



Optimizing the Whole Customer Journey

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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
 - Search marketing (SEO/SEM)
 - Account-based marketing (ABM)
 - Online media (display, social, video)
 - Content development
 - Website and application development
 - Social media marketing



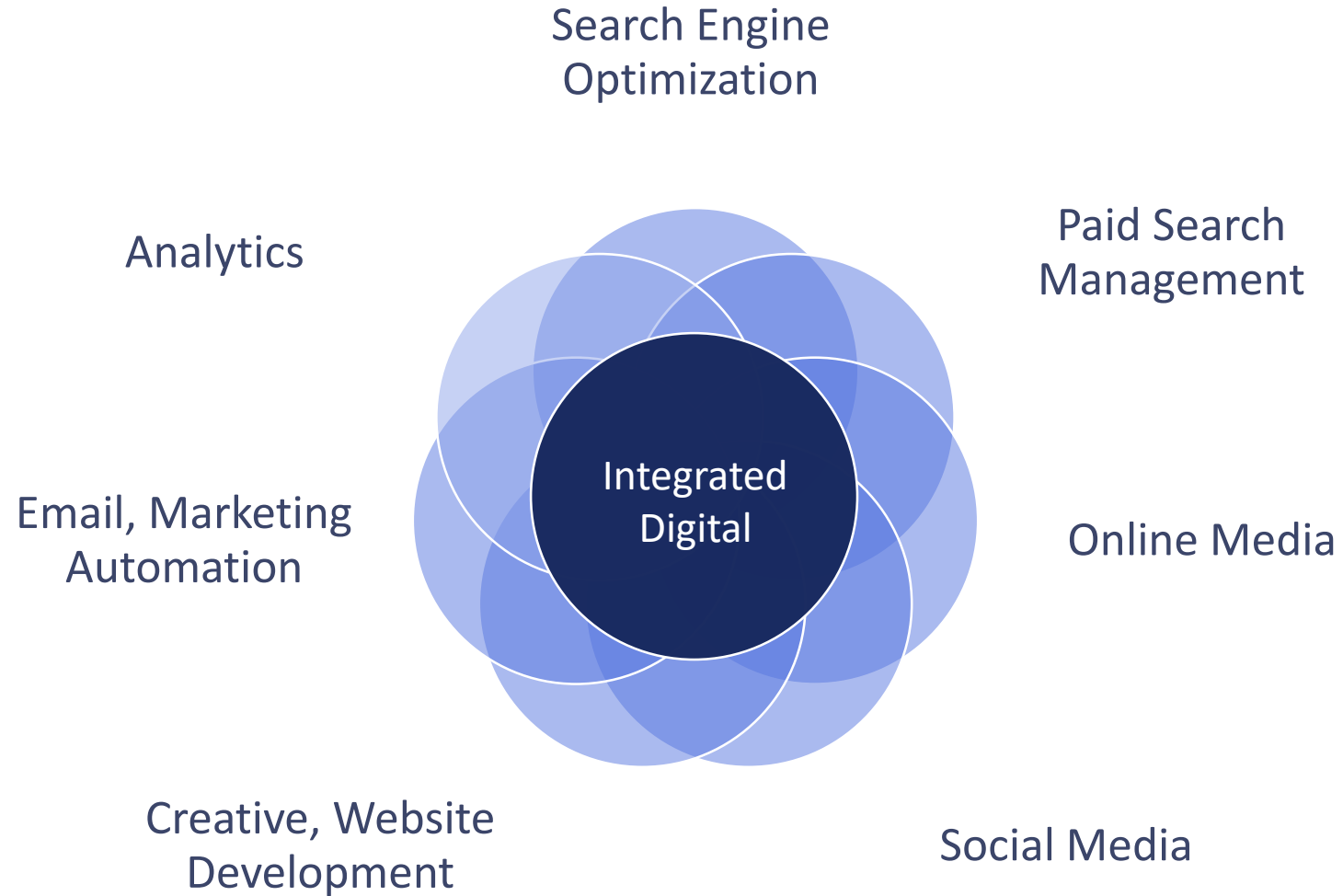
MITX
Interactive Agency of the Year

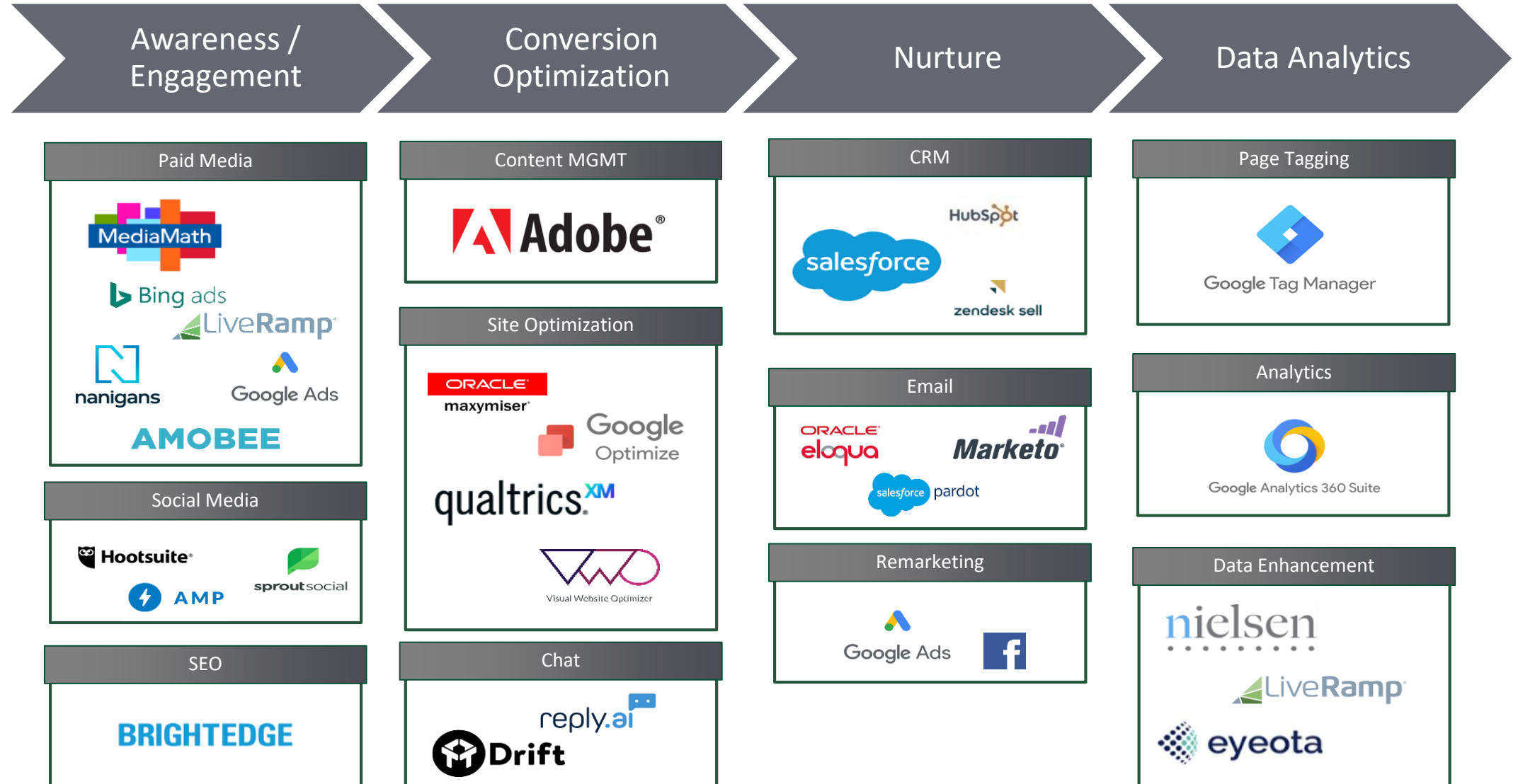
Tech/B2B Demand Gen Leaders

 ATTUNITY A Division of Qlik		 salesforce commerce cloud		
	 mimecast® unified email management		 ca technologies	
 Pega® Pegasystems Inc.	 INTRA LINKS	 RSA	 EMC²	 dynatrace
 LogMeIn®	 DOWJONES	 skillssoft	 VERACODE	 software AG

The Lines Are Blurring



Marketing Technology Stack Expertise



Customer Journey Tracking Infrastructure

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

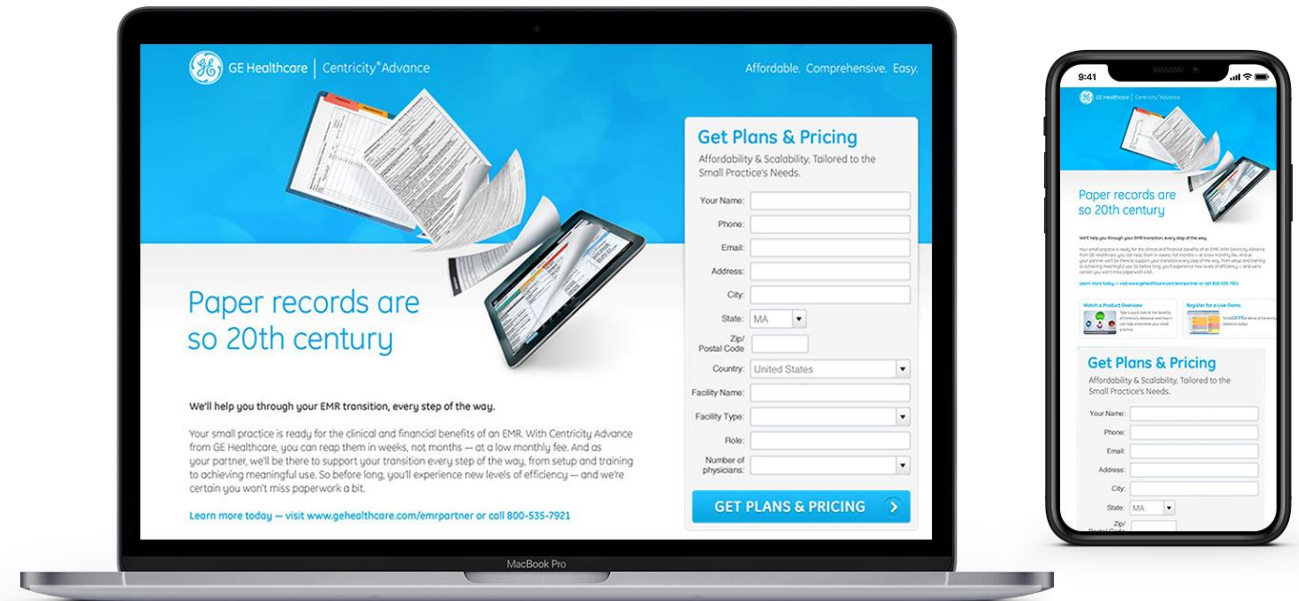


Optimize

Track, Report and Respond

Purpose Driven Creative

- 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



Always Encourage Desired Behavior

Look at your asset or ad unit and ask:

“What do I want people to do right now?”

