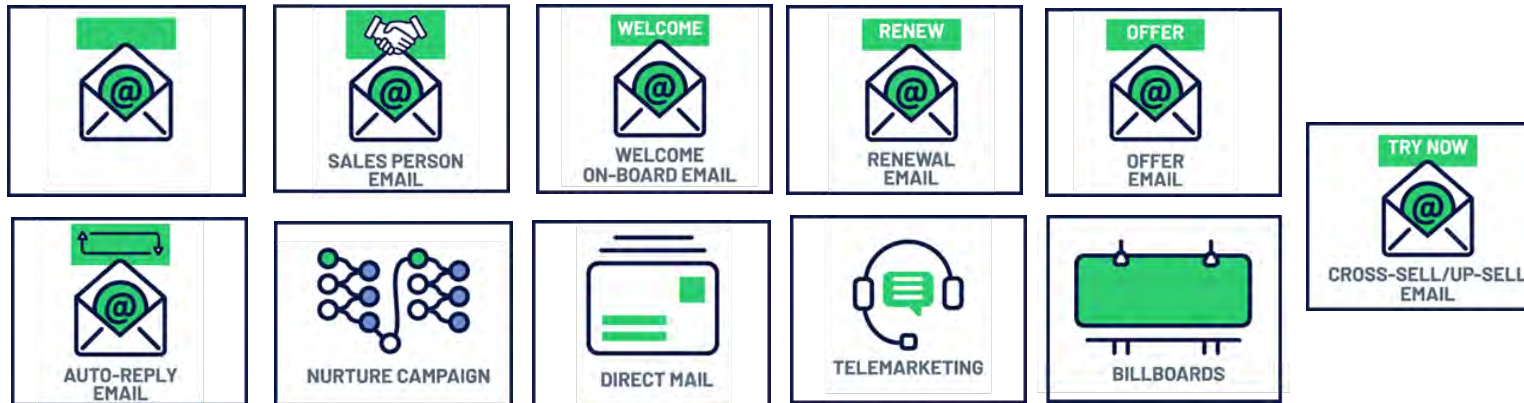
Website & Landing Pages



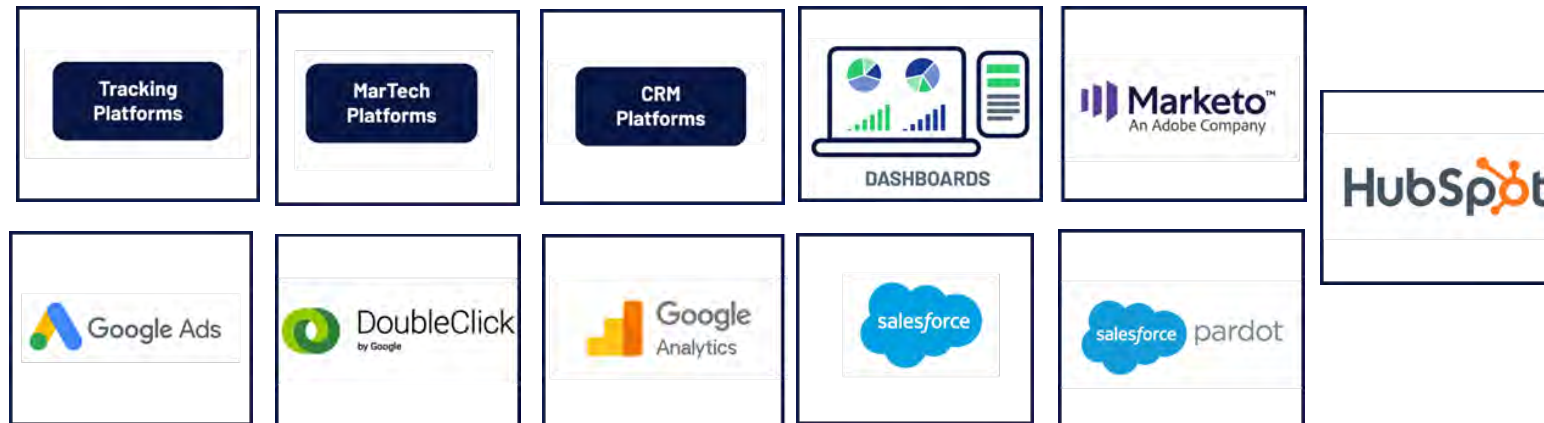
Content & Offer



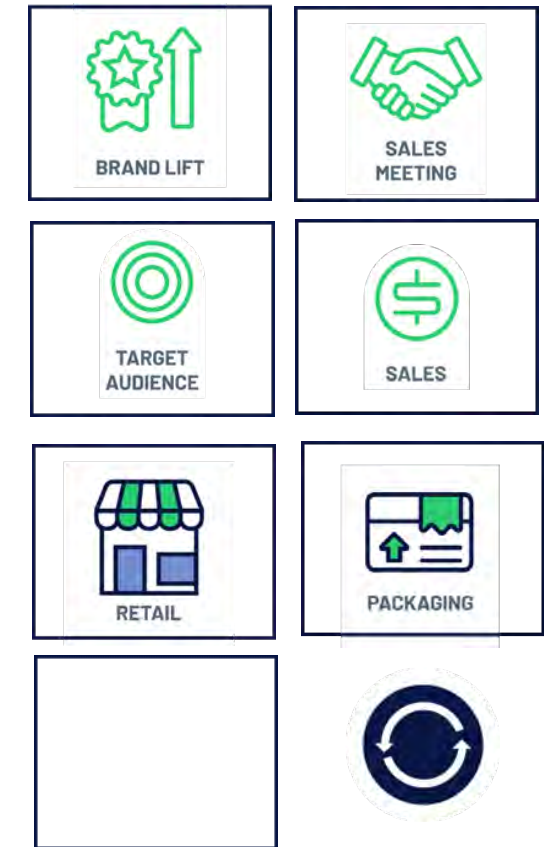
Email & Direct Marketing



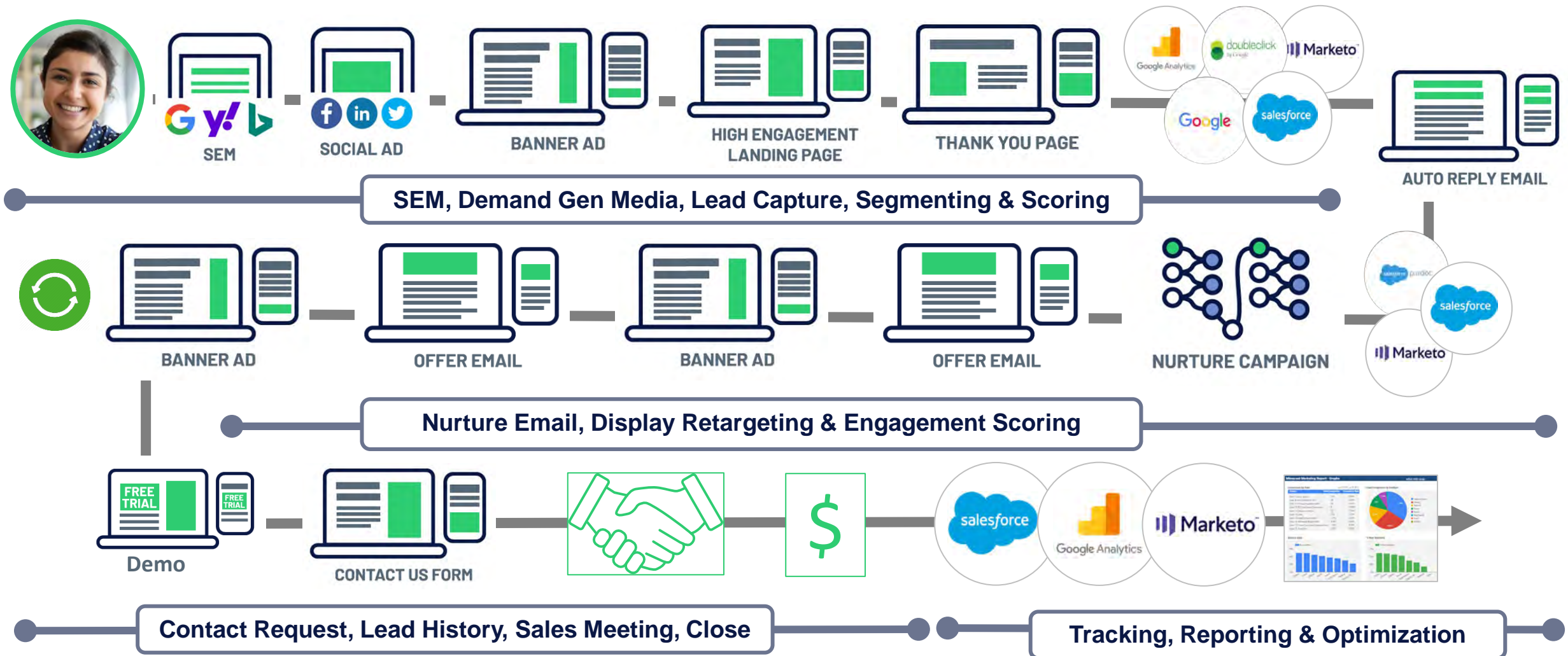
MarTech



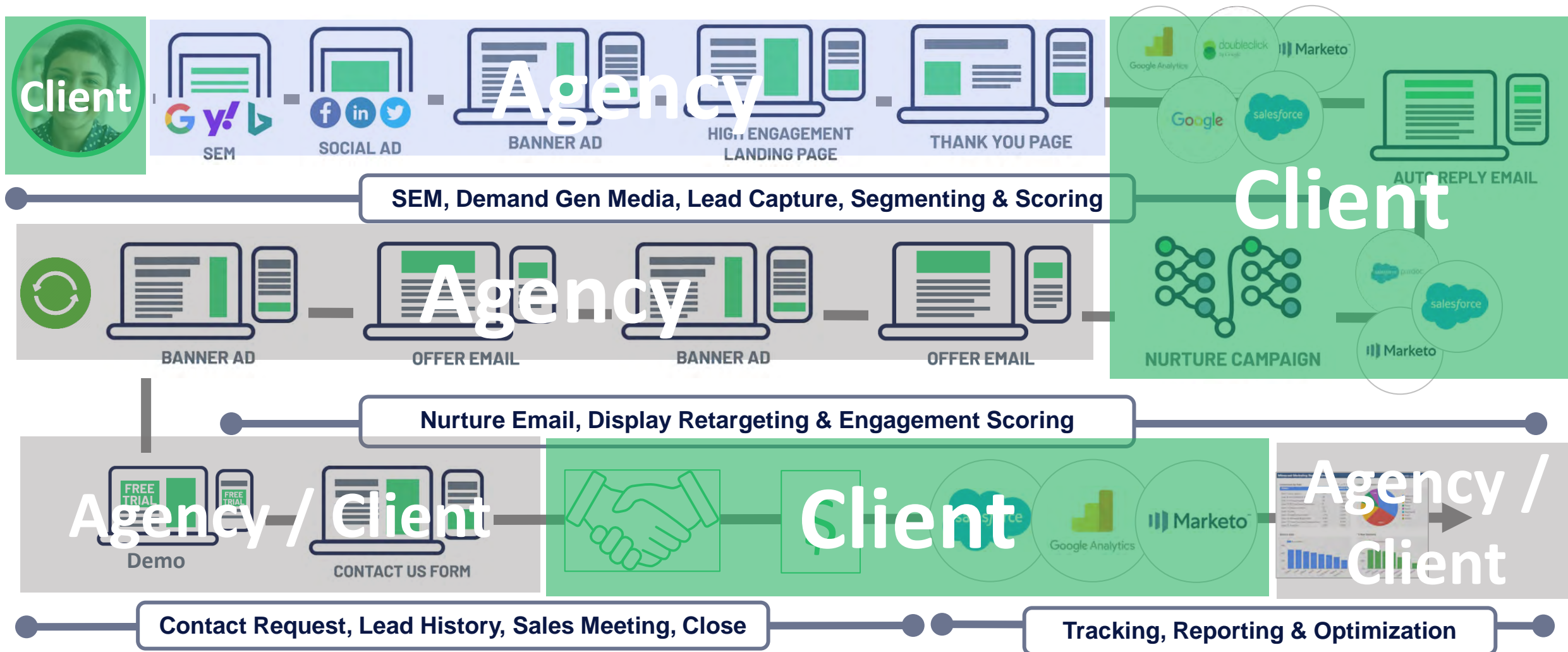
Others



Customer Journey Wireframe



Identify Roles and Responsibilities



TECH BUYER Funnel- Telematics



PERSONA EXAMPLE

Adam's Background

Position: **Sr. App Developer** Marital Status: **Married**
Employer: **Amica Mutual Ins.** Hobbies: **Video games**
Industry: **Insurance** Gender: **Male**
Location: **Lincoln, RI** Age: **37**



What Keeps Adam up at Night

- Keeping applications bug-free
- Keeping high application engagement per
- Preparing for new technical challenges
- Automating as many tasks as possible
- Upgrading servers/systems in time for business lines to use new apps

