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
- Online media (display, social, video, DOOH)
- Search marketing (SEO/SEM)
- Website and application development
- Social media marketing
- **Branding, demand gen, ABM and ecommerce**
- **Analytics and cross channel optimization**

MITX
Interactive Agency of the Year

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

+165%
Conversion Rate

+294%
SEO Page 1 Listing

+328%
Social Growth

-70%
Cost per Lead

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 Program

Client's Challenge

Mimecast came to Overdrive to help build their brand, grow their digital footprint, drive traffic and engagement from their target audience and, of course, to grow revenue.

Demand Generation Components:

- Marketing Plan Development
- Website Development
- Search Engine Marketing (SEO)
- Paid Search Management (SEM)
- Display & Remarketing
- Marketing Stack Integration
- Unified Dashboard & Analytics

See Full Case Study here

+22%
Conversion Rate

+142%
Google Page 1 Ranking

-57%
Display Cost per Conversion

-75%
SEM Cost per Conversion

The Lines Are Blurring

Search Engine Optimization

Paid Search Management

Online Media

Social Media

Creative, Website Development

Email, Marketing Automation

Analytics

Integrated Digital

OVERDRI>E
INTERACTIVE

Sample Digital Marketing Ops Team – Know You Team

- 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

Kara
Account Coordinator

Jessica
Associate Creative Director

Greg
Senior Full Stack Developer

Greg
Sr. Copywriter

Alex
Sr. Interactive Designer

Elyssa
Digital Designer

Michael
VP / Director of Paid Media

Dan
Associate Director of Paid Search

Andrea
Paid Media Specialist

Hailey
Paid Media Specialist

Jeff
VP / Director of Earned Media and Analytics

Vincent
Senior SEO Analyst

Jessica
Senior SEO Specialist

Iris
Senior SEO Specialist

Betsy
Marketing Technology

Carly
Eloqua Specialist

- Customized training and LMS curriculum development

OVERDRI>E INTERACTIVE

Sample Agency/Client MarTech Review - Know Your MarTech!

- Agency
  - Bing
  - BrightEdge
  - Google Campaign Manager 360
  - Facebook
  - Google Ads
  - Google Data Studio
  - LinkedIn
  - Visual Website Optimizer
- Client
  - 6sense
  - Drift
  - Google Analytics
  - Google Search Console
  - Google Tag Manager
  - Madison Logic
  - Marketo
  - RTP
  - Olark
  - ON24
  - Salesforce CRM
  - Salesforce audience studio
  - Uberflip
  - TrustRadius

Conversion Oriented Creative
What Do You Want People to Do Right Now?

- Go with the groove
  - Meaningful messaging that seems familiar
  - Leverage what people need
  - Leverage what people already know

- Encourage action
  - Don't just look good
  - Facilitate the user's online objectives
  - Encourage the marketer's desired outcomes

"Selling the Conversation"

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

CRM/Lead Database

→ Telemarketing
→ Email/Nurture
→ Social/Viral
→ Retargeting

Sales Team

Sales Materials

$

Optimize
Track, Report and Respond

Overdrive Creates and Optimizes the Whole Customer Journey

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

Customer Journey: Telematics

Customer Journey: Healthcare

Customer Journey: Edu

Customer Journey: Commercial Banking

BANNER AD

PAID SEARCH AD

HIGH CONVERTING
LANDING PAGE

BANNER AD

HIGH CONVERTING
LANDING PAGE

CRM / MARKETING
TECHNOLOGY STACK

MARKETING
NURTURE

BANNER AD

BANNER AD

BANNER AD

BANNER AD

EMAIL WITH OFFER

EMAIL WITH OFFER

EMAIL WITH OFFER

EMAIL WITH OFFER

EMAIL WITH OFFER

CONTENT OFFER
DOWNLOAD

BANNER AD

BANNER AD

HIGH CONVERTING
LANDING PAGE

FORM FILL

3RD PARTY
DATA LOOKUP

PROSPECT IS
CONTACTED

SALES
MEETING

SALES

CRM / MARKETING
TECHNOLOGY STACK

DASHBOARDS

Customer Journey Light

Overdrive Methodology: 3 Levels of Customer Journey Optimization

Media

- Are we reaching the right people at the right time?
- Are we covering the right content and keywords? (Search)
- Are we paying the right price? (Budget)
- Are we targeting the right devices, geographies and time zones?
- Are we dominating search and part of the right social conversations?