- Sell the action and the product!
 - 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)

Marketing Professionals



Marketing Engineers

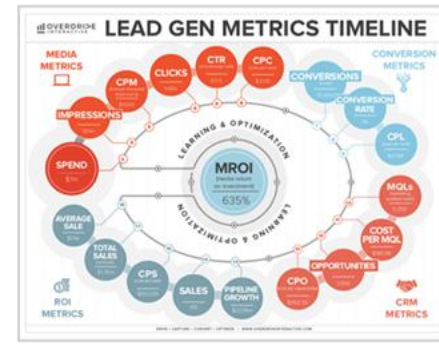
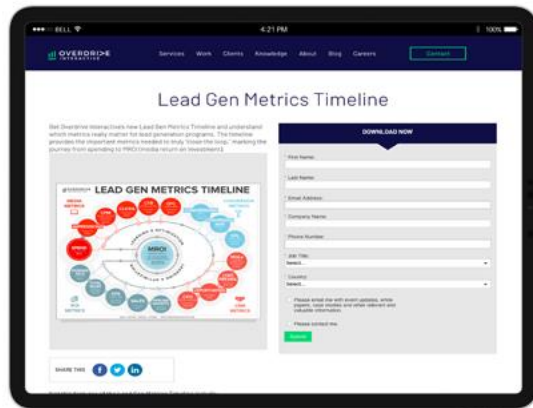
The trick is to always be asking...

“And Then What?”

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

And Then What?

- User sees a digital ad with a content offer and clicks
- Users arrives on a targeted landing page with form and offer
- System sets required tracking and retargeting cookies
 - Google Analytics, Dart, Google Network Retargeting, Marketo (or other marketing automation platform)
- User fills out data capture form and becomes a lead
- System kicks out personalized auto-reply email with additional offer
- User also present 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 Marketo and Salesforce for lead scoring and future marketing automation
- Leads are tracked and reported for ROI and campaign optimization
- Future promotions and offers are sent to prospect via marketing automation platform and nurture program



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!