Watering Holes

Premium Tech Display Sites:

- Slashdot
- ITWorld
- DZone
- Github
- The Register
- Stackoverflow
- reddit.com/r/iosdev/

App Developer-specific websites and blogs:

- Hacker News
- SlashDot
- Reddit Programming

Social Media

- LinkedIn
- Twitter
- YouTube
- Facebook
- Reddit

Programming Languages

- Python
- Java
- PHP
- Objective C
- Android Software Development Kit (SDK)
- Command-line utilities

Topics and Terms

Topics:

- Mobility App trends
- Telematics trends
- Mobility case studies
- IOT Transportation News

Keyword terms:

- Mobility insight
- Driver behavioral data insights
- Secure telematics
- Telematics platform
- Telematics data insight
- Shared Mobility

Media Coverage: Account Based Branding (ABB) + Account Based Marketing (ABM)

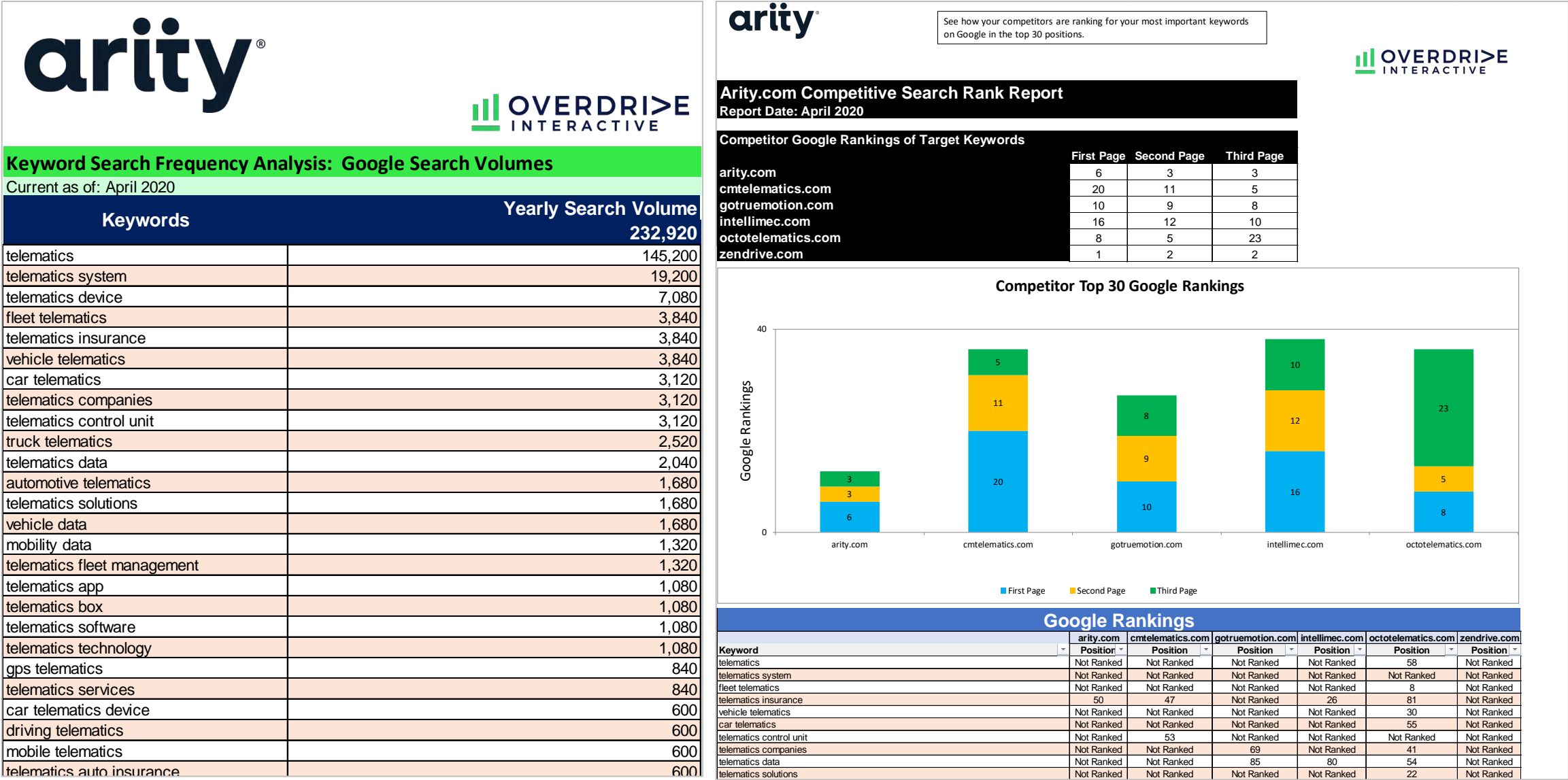
■ Industry and Social (Awareness)