Technical

- Is our tracking working? (Have we performed all our benchmarks?)
- 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.?)
- Is our technical SEO house in order? (Site maps, code efficiency, measurement, etc.)

Creative

- 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)

OVERDRIVE INTERACTIVE

Mapping, Crafting, and Optimizing the Customer Journey

Stand up complete customer journeys in one shot.

Customer Journey Wireframe

Don't fragment your efforts.

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

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

Customer Journey Wireframe

SEM, Demand Gen Media, Lead Capture, Segmenting & Scoring

Nurture Email, Display Retargeting & Engagement Scoring

Contact Request, Lead History, Sales Meeting, Close

Tracking, Reporting & Optimization

Identify Roles and Responsibilities

SEM, Demand Gen Media, Lead Capture, Segmenting & Scoring

Nurture Email, Display Retargeting & Engagement Scoring

Contact Request, Lead History, Sales Meeting, Close

Tracking, Reporting & Optimization

Demand Gen
Account Based Marketing (ABM)

OVERDRI>E
INTERACTIVE

ABM/Flip My Funnel Dilemma

ABM According to Sales

- Tiny group of companies and people at the narrowest end of the sales funnel

- It's their "flipped funnel" or "the companies we are working on right now"

ABM According to Marketing

- All the companies and people you want to do business with now and in the future

- The total universe of companies and prospects who could actually buy your products

Data Enrichment/Enhancement for ABM Custom Audiences

- Integrate segmented CRM data with ABM platforms and media channels

Data Integration

Intent Targeting for ABM

MADISON LOGIC

- Network of 1,600+ publishers

- Track 4,200,000,000 interactions from 400,000,000 B2B professionals at 2,000,000 enterprises across 2,600+ intent topics and 15+ verticals

White Paper Download

Attended Webinar

Read Case Study

Viewed Infographic

Article Interest

Mobile Activity

Search

Watched Video

Social Activity

Over 2600 Madison Logic Intent Topics 1 (Samples Below)

CLOUD

TOPIC	MONTHLY INTERACTIONS
Cloud Strategy	41,334,526
Cloud Applications	16,024,028
Cloud Computing	10,008,773
Cloud as a Service	8,819,156
Cloud Management	5,189,229

over **50 cloud** topics

MOBILITY & WIRELESS

TOPIC	MONTHLY INTERACTIONS
Mobile Device Management	81,274,107
Wireless Security	39,170,283
Wireless Messaging	26,657,837
Mobile Workers	12,877,843
Wireless Networking	9,771,634

over **30 mobility & wireless** topics

HUMAN RESOURCES

TOPIC	MONTHLY INTERACTIONS
Recruiting Technology	43,223,813
HR Technology	12,500,850
Remote Administration	6,329,399
Telecommuting	6,049,363
Computer-based Training	4,240,534

over **260 human resources** topics

DATA CENTER & VIRTUALIZATION

TOPIC	MONTHLY INTERACTIONS
Data Center	10,200,556
Virtualization	2,249,374
Virtual Servers	1,488,684
Virtual Data Center	1,453,710
Virtual Machines	1,003,617

over **45 data center/virtualization** topics

ANALYTICS & REPORTING

TOPIC	MONTHLY INTERACTIONS
Data Management Technology	11,191,735
Data Analytics	6,312,254
Big Data	5,315,897
Visual Analytics	4,034,302
Reporting Software	2,868,921

over **30 big data** topics

SECURITY

TOPIC	MONTHLY INTERACTIONS
Security Management	106,800,228
Application Security	57,424,302
Data Security	51,875,402
Endpoint Security	38,644,038
Security Solutions	38,126,091

over **75 security** topics

Allen Duan
CTO at Nestle

Allen researches retail tech, **global website performance**, enterprise apps, and internet of things.