Google Analytics

LIVE LINKS TO EXPLORE

Our Services

- Account Based Marketing
- Lead Generation
- Search Engine Optimization
- Social Media Marketing
- Public Relations
- Local Marketing
- Content Marketing
- Web Development
- Marketing Automation

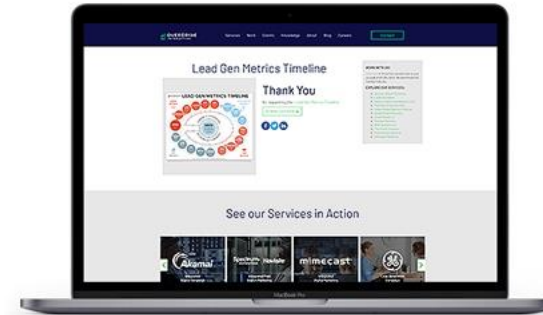
Expert Resources

- Account-Based Marketing in 2 Minutes
- Lead Gen Metrics Timeline
- The Power of the Social Media Storm - Going Viral
- Account-Based Marketing Roadmap
- Understanding Integrated Digital Marketing

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

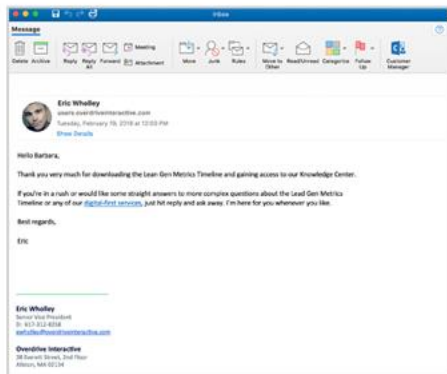
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Close the loop on MROI (Media Return on Investment). 14 critical lead gen metrics in order, from spend to ROI.

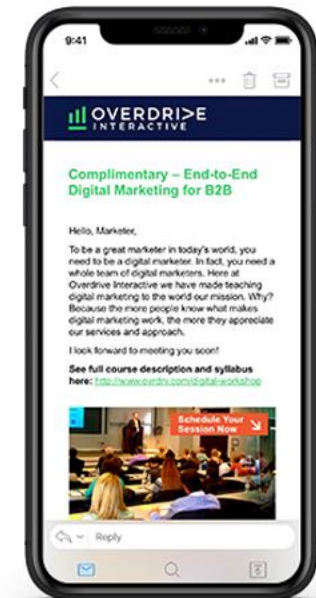
Promoted



visitortrack

Business Visitors Report

Company Name	View	Contacts	Tag	Pages	Website
American Express	109	729	71	12	3
ARAMARK	19	21	19	12	3
State of Arkansas	17	17	17	12	3
Bank of America	12	12	12	12	3
Blue Cross Blue Shield of Mass...	12	12	12	12	3
BILUOMATION	18	18	18	12	3
Boec, Allen, and Hamilton	21	21	21	12	3
Bristol Myers Squibb Pharmace...	21	21	21	12	3



Crafting and Optimizing the Customer Journey

Chronologically arranging the components of the customer and data journey reveals how they all work together and where glitches and high impact points of optimization live



Cross Platform and Channel Optimization

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

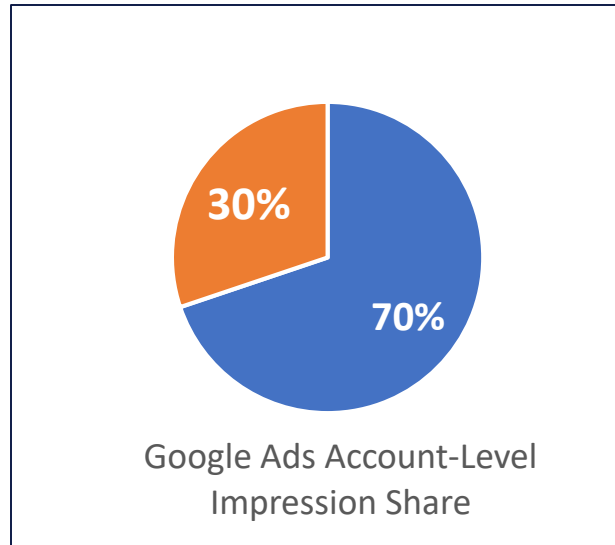
- Are we connecting prospects to the right places? (Landing pages and destinations)
- Are we making it valuable, productive and pleasurable for prospects to engage with us? (CX/customer experience and content)
- Are we selling the conversation? (Encouraging sales escalation)
- Where are the high impact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

Tons of Keyword Waste

- Dump your losers!
- Example scenario:
 - In last 36 months client spend \$564,987 on 500 terms that have never converted
 - Meanwhile impression share for performing terms is under 50%.

Keyword	Impressions	Clicks	CTR	Cost	CPC	Conversions	CVR	CPA
digital transformation	1,132,596	22,950	2.03%	\$205,097.22	\$8.94	0	-	-
drupal8	974,052	25,398	2.61%	\$54,131.58	\$4.26	0	-	-
journey mapping	318,744	4,662	1.46%	\$15,698.34	\$6.73	0	-	-
content strategy	163,440	1,998	1.22%	\$5,205.69	\$5.21	0	-	-
customer journey	203,670	2,880	1.41%	\$13,360.95	\$9.28	0	-	-
digital trends	127,152	2,196	1.73%	\$4,549.50	\$4.14	0	-	-
gartner magic quadrant	130,158	3,024	2.32%	\$3,171.69	\$2.10	0	-	-
what is digital transformation	37,530	1,062	2.83%	\$4,116.96	\$7.75	0	-	-
digital transformation framework	3,546	234	6.60%	\$1,205.01	\$10.30	0	-	-
drupal 7	130,500	2,304	1.77%	\$3,710.52	\$3.22	0	-	-
customers experiences	96,390	1,206	1.25%	\$4,579.74	\$7.59	0	-	-
digital marketing trends	53,352	864	1.62%	\$3,647.16	\$8.44	0	-	-
drupal website	21,096	810	3.84%	\$1,947.24	\$4.81	0	-	-
drupal installation	16,776	1,224	7.30%	\$2,862.54	\$4.68	0	-	-
content marketing	96,714	1,296	1.34%	\$1,764.90	\$2.72	0	-	-
installing drupal 8	7,974	738	9.26%	\$1,514.07	\$4.10	0	-	-
drupal modules	21,744	522	2.40%	\$1,349.37	\$5.17	0	-	-
digital transformation definition	18,972	648	3.42%	\$2,497.23	\$7.71	0	-	-
digital transformation strategy	13,140	270	2.05%	\$1,208.61	\$8.95	0	-	-
digital transformation stats	4,662	234	5.02%	\$1,188.18	\$10.16	0	-	-
retail digital transformation	2,430	90	3.70%	\$457.38	\$10.16	0	-	-
definition of digital transformation	1,620	108	6.67%	\$519.66	\$9.62	0	-	-
forrester wave	44,532	396	0.89%	\$1,604.79	\$8.11	0	-	-
install drupal 8	10,098	720	7.13%	\$1,627.29	\$4.52	0	-	-
digital asset management	77,238	1,278	1.65%	\$649.17	\$1.02	0	-	-
gartner magic quadrant 2019	18,234	900	4.94%	\$501.30	\$1.11	0	-	-
drupal themes	29,394	2,142	7.29%	\$2,330.37	\$2.18	0	-	-
drupal 8 tutorials	1,242	108	8.70%	\$149.40	\$2.77	0	-	-
digital transformation examples	4,086	144	3.52%	\$581.58	\$8.08	0	-	-
decoupled cms	4,302	108	2.51%	\$245.16	\$4.54	0	-	-
customer experience	15,372	180	1.17%	\$337.23	\$3.75	0	-	-
digital transformation ppt	3,312	144	4.35%	\$392.58	\$5.45	0	-	-
digital transformation playbook	10,224	180	1.76%	\$784.44	\$8.72	0	-	-
dxp	51,372	414	0.81%	\$518.31	\$2.50	0	-	-
drupal 8 migrate	17,658	432	2.45%	\$1,637.46	\$7.58	0	-	-
headless cms	51,318	1,530	2.98%	\$1,274.31	\$1.67	0	-	-
headless drupal	9,540	558	5.85%	\$1,150.02	\$4.12	0	-	-
social media content strategy	1,368	54	3.95%	\$115.20	\$4.27	0	-	-
digital strategy	58,860	612	1.04%	\$998.01	\$3.26	0	-	-
digital media trends	7,956	234	2.94%	\$729.90	\$6.24	0	-	-
drupal 8 installation	10,854	396	3.65%	\$806.49	\$4.07	0	-	-
business transformation	29,574	450	1.52%	\$981.27	\$4.36	0	-	-
digital asset management open sou	504	90	17.86%	\$60.39	\$1.34	0	-	-