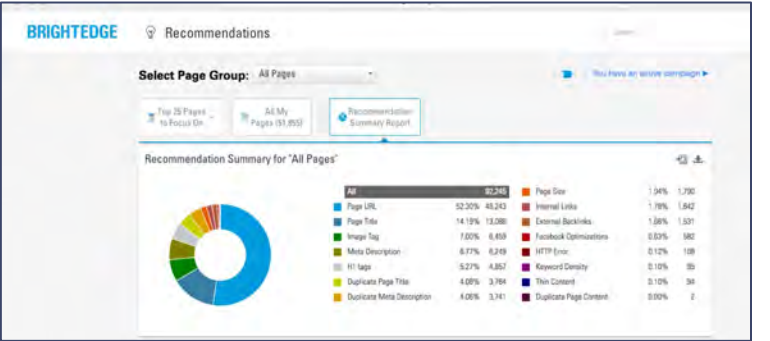
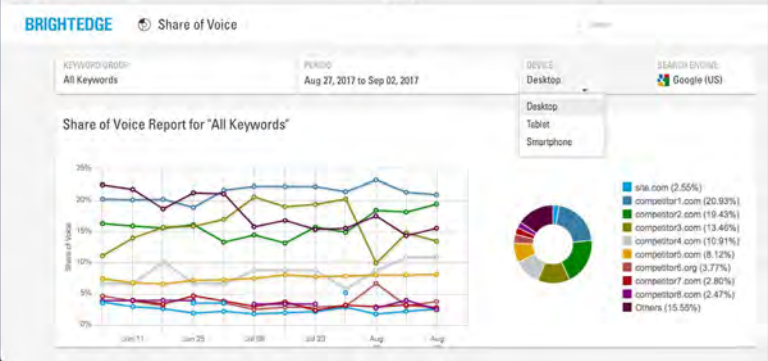
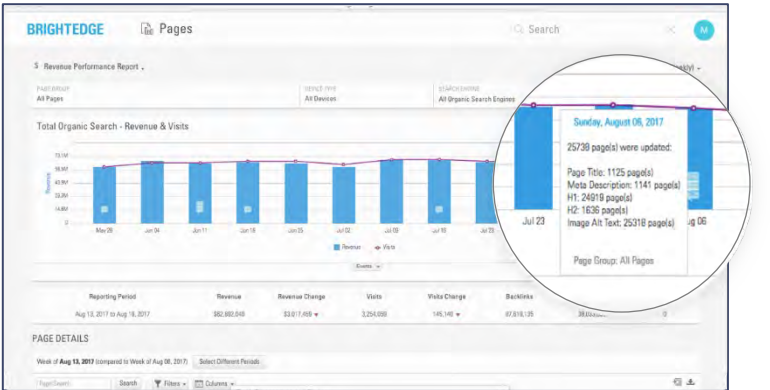
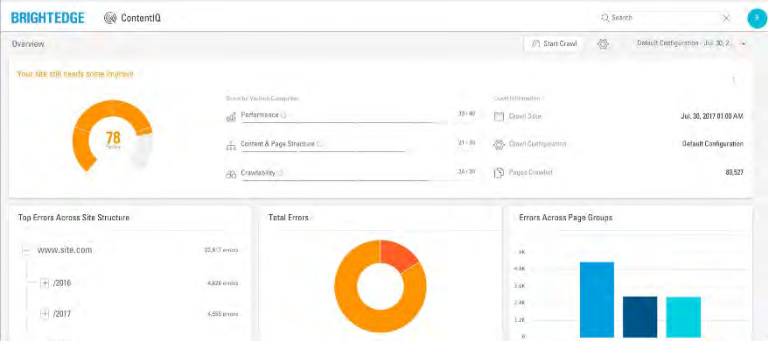
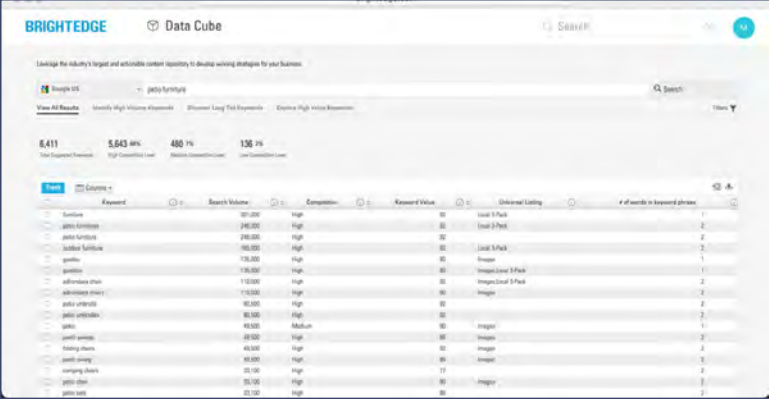
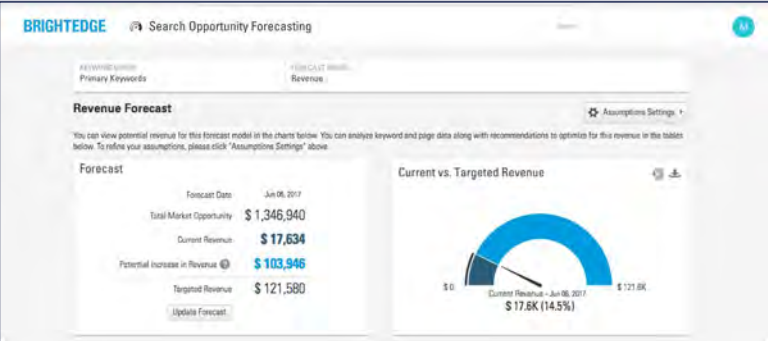
■ ABM/Demand Generation (Leads/MQLs)



SEM/SEO Keyword Selection and Content Strategy



SEO with BrightEdge



Paid Search Program

Google

telematics tools

Q All

Shopping

News

Images

Videos

More

Settings

Tools

About 7,030,000 results (0.79 seconds)

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Milliman & Telematics - Providing Solutions

International, Independent Actuarial And Consulting firm. Learn More Today. Retirement Funding. Risk Management. Healthcare Financing. Employee Benefits. Investment Consulting.

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Infineon Telematics - Reference designs & products

Infineon - Delivering performance, interoperability & security for telematics applications. Infineon - Connecting the real and the digital world. 24/7 Support. Sign Up For Newsletter. Technical Experts.

www.gpsinsight.com › blog › what-is-telematics

What is Telematics and How Can it Help Your Organization?

If you're thinking about GPS, you're on the right track. Like a simple GPS tracker, telematics is based on devices installed inside vehicles, which then use cellular ...

People also ask

What are telematics devices?

How does telematics technology work?

What is Telematics used for?

What is Telematics in a truck?

Feedback

en.wikipedia.org › wiki › Telematics

Telematics - Wikipedia

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2020 Mobility Opportunity Report from Arity

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Email *

Job Title *

Company *

Phone Number *

Country *

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1. Pellentesque habitant morbi tristique senectus et netus et. Justo nec ultrices dui sapien eget mi.

2. Interdum velit proin sagittis nisi rhoncus mattis.

3. Feugiat in fermentum posuere urna nec tincidunt.

4. Maecenas pharetra convallis posuere.

5. Neque aliquam vestibulum.

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Resources

Access our latest studies, whitepapers, webinars, and more.

Explore resources

Press

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Email press inquiries

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Corporate Policies

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Content Journey Audit



arity

Shared Mobility Solutions

Mobility insights built for the sharing economy

At Arity, our predictive insights and comprehensive risk analytics are designed to help shared mobility companies reduce their operational and insurance costs. With Shared Mobility Solutions, you can enhance the way you manage your drivers and vehicles while optimizing new doors for coverage options.



What we offer

Whether you're just starting out or actively growing your platform, Arity's solutions help you harness the power of mobility data to manage risk, cut cost and grow time.