Allen normally downloads/reads 2-3 assets related to **global website performance** per month.

Madison Logic sees that Allen's content consumptions has spiked to **10 assets per month.**

Related content consumption among Allen's colleagues at Nestle has also spiked on global website performance.

Intent Based ABM Targeting Data and Cookie Pool

Global Website Performance

Madison Logic will serve targeted content syndication (CPL) & digital branding (CPM) to Allen's team combining targeting and intent timing.

OVERDRIVE INTERACTIVE

ABM/Nurture is Not Just About New Leads, It's About Increasing Targeted Engagement

- Staying in front of the right people
- Driving targeted site visits
- Driving qualified leads
- Encouraging content consumption
- Lead score and sales escalation
- Contact and dialogue
- Increases sales

Increased Targeted Engagement

Reverse IP Lookup/ID Intenders

Intent Reporting

Akamai
FASTER FORWARD

- **DATE RANGE:** YTD
- **IMPRESSIONS:** **21,367,613**

CLICKS: 240,426

ACTIONS: 3,221

- SAMPLE TERMS:
  - mobile site performance
  - media delivery
  - CDN
  - application acceleration
  - web performance
  - web security

COMPANIES VISITING AKAMAI VIA PAID SEARCH

Companies identified through reverse IP lookup

Intent Reporting for Sales and ABM

Company Name	Score	HQAddress	HQAddress 1	HQAddress 2	HQ City	HQ State/Prov/Reg	HQ Zip	Industry	Revenue	Search Engine	Date/Time	Pages	IP Address
Wal-Mart Stores, Inc.		702 S. W. 8th Stre	702 S. W. 8th Street		BENTONVILLE	AR	72716	Retail	$486,000,000,000.00	Google	11/14/2019 16:47	1	161.168.251.102
Exxon Mobil Corporation		P.O. Box 8519, Sp	P.O. Box 8519		Spring	TX	77387-8519	Energy & Utilities	$290,000,000,000.00	Google	11/16/2019 14:16	3	158.26.2.169
APPLE INC	64	SUNNYVALE, CA, US, 94089			SUNNYVALE	CA	94089	Software & Internet	$216,000,000,000.00	Google	12/5/2019 13:05	1	144.178.28.133
McKesson Corp.	72	One Post Street, S	One Post Street		SAN FRANCISCO	CA	94104	Software & Internet	$191,000,000,000.00	Google	11/20/2019 13:54	1	143.112.144.129
UnitedHealth Group Incorporated		IP & DNS Team, 6	IP & DNS Team	6150 Trenton Lan	PLYMOUTH	MN	55442	Insurance	$185,000,000,000.00	Bing	11/21/2019 17:36	1	198.203.175.175
PCS Health Systems		9501 East Shea Bl	9501 East Shea Blvd.		SCOTTSDALE	AZ	85260	Retail	$178,000,000,000.00	Google	11/26/2019 12:39	1	204.99.118.13
General Motors LLC		200 Renaissance (	200 Renaissance Center		DETROIT	MI	48265	Manufacturing	$166,000,000,000.00	Google	11/12/2019 21:10	1	198.208.46.88
Guggenheim Services, LLC		227 W Monroe St	227 W Monroe St		CHICAGO	IL	60606	Financial Services	$160,000,000,000.00	Google	11/11/2019 13:12	2	216.182.174.2
FORD MOTOR COMPANY	73	One American Ro	One American Road		DEARBORN	MI	48126	Manufacturing	$152,000,000,000.00	Google	11/12/2019 5:51	1	136.22.130.9
AMERISOURCEBERGEN		1300 Morris Drive	1300 Morris Drive		CHESTERBROOK	PA	19087	Healthcare, Pharmaceuticals, & Biotech	$147,000,000,000.00	Google	11/25/2019 22:59	1	209.182.162.1
Amazon Corporate LLC		535 Terry Ave N, !	535 Terry Ave N		SEATTLE	WA	98109	Software & Internet	$136,000,000,000.00	Google	11/19/2019 17:38	1	204.246.162.44
GE Drive Systems		Internet Registrat	Internet Registrat	3135 Easton Turn	FAIRFIELD	CT	06828-0001	Manufacturing	$124,000,000,000.00	Google	12/10/2019 10:53	1	165.156.39.33
General Electric Company		Internet Registrat	Internet Registrations		FAIRFIELD	CT		Manufacturing	$124,000,000,000.00	Direct Hit	12/2/2019 10:20	1	3.233.217.246
Honda R&D Americas, Inc.		375 RAVENDALE	375 RAVENDALE	Suite A	MOUNTAIN VIEW	CA	94043	Manufacturing	$124,000,000,000.00	towardsdatascien	11/25/2019 19:58	1	216.98.113.202
Cardinal Health		175 Britannia Roa	175 Britannia Road East - Unit 1		MISSISSAUGA	ON	L4Z 4B9	Manufacturing	$122,000,000,000.00	Google	12/4/2019 13:45	1	204.50.173.132
								Agriculture &					