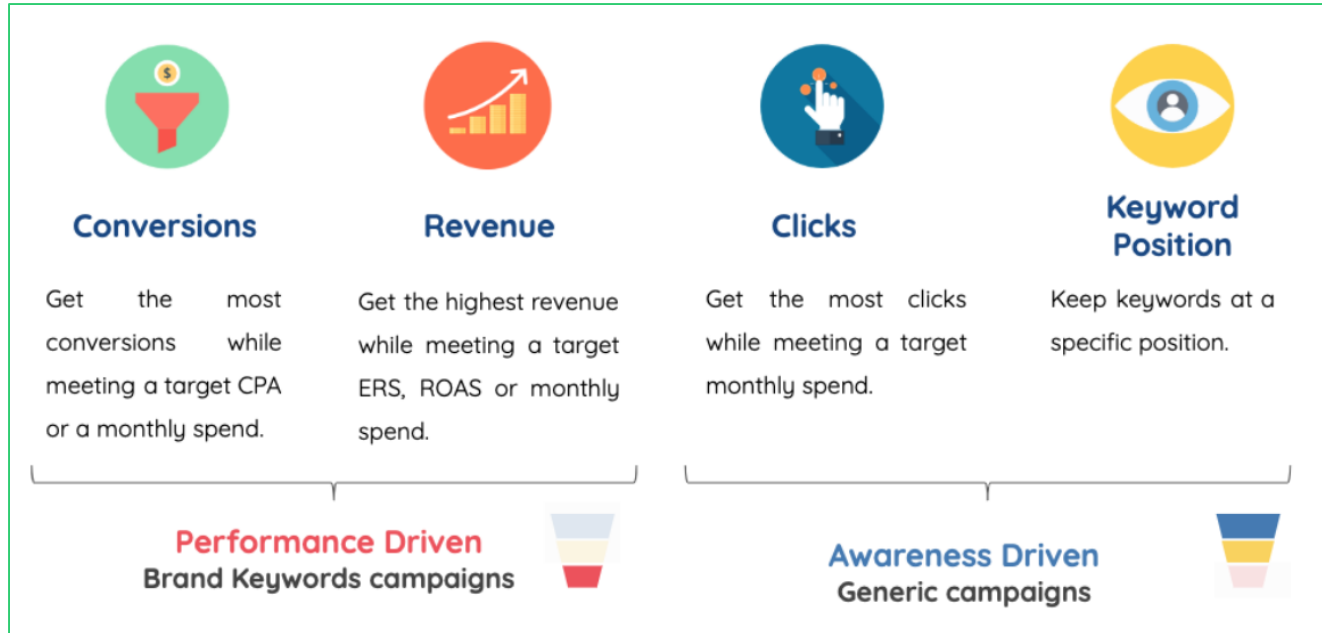
Low/Incomplete Impression Share for High Performing Terms



- Observation: 30% Impression share means ads are not being shown most of the time
- Recommendation: Close the gap on the 70% of missed opportunities