You can start predicting risk the moment someone signs up – and the more members drive, the more you can capture, analyze, and leverage actual driving behavior to continuously help control risk and optimize costs.

Depending on the level of data you need, Arity offers flexible integration options including API, OBD-II, and mobile SDK.

Our shared mobility partner was able to **reduce physical damage on fleet vehicles from 37 to 0 after working with Arity for just 6 months.**

[illegible]





Find out how Arity PreQual has been rated for lower insurance premiums by 20%



Return unmatched data to screen drivers for better ratings - before anyone drives on your platform.

WHY?

- Reduce the potential of collisions when drivers apply rate rules predictors to screen drivers
- Use rate predictors to screen drivers
- Get unmatched driving information
- Work with insurers to adjust pricing in time

HOW?

The industry works on 10-15 years of historical claims data with associated air, oil, tire, accident, equipment, and driver vehicle type of claims each in different incidents. Data abstraction of this driver risk requires skills to sort and correlate dashboards before anyone even drives a mile on your platform.

Ready to learn more?

Click on Data Solutions or data.benchmark@arity.com to test Arity connectivity to download our test data.

Fleet Utilization



Protect your cars, drivers, and business with insights beyond tracking



Insights on how each driver, vehicle, trip, and incident relates to potential claims

INSIGHTS

- Integrated tools with real-time controls that let you identify how each score affects your vehicles
- Award paying for vehicle damages that happened off your premises
- Evaluate claims handling by providing data on activity before and after an impact

THE ARITY DIFFERENCE

Arity is the only data and analytics company combining 15+ years of claims with associated driving data. By adding over 15+ years of experience collecting data from connected cars, our insights track on how vehicle activity and driving behavior affect accident, damages, and your bottom line.

Ready to learn more?

Contact Derek Beckman at derek.beckman@arity.com

Anty Period Tagging™

Learn what's happening on and off your platform

Analyze how driving behavior and incidents vary in each driving period

Benefits:

- Knows driver behavior
- Report incidents in period
- Facilitate claims reconciliation
- Optimize commercial coverage

Key Anty's advantages

Anty is the only data and analytics component combining 80 years of claims with associated driving data. With analytics on incidents and driving risk by period, companies the implications of how a driver's activity on and off their platform affect insurance premiums and claims costs.

Ready to learn more?

Contact Derek Beckman at derek.beckman@antypolice.com

[illegible]

Leveraging Constant Connections for a Seamless Transportation Landscape

At Business Insider's 2014 CIO Connect Conference, we highlighted the importance of leveraging digital identity to transform cities.

On October 22nd and 23rd, we met with Gary Hughes, President of Intel, to learn a wealth of business insider's **CIO Connect** Transportation event in San Francisco. The event was centered on the importance of leveraging digital identity to transform the transportation landscape of cities and improve real-time transportation systems, including traffic, transit and autonomous vehicles.

Hughes shared the importance of digital identity in the transportation landscape and how new technologies are designed to increase the functionality of a networked transportation ecosystem, and highlighted Intel's new Technology Report on Business Inside, Brief as to learn other ways.

A New Push for Transportation Research

Right now, the future of a city is efficient, efficient, and ride transportation systems. Cities are not just about cars, but also about people, and the way they move. The future of cities, but not just about cars, but also about people, and the way they move. The future of cities, but not just about cars, but also about people, and the way they move.

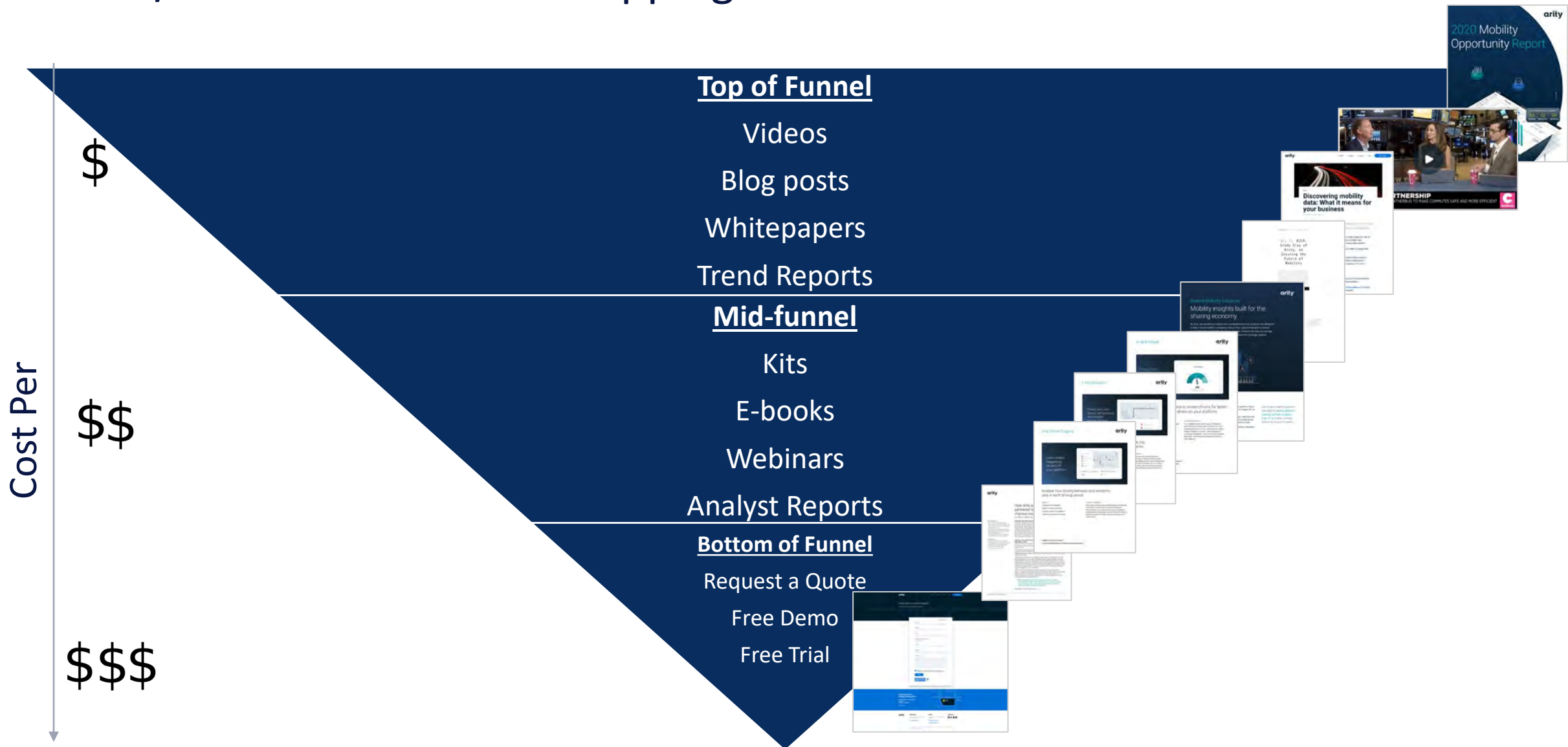
What's at the heart of the world's largest transportation system is a system that is not just about cars, but also about people, and the way they move. The future of cities, but not just about cars, but also about people, and the way they move. The future of cities, but not just about cars, but also about people, and the way they move.

Demand Gen Creative - Primary Offer Best Practices

- Title needs to do all the selling and describe what's inside – like a tabloid headline
 - Grab attention and stake your claim of ownership over your space
 - Don't be too clever or cryptic – speak plainly
 - Make sure it fits in a social post, email subject line, SEM ad, display ad, etc.
 - Universally appealing across the personas and job titles you are hoping to attract
 - Create professional FOMO - people should feel negligent if they don't read it
 - Idea should facilitate an annual or quarterly release and campaign