- Utilizing reverse IP tracking for all Paid Media efforts allows marketing to arm sales and BDRs with nearly timely intent data

- Enterprises can focus their efforts on accounts and prospects who are in market and ready to engage

Launch a Full Funnel Marketing Campaign

BRAND AWARENESS

DEMAND GEN
- SEM
- SEO
- SOCIAL

ABM
- Intent Targeting
- Custom Audiences

NURTURE
- Email
- Direct Mail
- Telephone
- Custom Retargeting

SALES
- Triggers
- Reports
- IP Reports
- Lead Alerts

Account Based Branding: Steady State Embrace

Personas Phases

- Phase 1: Q4, 2020
- Product Awareness
- Demand Gen
- ABM

Starting Universal Persona

Susan the Supply Chain Leader

- Phase 2: Q1, 2021
- Demand Gen
- ABM
- Segmented Personas

IT

Isaac the Supply Chain IT Guy

Quality

Fred the QC Freak

Supplier

Stefani the Supplier

PERSONA EXAMPLE

"Susan"

Susan the Supply Chain Leader

Position: **Supply Partner Manager**

Employer: **Merck Pharma**

Industry: **Pharmaceutical**

Location: **Boston, MA**

Marital Status: **Married**

Income: **$90K +**

Gender: **Female**

Age: **37**

What Keeps Susan up at Night

- Monitoring of supplier performance and identification of issues
- Prevention disruptions impacting OTI
- Lack of informational technology to enable supply chain visibility
- Lack of automation leading to low productivity

Watering Holes

Premium Tech Display Sites:
- Packaging Digest
- Informa Tech
- Fierce Pharma
- Pharmaceutical Commerce
- BioPharma Dive
- Outsourcing-Pharma.com

Information Source:
- PharmaNews Intelligence
- Pharma Manufacturing
- SupplyChain 24/7

Social Media
- LinkedIn
- Twitter
- YouTube
- Facebook
- Reddit

How We Can Help

- Facilitate quick approval of supplier documentation
- Gain visibility into issues before they become problem
- Improve delivery performance
- Accelerate approval of supplier change request

Topics and Terms

Topics:
- Supply Chain Management
- Pharmaceutical
- Supply Chain Security

Keyword terms:
- Supply risk management
- Supply chain optimization
- Pharmaceutical supply chain
- Pharmaceutical logistics
- Healthcare supply chain management

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

■ Industry and Trade (Awareness)

+

■ ABM/Demand Generation

SEO Terms and Organic Listing

- supplier risk management
- supply chain optimization
- supply chain risk management
- supply chain planning
- healthcare supply chain
- pharmaceutical supply chain
- supply chain visibility
- hospital supply chain
- supply chain data analytics
- supply chain management system
- supply chain quality management
- pharmaceutical supply
- hospital supply chain management
- medical supply chain
- pharma supply chain
- healthcare supply chain management
- healthcare value chain
- pharma serialization
- pharma value chain
- pharmacy supply chain
- pharmaceutical industry supply chain
- pharmaceutical cold chain management
- pharmaceutical quality system
- health supply chain management
- pharma supply chain management