Try "billing"												
AUCTION INSIGHTS												
All time Aug 7, 2018 – Jun 18, 2019												
Campaign status: All enabled ADD FILTER												
Campaign	Budget	Status	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate	Search impr. share
Enabled campaigns				31,982,026	358,263 clicks	1.12%	\$1.63	\$584,691.16	4,704.50	\$124.28	1.31%	30.17%
ACQU_Content_USCA_N_Acquia_N_Developer_Content_ConverterUpse	GDN - Rema... \$15.00/day	Limited by budget	Display	13,442,303	99,323 clicks	0.74%	\$0.13	\$12,899.81	31.00	\$416.12	0.03%	—
ACQU_Content_USCA_N_Acquia_N_Propecting_Propecting	GDN - Pro... \$75.00/day	Limited by budget	Display	7,162,590	69,432 clicks	0.97%	\$0.22	\$15,390.41	29.00	\$530.70	0.04%	—
ACQU_Content_USCA_N_Acquia_N_Marketing_Content_ConverterUpse	GDN - Rema... \$15.00/day	Limited by budget	Display	942,760	57,372 clicks	6.09%	\$0.04	\$2,360.12	3.00	\$786.71	0.01%	—
ACQU_Content_USCA_N_Acquia_N_Developer_VisitorNoConverter	GDN - Rema... \$50.00/day	Eligible	Display	2,243,038	17,317 clicks	0.77%	\$0.22	\$3,739.01	0.00	\$0.00	0.00%	—
ACQU_Content_USCA_N_Acquia_N_Marketing_VisitorNoConverter	GDN - Rema... \$50.00/day	Eligible	Display	2,010,675	16,851 clicks	0.84%	\$0.13	\$2,182.53	5.00	\$436.51	0.03%	—
ACQU_Content_USCA_N_Acquia_N_Miscellaneous_VisitorNoConverter	GDN - Rema... \$50.00/day	Eligible	Display	1,338,013	13,772 clicks	1.03%	\$0.15	\$2,022.04	12.00	\$168.50	0.09%	—
ACQU_Search_USA_Null_Drupal_Null_NonBrnd_Broad	USA & C... \$1,500.0...	Eligible	Search	1,095,090	12,401 clicks	1.13%	\$9.28	\$115,138.19	921.57	\$124.94	7.43%	29.25%
ACQU_Search_USA_Null_AcquiaGen_Null_Branded_Exact	USA & C... \$500.00/...	Eligible	Search	64,588	7,589 clicks	11.75%	\$2.73	\$20,704.07	390.87	\$52.97	5.15%	89.00%
ACQU_Search_USA_Null_Drupal_Null_NonBrnd_Exact	USA & C... \$1,500.0...	Eligible	Search	173,513	7,578 clicks	4.37%	\$5.47	\$41,439.05	336.50	\$123.15	4.44%	60.82%
ACQU_Search_USA_Null_DCM_Null_NonBrnd_Broad	USA & C... \$1,500.0...	Eligible	Search	540,010	7,466 clicks	1.38%	\$8.22	\$61,348.12	413.10	\$148.51	5.53%	31.00%
ACQU_Search_USA_Null_Transformation_Null_NonBrnd_Broad	USA & C... \$1,500.0...	Eligible	Search	338,285	5,807 clicks	1.72%	\$15.44	\$89,644.23	1,169.60	\$76.65	20.14%	38.91%
ACQU_Content_USCA_N_Acquia_N_HTM_VisitorNoConverter	GDN - Rema...	Eligible	Display	96,476	5,330	0.55%	\$0.12	\$608.67	0.00	\$0.00	0.00%	—

No Goal Based Auto-Bidding Strategy



	Networks	Include search p...	Include Display ...	Budget (USD)	Budget type	Bid strategy type
	Google search	Disabled	Disabled	50.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	100.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	40.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	210.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	210.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	150.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	500.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	500.00	Avg. daily	Manual CPC
	Display Network	Disabled	Enabled	75.00	Avg. daily	Manual CPC
	Display Network	Disabled	Enabled	75.00	Avg. daily	Manual CPC
	Display Network	Disabled	Enabled	25.00	Avg. daily	Manual CPC
	Display Network	Disabled	Enabled	25.00	Avg. daily	Manual CPC
	Google search;...	Enabled	Disabled	35.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	350.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	500.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	500.00	Avg. daily	Manual CPC
	Google search	Disabled	Disabled	100.00	Avg. daily	Manual CPC

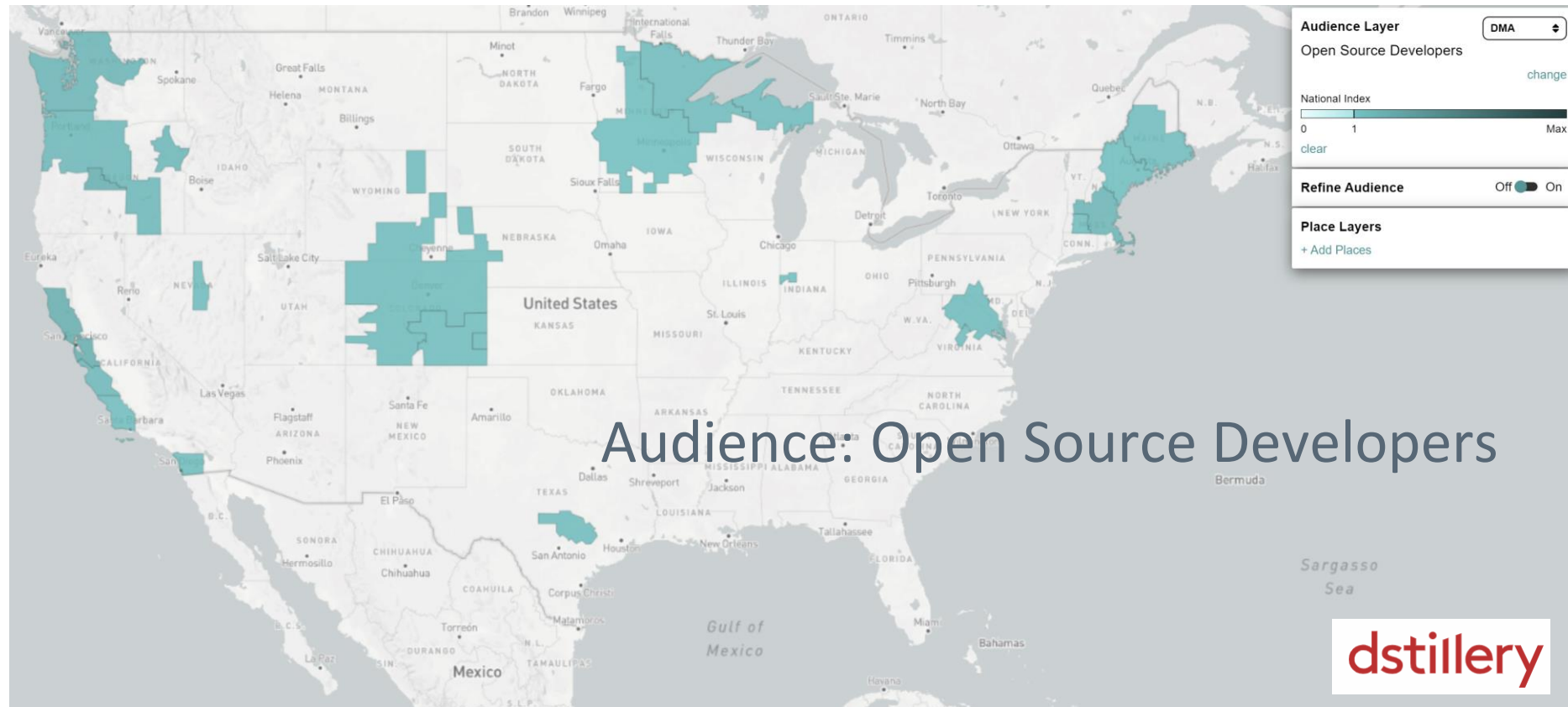
No Geo Targeting and Location Management

Target media, messaging, and offers to key audience segments based on their physical proximity

- Where you are
- Who you are
- Where you've been



No Geo Targeting and Location Management (Cont.)