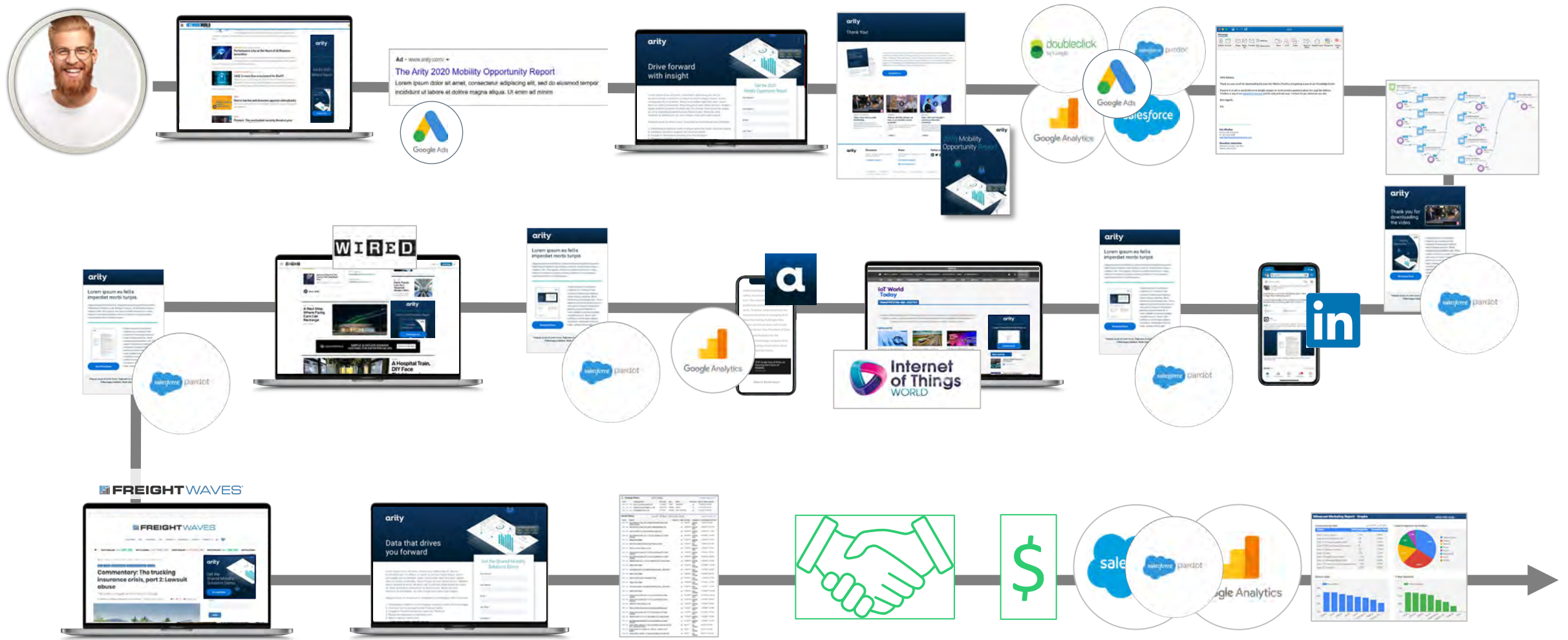
Asset/Offer Sales Funnel Mapping



Journey Narrative

- User sees a digital ad (Native/SEM) with a content offer (*The Arity 2020 Mobility Opportunity Report*) and clicks
- User arrives on a targeted landing page with form and offer
 - User downloads the offer by filling out the data capture form
- User becomes a lead
- System sets required tracking and retargeting cookies
 - Google Analytics, Dart, Google Ads, Double Click, Pardot, Salesforce
- User gets a personalized email from a sales-rep
- User is also presented with more engagement options on confirmation page
 - Engaging video, relevant links, more materials, additional offers, etc.
 - User is encouraged to share the content via Facebook, Twitter, email or other means
- Consumer data is sent into Pardot and Salesforce for lead scoring and future marketing automation
- Lead is targeted by retargeting ad with middle funnel content offer
- Lead arrives on a targeted landing page with form and offer
 - Lead downloads the offer by filling out the data capture form
- Lead is again targeted by button funnel offer (Request Demo)
- Lead arrives on the landing page with form
 - Lead fills out the form and requests demo
- Sales rep talks to the prospective lead and closes the deal
- Customer is tracked and reported for ROI and campaign optimization

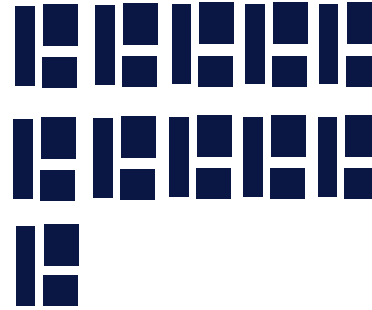
Crafting and Optimizing the Arity Customer Journey



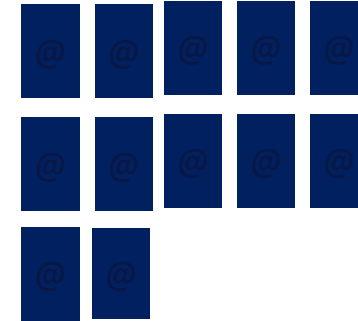
Creative Inventory

- 100+ individual assets
 - 55 banner ads 11 banners suits (5 IAB sizes)
 - 11 social ads
 - 11 nurture emails
 - 1 sales auto-reply email
 - 11 landing pages
 - 11 thank you pages
- Other
 - 33 search ads (included in SEM setup)
 - 10 content assets
 - 10 blog posts (1 for each asset)
 - 10 press releases (1 for each asset)

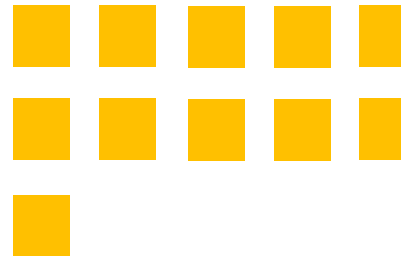
11 Banner Ad Suites



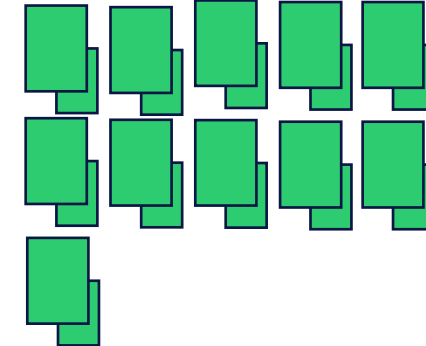
11 Nurture/Sales Emails



11 Social Ads



11 Landing/Thank You Pages



Creative Set: 2020 Mobility Opportunity Report

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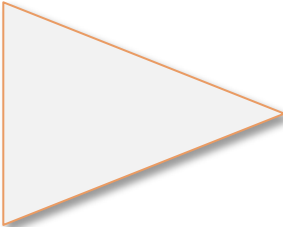
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1200 Likes

Like Comment Share



Landing Page

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Engagement Thank You Page

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Video: Arity teams up with WeatherBug

Webinar: Mobility changes are here, is your business model prepared?

Video: Add value through a continuous telematics connection

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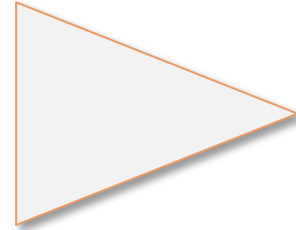
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MOBILITY PARTNERSHIP

Video: Arity teams up with WeatherBug

City Insights president of Arity discusses the new partnership with WeatherBug and driving results during the holiday season

0:00

INSURANCE

Webinar: Mobility changes are here, is your business model prepared?

Listen to experts Katie Swadlow and Robin Hartlage share mobility trends and insights.

0:00

INSURANCE

Add value through a continuous telematics connection

Watch Arity Product Manager Rob Bechard take the stage at IIC 2019 to explain how telematics can provide improved customer engagement.

0:00

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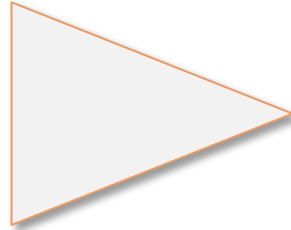
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Thank You!

(Background graphic showing binary code and network icons)

Mobility Opportunity

Arity is seeking individuals who are passionate about mobility and want to make a difference in the world.

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Video: Arity team up with WeatherBug

Our partners, united at Arity, discuss the new partnership with WeatherBug and driving trends during the holiday season.

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Webinar: Mobility changes are here, in your business model prepared?

Listen to experts Kristie DeGiacari and Robyn Harberg share mobility trends and insights.

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Video: Add value through a continuous telematics connection

Watch Arity Product Manager Ross Wehacht take the stage at ITC 2019 to explain how telematics can provide improved customer engagement.