- pharmaceutical serialization requirements
- pharmaceutical supply chain management
- drug supply management
- healthcare supply chain analytics
- hospital supply chain metrics
- pharmaceutical serialization track and trace
- pharmaceutical supply chain solutions
- healthcare supply chain metrics
- pharmaceutical supply chain security
- global medical supply chain
- healthcare supply chain technology
- pharmaceutical supply chain optimization
- supply chain network
- agile supply chain
- supply chain agility
- patient centric supply chain
- digital supply network
- supplier management
- supplier collaboration
- supply chain digital transformation
- supply chain disruptions
- quality review
- supplier relationship management
- supply chain resiliency
- pharmaceutical quality control

AGILE PROCESS TEAMS™

Powering pharma supply chains that **deliver**

APT is a multi-enterprise collaboration platform that brings supply chain partners together in a single secure environment. How does it help? How about 50%+ reduction in disruptions and 82% improvement in delivery performance. See real case studies at: AgileSupplyChain.com

tracelink
NETWORK FOR GREATER GOOD

SAM, WAREHOUSE QC
Caught a small issue before it became a disruption

Featured Story

Facilitating pharma's future

BioCentriq, New Jersey's newest CDMO, is designed to help usher in the next era of cell and gene therapy

Industry News

Allay Pharmaceuticals hit with FDA warning letter

Gilead-Galapagos deal looks like a bust as the pair nix another trial

Lilly appoints new CFO after inappropriate relationship investigation

FDA authorizes COVID antibody combo for emergency use

MORE INDUSTRY NEWS

Exclusives

Articles
Thought-leadership pieces about how to tackle the most pressing industry challenges.

MacBook Pro

Content Audit

Title	Link	Format	Owner	Nurture order
Wake-Up Call: The Critical Need for Agility in the Pharmaceutical Supply Chain	https://www.tracelink.com/insights/agile-process-teams-introduction-ebook	eBook	Content Marketing	1
Add Agile Supply Chain resouce center	https://tracelink-corporate-stage.cphostaccess.com/	Resources	Content Marketing	2
What You Must Know to Survive the Next Supply Chain Meltdown: 5 Priorities from 4 Industry Experts	https://www.tracelink.com/insights/logipharma-panel-priorities-for-supply-chain-agility	eBook	Content Marketing	3
The Only Comprehensive Analysis of the Pharmaceutical Supply Chain During the Pandemic	https://www.tracelink.com/events/2020/the-only-comprehensive-analysis-of-the-pharmaceutical-supply-chain-during-the-pandemic	Live webinar	Corp/Comm	4
Special Episode: Accenture's Life Science	https://www.tracelink.com/the-patient-driven-supply-network/special-episode-accentures-life-sciences-supply-chain-team-on-the-agile-supply-chain-credo	Video Podcast	Content Marketing (Thought Leadership)	5
Agile Process Teams: Collaboration for an Agile Supply Chain	https://www.tracelink.com/insights/tracelink-agile-process-teams-animated-video	Video	Content Marketing	6
IDC White Paper	Coming Up	white paper		7
Hook Video- use case/ explainer video	Coming Up	Video		8
Agile Process Teams: Issue Tracking	https://www.tracelink.com/_global-asset/pdf/solutions/agile-process-teams-issue-tracking-brief.pdf	Solution Brief	Product Marketing	9
Use Case Videos (4 versions: Raw Materials Shortage, Short Shipment, Sub-Spplier Change, Batch Record Review)	https://www.tracelink.com/solutions/digital-supply-chain/agile-process-teams-use-cases-and-demos	Video	Product Marketing	10
Demo Request LP	Demo CTA will start to appear on pages and inside the assets as engagement builds...	Contact		11