- 1.6M active Open Source Developers in past 30 days
- 74%% Male , 26% Female, heavily skewing 60% between 25-44 years old

No Demographic and Firmographic Targeting

Proprietary + Confidential


Detailed Demographics (Alpha)



Parenting Stages


Parents/Non-Parents (YouTube, GDN, Gmail only**)

- Parents of Infants
- Parents of Toddlers
- Parents of Preschoolers
- Parents of Grade Schoolers
- Parents of Teens




Household Income*

- Top 10%
- 10% - 20%
- 20% - 30%
- 30% - 40%
- 40% - 50%
- Lower 50%




Homeownership Status

- Homeowner
- Renter




Marital Status

- Single
- In a Relationship
- Married/In a Domestic Partnership



Education

- Current College Student
- High School Graduate
- Bachelor's Degree Graduate
- Advanced Degree Graduate




Employment (U.S. Only)

Company Size

- Small (1-249 employees)
- Medium (250 - 999 employees)
- Large (1000 - 10000 employees)
- Very Large (10000+ employees)

Industry

Construction	Education
Financial	Healthcare
Hospitality	Manufacturing
Real Estate	Technology



*Currently exists as a standalone product, but will migrate to Detailed Demographics in the audience tab in the future
**Located on the Demographics tab

No or Under Utilized Ad Extensions and No Click to Call

- Ad extensions present offer, link and contact options to Google advertisers

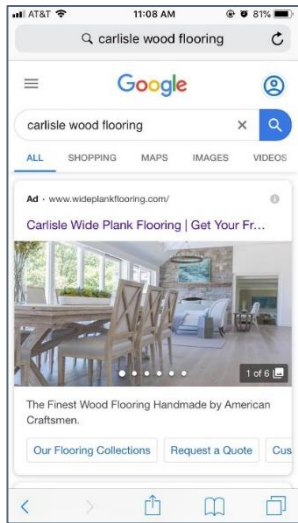
The screenshot shows the Google Ads interface. On the left, a sidebar menu lists various options: Overview, Recommendations, Ad groups, Ads & extensions (highlighted), Landing pages, Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, Advanced bid adj., Change history, and Drafts & experiments. The main panel is titled 'Enabled' with status 'Eligible' and type 'Search'. It shows a table with columns for 'ADS', 'EXTENSIONS', and 'FILTER'. A dropdown menu is open under the 'EXTENSIONS' column, listing various extension types: Sitelink extension, Callout extension, Structured snippet extension, Call extension, Message extension, Location extension, Affiliate location extension, Price extension, App extension, and Promotion extension. The 'Call extension' is highlighted.

The screenshot shows Google search results for 'samsonite'. The search bar at the top shows 'samsonite' and the search button. Below the search bar, there are tabs for 'All', 'Maps', 'Shopping', 'News', 'Images', 'More', 'Settings', and 'Tools'. The search results show 'About 77,700,000 results (0.91 seconds)'. The first result is 'Samsonite® Official Site | Save Up To 40% On Luggage' with a link to 'shop.samsonite.com/'. Below this, there is a 'Call extension' with the text 'Call (844) 817-3827'. The second result is 'Samsonite | Up to 50% Off + Free Shipping | eBags.com' with a link to 'www.ebags.com/Samsonite'. Below this, there is a 'Call extension' with the text 'Call (844) 817-3827'. The third result is 'Samsonite - Durable & Innovative Luggage, Business Cases ...' with a link to 'https://shop.samsonite.com'. Below this, there is a 'Call extension' with the text 'Call (844) 817-3827'. The 'Call extension' is highlighted with a red box.

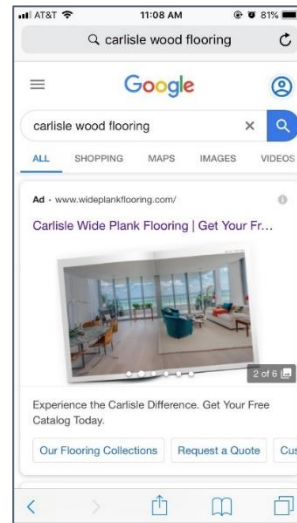
The screenshot shows Google search results for 'business insurance geico'. The search bar at the top shows 'business insurance geico' and the search button. Below the search bar, there are tabs for 'ALL', 'NEWS', 'IMAGES', 'MAPS', 'VIDEOS', and 'SHOPPING'. The search results show 'About 1,200,000 results (0.91 seconds)'. The first result is 'The Hartford's Business Ins. | We Specialize in Small Biz | TheHartford.com' with a link to 'www.thehartford.com/'. Below this, there is a 'Call extension' with the text 'Call (844) 817-3827'. The second result is 'Boston Startup Insurance? | Get Your Business Covered | StartupInsurance.net' with a link to 'www.startupinsurance.net/startup/insurance'. Below this, there is a 'Call extension' with the text 'Call (844) 817-3827'. The 'Call extension' is highlighted with a red box.

No Advanced Google Ads (i.e. Gallery Ads)