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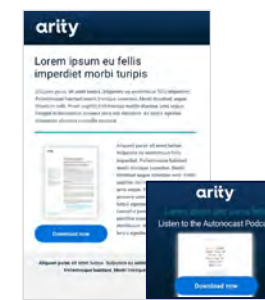
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Triggered Email + Retargeting Nurture Campaign



Nurture Campaign Email #2:
Weather Partnership Video



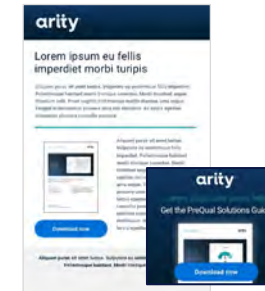
Nurture Campaign Email #3:
Insuring the Future of Mobility Podcast



Nurture Campaign Email #4:
Your Bad Driving Podcast



Nurture Campaign Email #5:
Mobility Solutions Guide



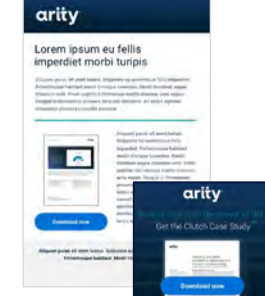
Nurture Campaign Email #6:
PreQual Solutions Guide



Nurture Campaign Email #7:
Fleet Utilization Solutions Guide



Nurture Campaign Email #8:
Period Tagging Solutions Guide

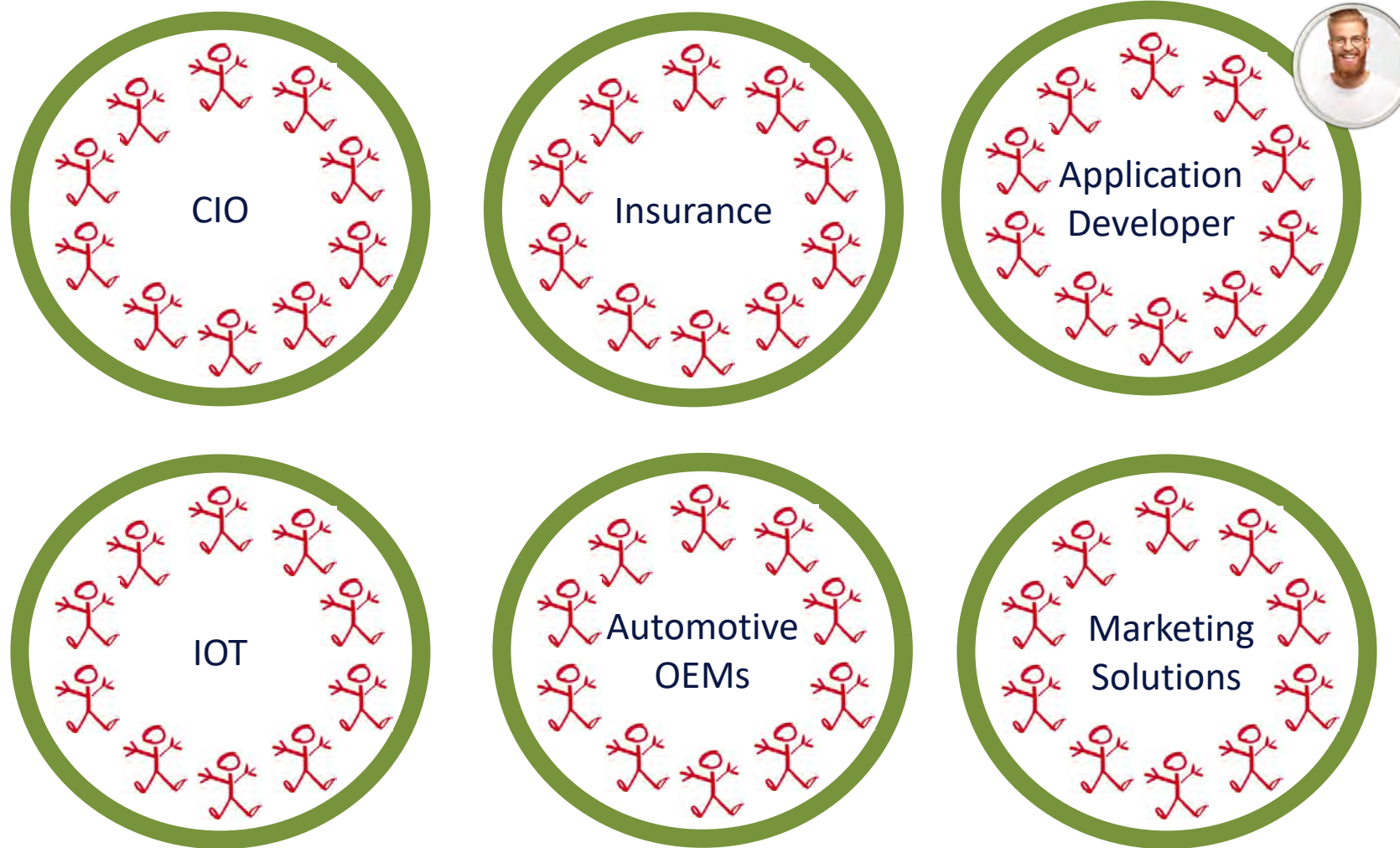


Nurture Campaign Email #9:
Clutch Case Study



Nurture Campaign Email #10:
Request a Demo

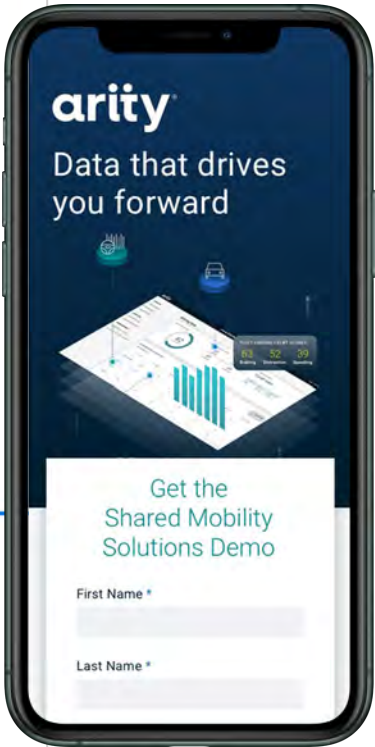
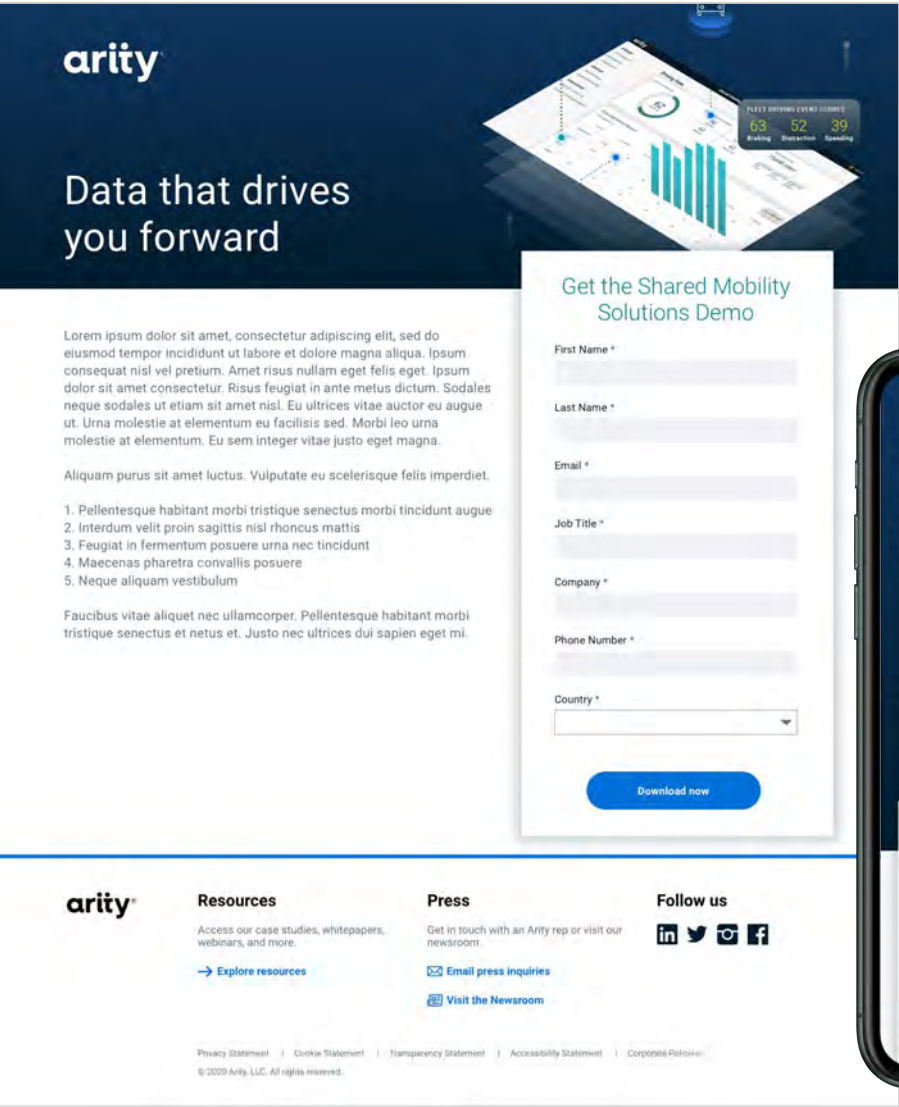
Retargeting Segmentation and Audience Pool Creation