OVERDRIVE INTERACTIVE

Demand Gen Creative - Primary Offer Best Practices

- Grab attention and stake your claim

- Asset should show ownership and preeminence in the space

- Title needs to do all the selling and describe what's inside – like a tabloid headline

- Fit in a social post, tweet, 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

Headline/Benefit/Offer Matrix

Headline	Benefit	Offer
- TraceLink - All your supply chain partners together in one place. - TraceLink - Supply chain issue management delivered. - TraceLink - Supply chain collaboration that delivers. - TraceLink - Powering supply chains that deliver. - TraceLink - Supply Chaining, together. - TraceLink - Creating supply chain heroes daily. - TraceLink – Supply Chain Better - TraceLink – Linking the Supply Chain - TraceLink – The solution to supply chain issues. - TraceLink – The better way to manage supply chains. - TraceLink – Unbreaking the supply chain. - Got supply chain issues? - Supply chain issue management for the new (Ab)Normal - The better way to manage supply chains.	- A secure multi-enterprise workflow environment for supply chain managers and suppliers. - Process teams are virtual teams from inside and outside of your organization that collaborate to resolve issues. - Dashboards provide actionable visibility at all levels of the organization and to end-to-end supply chain partners. - Supply chain partners can report issues and collaborate more effectively on supply chain issues using a single source of data. - Quickly identify internal operating units and supply chain partners with operational challenges and assign subject matter experts to resolve open incidents and improve processes. - Drill down from dashboards into individual incidents, assign them to the right team of subject matter experts, and start the resolution process. - All employees and supply chain partners can report incidents as soon as they are identified, categorize and prioritize issues, and assign tasks and due dates. - Consolidate all your partners into a single collaborative environment to capture, analyze, resolve and prevent supply chain issues - Workflow-driven status updates ensure everyone knows which incidents need to be resolved. - Get real time visibility into supply chain issues and resolve them 65% faster - Track all inbound and outbound partner change requests to improve communication with supply chain partners and ensure complete execution of process improvement follow up on root causes. - Better visibility into supplier performance - Greater agility in decision making - All your supply chain partners in one collaborative environment - Powers supply chains agility for faster Supply Chain Issue Management in an ever-changing world. - No more spreadsheets, emails and juggling suppliers and partners - A secure collaborative network for your suppliers, 282,000 partners and growing - 50%+ reduction in defects per million - 75% acceleration of approvals - 50%+ reduction in disruptions - 97% reduction in manufacturing disruptions - 82% improvement in delivery performance - Speed-up quality approvals by as much as 75% - Greater agility in decision making	- Get a demo - Schedule a demo - See the video - Watch the 2-min video - Get the handbook - Schedule a webinar - Join the event - Reserve your spot - Get the Infographic - Download the playbook - Watch the live preview - Watch the demo video - Get the case study - Download the case study - Talk to a supply chain engineer - Talk to a Supply Chain Issues engineer - Talk to a Supply Chain Issues consultant - Get plans and pricing - Get a quote - Get plans and pricing - Get a free trial - Talk to a sales rep - Calculate your Efficiency ROI

Paid Search: Ad Text and Master Plan

- Campaign document that consolidates all keywords, keyword groupings, ads and landing pages into one easy to use worksheet and plan for efficient collaboration and compliance approval

Creating Ad Abundance and Variety
Modular Messaging for Dynamic Ad Creation and Testing

TraceLink - All your supply chain partners together in one place.	No more spreadsheets, emails and juggling suppliers and partners	Get demo
TraceLink - Supply chain issue management delivered.	97% reduction in manufacturing disruptions.	Schedule a webinar
TraceLink - Supply chain issue management delivered.	A secure multi-enterprise workflow environment for supply chain managers and suppliers.	See the video
Supply chain issue management for the new (Ab)Normal	82% improvement in delivery performance.	Schedule a demo

All your supply chain partners **together** in one place.
No more spreadsheets, emails, and juggling suppliers and partners.
tracelink
Get Demo

Supply chain issue management **delivered.**
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tracelink
See Video

The better way to **manage** supply chains.
97% reduction in manufacturing disruptions
tracelink
Schedule Webinar

Supply chain issue management for the new **(Ab)Normal**
82% improvement in delivery performance
tracelink
Schedule Demo

Ad Variety and Progressive Messaging for Long-Term Branding and Education.