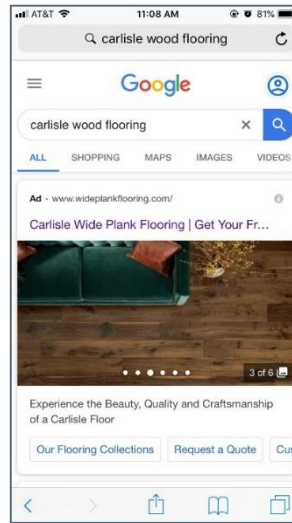
Initial Appearance



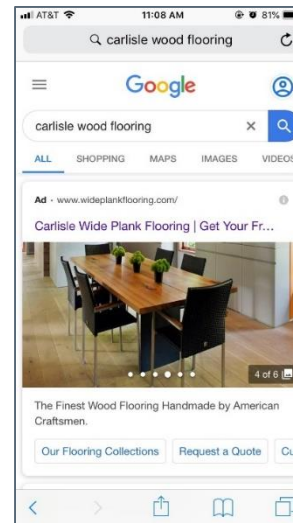
Swipe 1



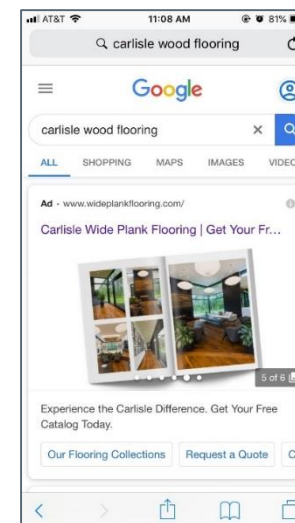
Swipe 2



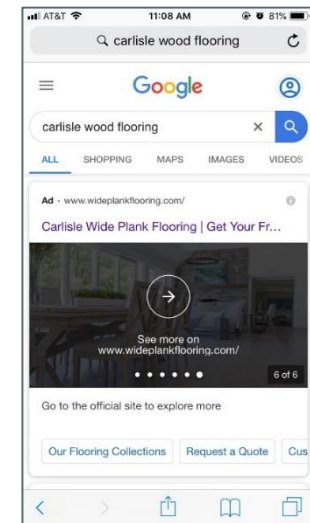
Swipe 3



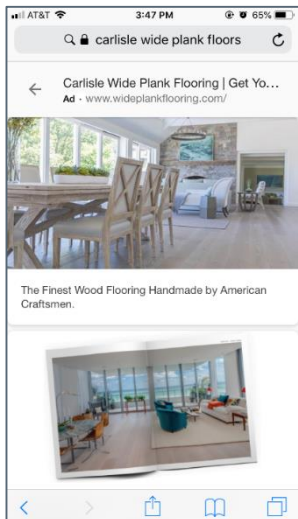
Swipe 4



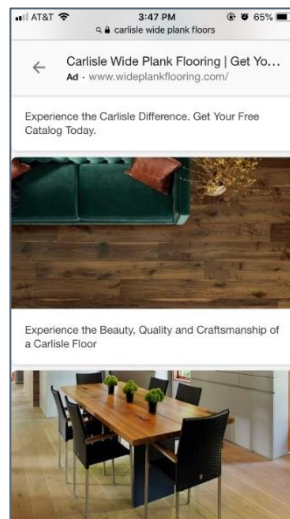
Swipe 5



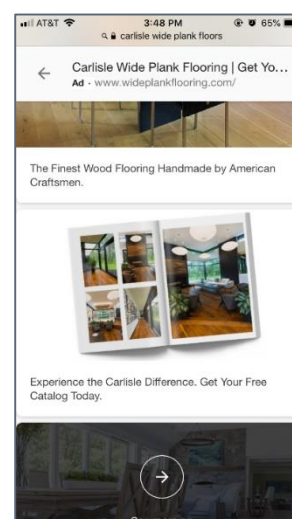
Tapped on Image



Scroll down 1



Scroll down 2



No Call Tracking

4:32 58° 39%

Google

business insurance geico

ALL NEWS IMAGES MAPS VIDEOS SHOPPING

Ad · www.thehartford.com/

The Hartford's Business Ins. | We Specialize in Small Biz | TheHartford.com

It's Fast & Easy To Get Business Insurance Coverage. 5 Steps. 8 Mins. Quote! Perfect Insurance Options: Sole Props, Entrepreneurs, Small Shops & Side...

Rating for thehartford.com
4.8 ★★★★★ (679)

Call (844) 817-3827

Ad · www.startupinsurance.net/startup/insurance

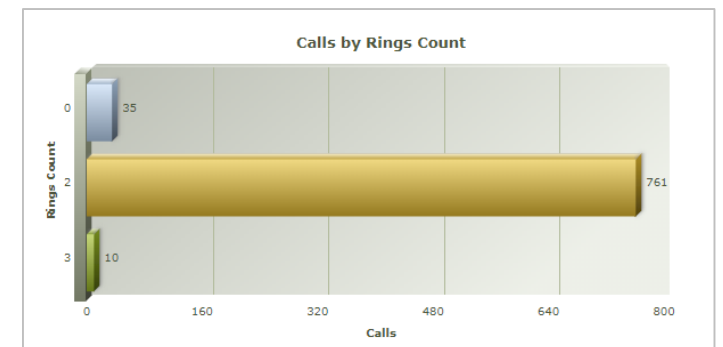
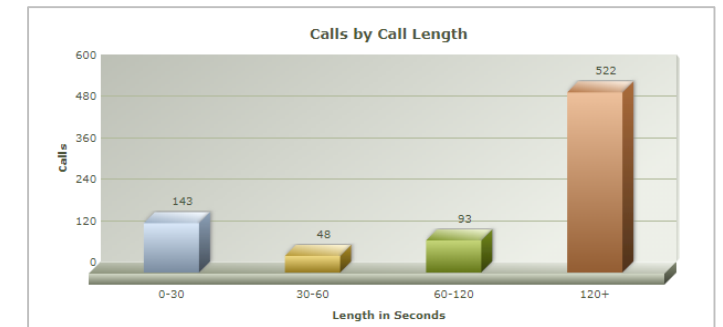
Boston Startup Insurance? | Get Your Business Covered | StartupInsurance.net

Our Agents Can Secure You Peace Of Mind With Our Custom Coverage Options & 5-Star Service. Begin Minimizing The Risk Your Boston Startup Faces With The Right Business Insurance. Boston Insurance Agency. Protect Your Startup.