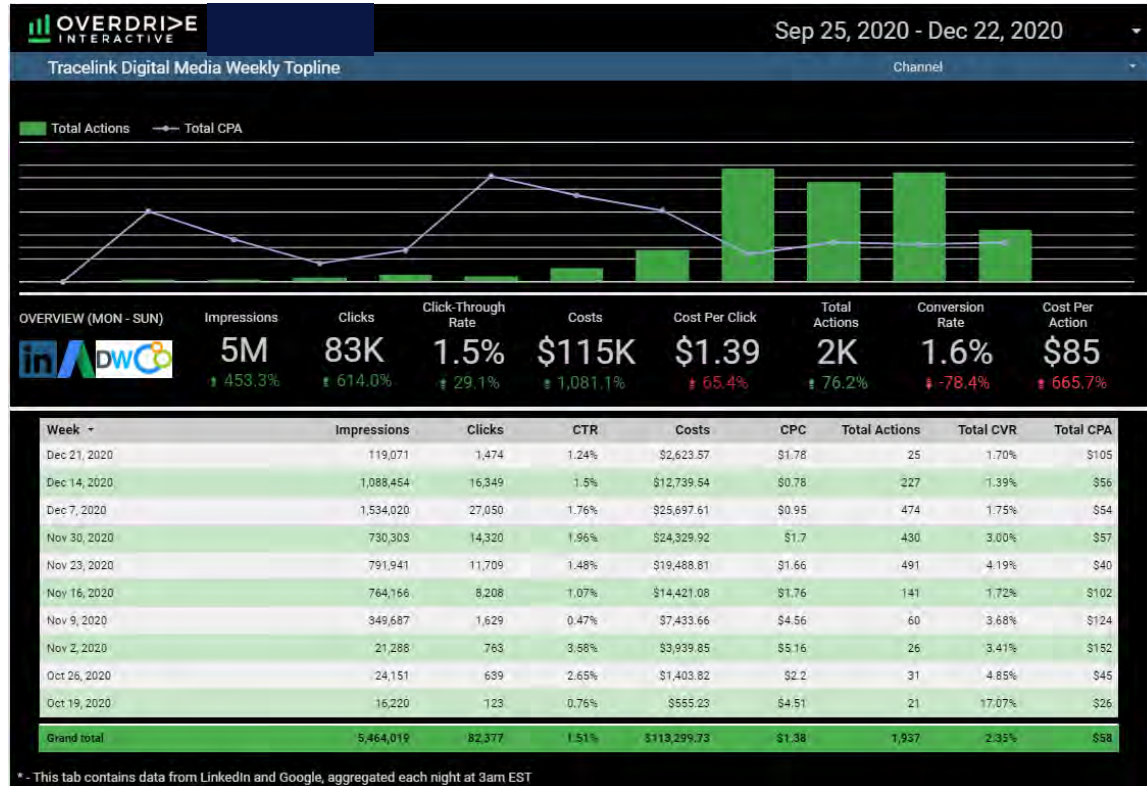
Content Based Nurture Campaign via Remarketing Display



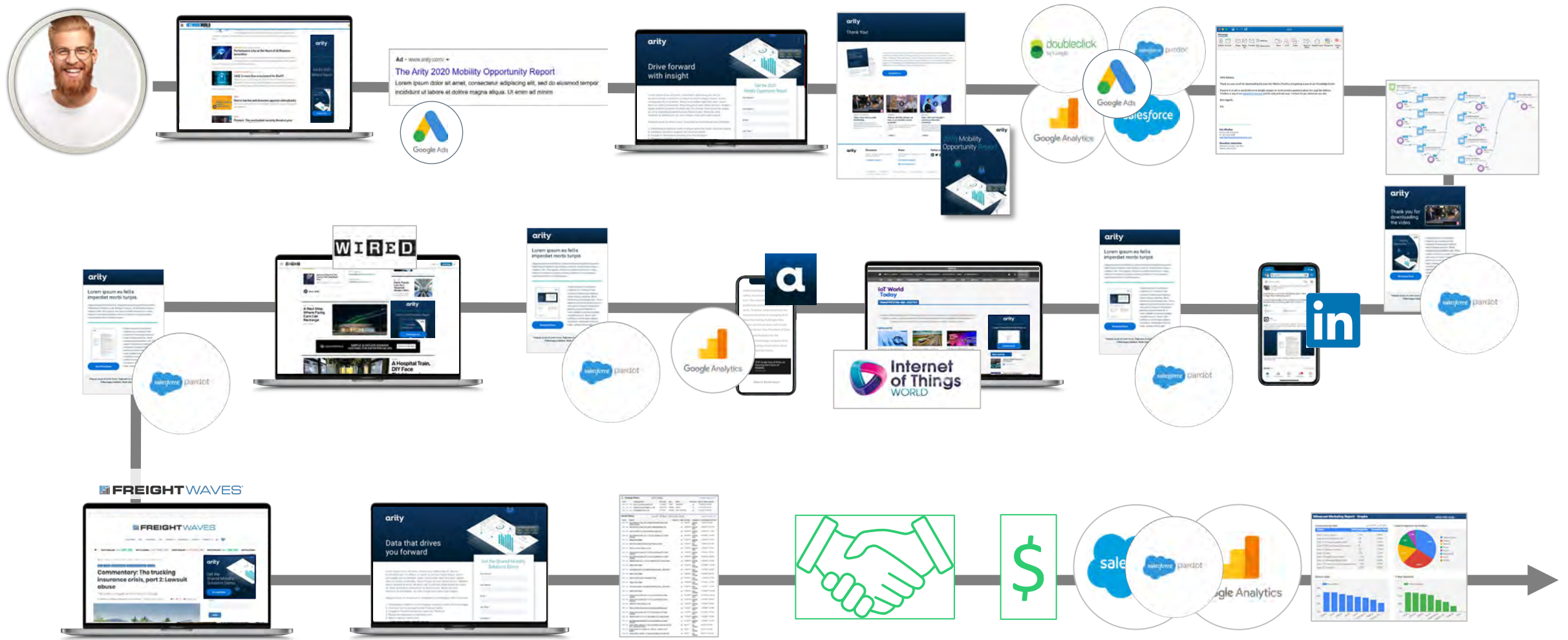
Escalation Offers: Engagement to MQLs (Demo Request)



Data Studio/Domo Dashboard



Crafting and Optimizing the Arity Customer Journey



Free Budget Consultation:

Ask us for free custom integrated budget that fits your marketing needs and finances – no obligation.

12 Month Budget (Core RFP Requirements)							
Services	Description	Staffing and Fee Structure	12 Months	Q1	Q2	Q3	Q4
Consulting and Account Management	Strategic and technical consulting and guidance; program ideation and technical research; comprehensive digital marketing plan development; MarTech stack audit; integration planning , campaign planning and management; day-to-day project management and communication; and other account executive and project management duties as required. Also includes quarterly audits requested in RFP.	Agency Principal Strategist, Account Director, Director of SEO and Analytics, Director of Paid Media, MarTech Consultants; includes ongoing account management, marketing audits, training and consulting.	\$60,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
Creative and Production Support (Ads, Landing pages, Nurture Emails, etc.)	Includes ad concept development, design, copywriting, production and programming for all online and offline ads, landing pages, email, nurture and drip campaigns, direct mail, video and other marketing and advertising requirements to be determined and agreed upon in final media and marketing plan.	Creative Director, Graphic Designer, Copywriter, Web Developer, Production Manager / billed at various rates between \$175 and \$225 per hour.	\$75,000.00	\$45,000.00	\$15,000.00	\$10,000.00	\$5,000.00
Paid Search / Display Retargeting Planning, Management and Optimization and Media (Gross Budget)	Includes AdWords account setup and surgical configuration on Google and Google Display Network (keyword selection, ad text creative, targeting, timing, etc.), tracking setup and configuration, day-to-day bid, placement and keyword program management and ROI optimization, conversion tracking and reporting and monthly detailed reporting and analysis.	Media Director, Sr. Search Manager, Search Specialist, 15% of planned gross media spend. (Minimum monthly management fees may apply.)	\$1,200,000.00	\$300,000.00	\$300,000.00	\$300,000.00	\$300,000.00
ABM Media Planning, Management and Optimization and Media (Gross Budget)	Includes planning, buying, day-to-day management, tracking, reporting for demand gen media including display, video, programmatic, paid social (LinkedIn), ABM, white paper syndication, retargeting, custom audiences, native and other channels as required.	Media Director, Media Planner and Manager, 15% of planned gross media spend, Ad Server fees blended in to CPMs and click costs. (Minimum management fees may apply.)	\$1,200,000.00	\$300,000.00	\$300,000.00	\$300,000.00	\$300,000.00
Organic Search Engine Optimization (SEO) and Content Development	Includes keyword research, search integration training for PR staff, content/copy developers and web programmers, 100 pages of high quality content/copy development, monthly SEO recommendations, 12 months search analytics and recommendations, 12 months of search rank and competitive search rank reporting via BrightEdge, 12 months of website analytics reporting and conversion rate optimization consulting.	SEO Analyst, SEO Copywriter, Website Developer, SEO Training Specialist, Web Developer / \$12,500 per month, 12 months. (More expensive programs in Walk and Run include more keyword tracking and content development.)	\$150,000.00	\$37,500.00	\$37,500.00	\$37,500.00	\$37,500.00
On-Demand MarTech and Web Development Support (SalesForce, Marketo, etc.)	Includes all forms of support for the MarTech and web development consulting and admin for platforms that include: SalesForce, Pardot, Marketo, Google Analytics, GA4, Google Studio, WordPress, SiSense and other platforms as required.	MarTech Consultant (Sales Force/Marketo, GA4), Web Developer, Project Manager / billed at various rates between \$175 and \$225 per hour.	\$33,000.00	\$15,000.00	\$6,000.00	\$6,000.00	\$6,000.00
Total			\$ 2,718,000.00	\$ 712,500.00	\$ 673,500.00	\$ 668,500.00	\$ 663,500.00