Deliver branding value with the impression even if they don't click.

Susan the Supply Chain Leader

Asset/Offer Mapping, Lead Scoring and Sales Rep Response

Cost Per

$

$$

$$$

Top of Funnel

eBook - Wake-Up Call: The Critical Need for Agility in the Pharmaceutical Supply Chain

eBook - What You Must Know to Survive the Next Supply Chain Meltdown: 5 Priorities from 4 Industry Experts

Webinar - The Only Comprehensive Analysis of the Pharmaceutical Supply Chain During the Pandemic

Video: APT: Collaboration for an Agile Supply Chain

Mid-funnel

IDC Whitepaper (mid-October)

Video Podcast: Accenture's Life Sciences Supply Chain Team on The Agile Supply Chain Credo

Future Idea: Supply Chain Threat Report

Solution Brief: Agile Process Teams: Issue Tracking

Bottom of Funnel

Request a Contact

Free Demo

OVERDRI>E
INTERACTIVE

Customer 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**

Creative Set: IDC Whitepaper

Banners

Landing Page

Email

Thank You Page

Creative Set: eBook: What You Must Know to Survive a Supply Chain Crisis: 5 Priorities from 4 Industry Experts

Banners and LinkedIn

Landing Page

Email

Thank You Page

Creative Set: On-Demand Webinar: The Only Comprehensive Analysis of the Pharmaceutical Supply Chain During the Pandemic

Banners and LinkedIn

Landing Page

Email

Thank You Page

Creative Set: Video Podcast Accenture's Life Sciences Supply Chain Team on The Agile Supply Chain Credo

Banners and LinkedIn

Landing Page

Email

Thank You Page

Creative Set: Video: Agile Process Teams: Collaboration for an Agile Supply Chain

Banners and LinkedIn

Landing Page

Email

Thank You Page

Creative Set: Agile Teams Process Demo

Banners and LinkedIn

Landing Page

Email

Thank You Page

Creative Set: Hook Video

Banners and LinkedIn

Landing Page

Email

Thank You Page

Creative Set: Solution Brief: Agile Process Teams: Issue Tracking

Banners and LinkedIn

Landing Page

Email

Thank You Page

Creative Set: eBook: Wake-Up Call: The Critical Need for Agility in the Pharmaceutical Supply Chain

Banners and LinkedIn

Landing Page

Email

Thank You Page

Data Studio/Domo Dashboard

TraceLink Phase I Customer Journey

SEM · SOCIAL AD · BANNER AD · HIGH ENGAGEMENT LANDING PAGE · THANK YOU PAGE · AUTO REPLY EMAIL

SEM, Demand Gen Media, Lead Capture, Segmenting & Scoring

OFFER EMAIL · BANNER AD · OFFER EMAIL · BANNER AD · OFFER EMAIL · NURTURE CAMPAIGN

Nurture Email, Display Retargeting & Engagement Scoring

Demo · CONTACT US FORM

Contact Request, Lead History, Sales Meeting, Close

Tracking, Reporting & Optimization

Phase 1: Q4 2020 Accomplishments

- Stood up complete demand gen program with end-to-end customer journey with components that include but not limited to:
  - Integrated ABM media program with LinkedIn, Integrate.com and DemandWorks
  - Full Google program with paid search and retargeting
  - Full creative suite of banners, social ads and network of landing pages
  - Enterprise level SEO program with full instance of BrightEdge and training
  - Marketo email nurture program
  - Enterprise level dashboards utilizing Google Data Studio

2020 Results

- 5,669,231 impressions
- 85,335 clicks
- 1.15% click through rate $1.52 cost per click
- 2,498 leads
- 2.87% conversion rate
- $53 average cost per lead (or action)

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Thank You.
Any Questions?

Harry J. Gold

CEO/Managing Partner

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