Campaign Timeline

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Paid Search												
Budget Planning												
Legacy Channel Set-Up & Takeover												
Benchmark												
Tracking Audit												
Assessment & Recommendations												
Reporting												
Paid Media												
Media Plan Development												
Creative & Trafficking												
Campaign Launch												
Tracking & Reporting												
Search Engine Optimization (SEO)												
Ongoing SEO Support & Consulting												
Keyword Research												
Position & Traffic Benchmark												
Position & Traffic Reporting												
SEO Content Development												
SEO Content Page Installation												
Meta Tag Development												
Critical Issues Assessment												
Comprehensive Site Assessment												
Implementation of Assessment Recommendations												
SEO Training												
Marketing Consulting												
Ongoing Integrated Analysis & Consulting												

Campaign Project Plan Details

Task Code	Track	Category	Tasks	Task Lead	Start	Complete	Duration (Days)	Working Days
1	Meetings & Planning		Meetings & Planning					
2	Meetings & Planning	Meetings & Planning	Meetings & Planning					
3	Meetings & Planning	Meetings & Planning	Overdrive and RSA Mitigate Cyber Attack Risk solution kickoff meeting	Overdrive	4/30/20	4/30/20	1	1
4	Meetings & Planning	Communication	RSA Mitigate Cyber Attack Risk solution to complete Intake Document	RSA Mitigate Cyber Attack Risk s	4/30/20	5/06/20	7	5
5	Meetings & Planning	Meetings & Planning	Intake Session	RSA Mitigate Cyber Attack Risk s	5/07/20	5/07/20	1	1
6	Meetings & Planning	Meetings & Planning	Weekly Status Meetings	Overdrive	5/08/20	5/08/21	365	261
7	Meetings & Planning		Meetings & Planning					
8	Paid Search	Budget Planning	Budget Planning - Legacy Campaign					
9	Paid Search	Budget Planning	RSA Mitigate Cyber Attack Risk solution to confirm monthly spend and budget specifics	RSA Mitigate Cyber Attack Risk s	5/07/20	5/07/20	1	1
10	Paid Search	Budget Planning	Overdrive to implement/manage to provided budget specifics	Overdrive	5/07/20	6/05/20	30	22
11	Paid Search	Legacy Channel Set-Up & Takeover	Legacy Channel Set-Up & Takeover					
12	Paid Search	Legacy Channel Set-Up & Takeover	Overdrive get access to legacy campaign	Overdrive	5/07/20	5/08/20	2	2
13	Paid Search	Legacy Channel Set-Up & Takeover	Overdrive assume control of legacy program based on existing assets	Overdrive	5/07/20	5/07/20	1	1
14	Paid Search	Benchmark	Benchmark					
15	Paid Search	Benchmark of current KPIs	Overdrive to benchmark current performance	Overdrive	5/07/20	6/05/20	30	22
17	Paid Search	Tracking Audit	Tracking Audit					
18	Paid Search	Tracking Audit	Review legacy tracking	Overdrive	4/30/20	5/06/20	7	5
19	Paid Search	Tracking recommendations and Upd	Overdrive to provide necessary code for installation	Overdrive	4/30/20	5/14/20	15	11
20	Paid Search	Tracking installation	RSA Mitigate Cyber Attack Risk solution to install/Implement proposed recommendations	RSA Mitigate Cyber Attack Risk s	5/14/20	6/12/20	30	22
21	Paid Search	Assessment & Recommendations	Assessment & Planning					
22	Paid Search	Assessment & Recommendations	Overdrive perform channel assessment & develop plan	Overdrive	5/07/20	6/05/20	30	22
23	Paid Search	Assessment & Recommendations	Overdrive to present channel assessment and recommendations	Overdrive	6/05/20	6/05/20	1	1
24	Paid Search	Assessment & Recommendations	Review and approval of channel recommendations	RSA Mitigate Cyber Attack Risk s	6/05/20	6/11/20	7	5
25	Paid Search	Assessment & Recommendations	Implement near term channel recommendations	Overdrive	6/11/20	6/25/20	15	11
26	Paid Search	Reporting	Reporting					
27	Paid Search	Weekly Reporting	Weekly Report	Overdrive	5/07/20	5/07/21	366	262
28	Paid Search	Monthly Reporting	Detailed Monthly Report (Delivered in first 10 Business Days of the month)	Overdrive	8/05/20	8/05/21	366	262
29	Paid Media							
30	Paid Media	Media Planning	Media Planning					
31	Paid Media	Media Planning	(Strategy, Universe of Opportunity, Target Audience, Budgets, Flight Schedule, Budgets, Creative)	Overdrive	5/14/20	5/27/20	14	10
32	Paid Media	Media Planning	Overdrive to present media plan	Overdrive	5/27/20	5/27/20	1	1
33	Paid Media	Media Planning	RSA Mitigate Cyber Attack Risk solution to provide feedback/approval on media plan	RSA Mitigate Cyber Attack Risk s	5/27/20	5/28/20	2	2
34	Paid Media	Creative & Trafficking	Creative & Trafficking					
35	Paid Media	Creative & Trafficking	Overdrive to provide all necessary creative specifications	Overdrive	5/21/20	5/25/20	5	3
36	Paid Media	Creative & Trafficking	RSA Mitigate Cyber Attack Risk solution to provide all approved creative assets	RSA Mitigate Cyber Attack Risk s	5/25/20	5/31/20	7	5
37	Paid Media	Creative & Trafficking	Overdrive to traffic all creative	Overdrive	5/31/20	6/04/20	5	4
38	Paid Media	Creative & Trafficking	Overdrive to Launch Campaign	Overdrive	6/04/20	6/04/20	1	1
39	Paid Media	Benchmarking & Reporting	Tracking & Reporting					

Training and Workshops

- **Digital Marketing**
 - End-to- End Digital Marketing
 - High Impact Digital Demand Generation for B2B
 - Always on Account Based Marketing (ABM)- The 4 steps to Success
 - Crafting the Customer Journey
 - Optimizing the Whole Customer Journey
 - The 5 Pillars of Ecommerce
 - Quick Start Marketing Automation
- **Search (SEO + SEM)**
 - SEO 101 - The Basics of SEO and SEM
 - Search Engine Optimization for Everyone- SEO Tactics for Everyday
 - Advanced SEO Tactics
 - Creating the Ultimate SEO Dashboard for CMOs
 - SEO for Ecommerce
 - End-to- End SEM- The World of Paid Search
 - SEM Success for B2B Marketing
- **Social**
 - End-to- End Social Media Marketing
 - Paid Social Media Bootcamp
 - 17 Ways to Integrated Social and SEO
- **Paid Media**
 - Digital Media 101- Getting your Head Around Online Advertising
 - Programmatic Bootcamp
- **Design**
 - Email Best Practices
 - Landing Page Best Practices
 - Conversation Rate Optimization (CRO) Best Practices



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Thank You. Any Questions?

Harry J. Gold

CEO/Managing Partner

Direct 617-254-5000 x 1100

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