Insurance Coverage Growth Stages News & Resources

Discover Updates Search Recent More

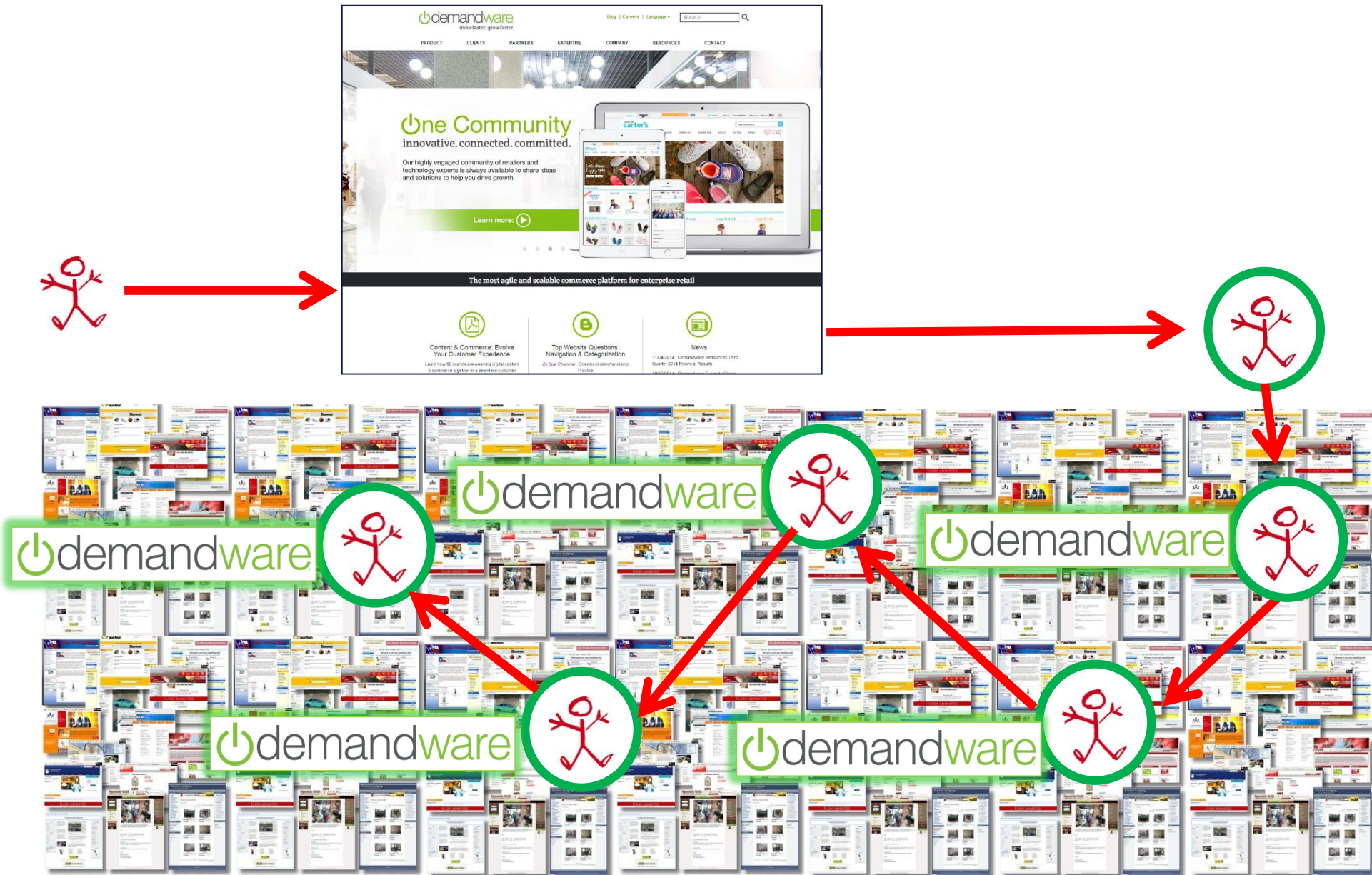
Campaign	Clicks	CTR ?	Avg. CPC ?	Calls ?	Missed calls ?	Rcvd. calls ?	Avg. call duration ?
Total	156,095	3.16%	\$2.32	13,309	138	13,171	8 mins 56 secs
Insurance CA	2,286	13.51%	\$2.15	691	8	683	9 mins 21 secs
Insurance MA	1,784	1.52%	\$1.46	537	6	531	8 mins 49 secs
PPO NY	1,183	0.89%	\$1.59	514	5	509	8 mins 7 secs
HMO FL	1,118	1.18%	\$1.48	485	5	480	6 mins 19 secs
HMO CA	919	0.92%	\$1.68	466	3	463	8 mins 37 secs
Why TX	1,408	1.22%	\$1.90	458	5	453	9 mins 17 secs



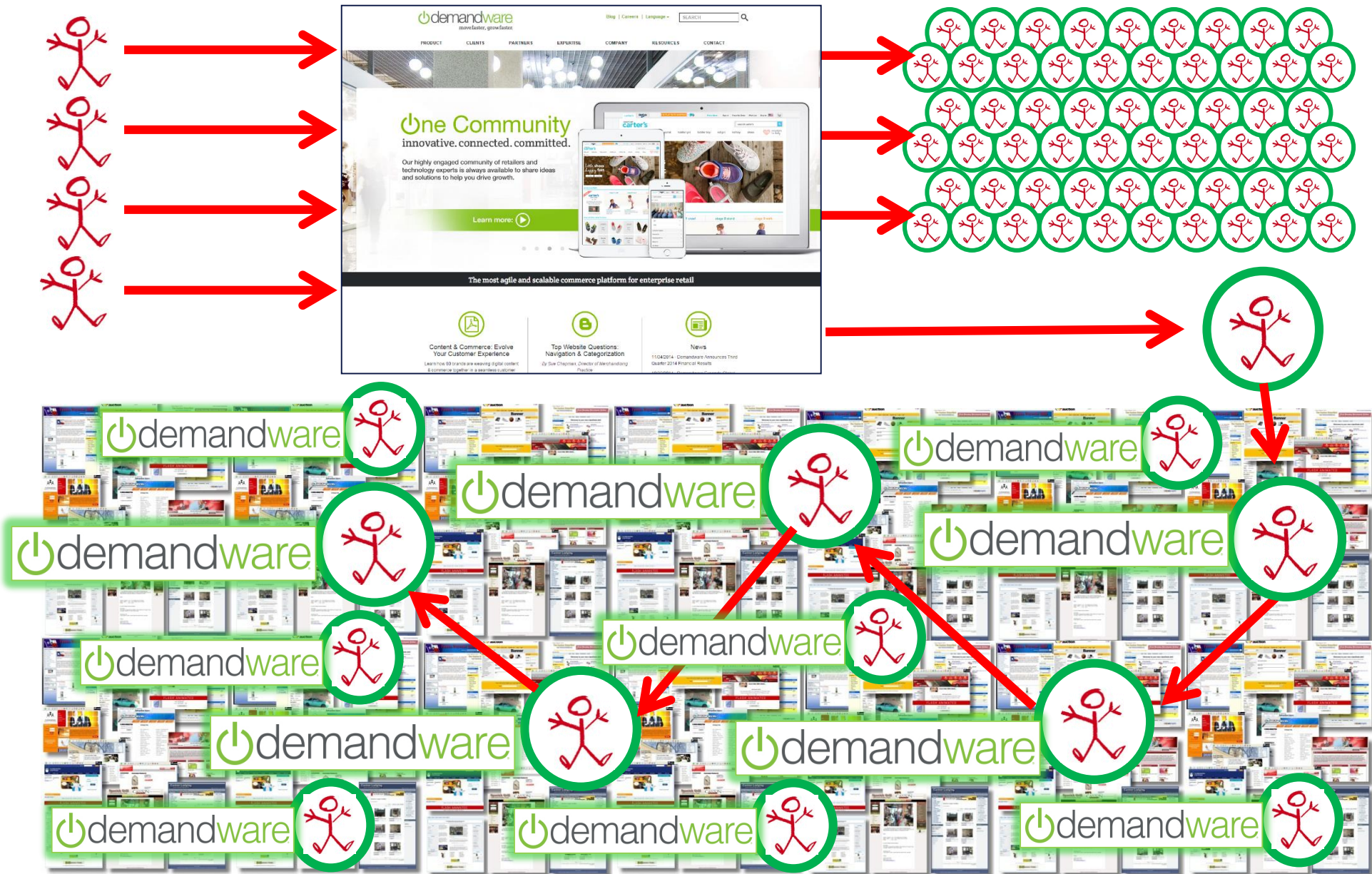
24 Hour Click to Call with 9-5 Call Center



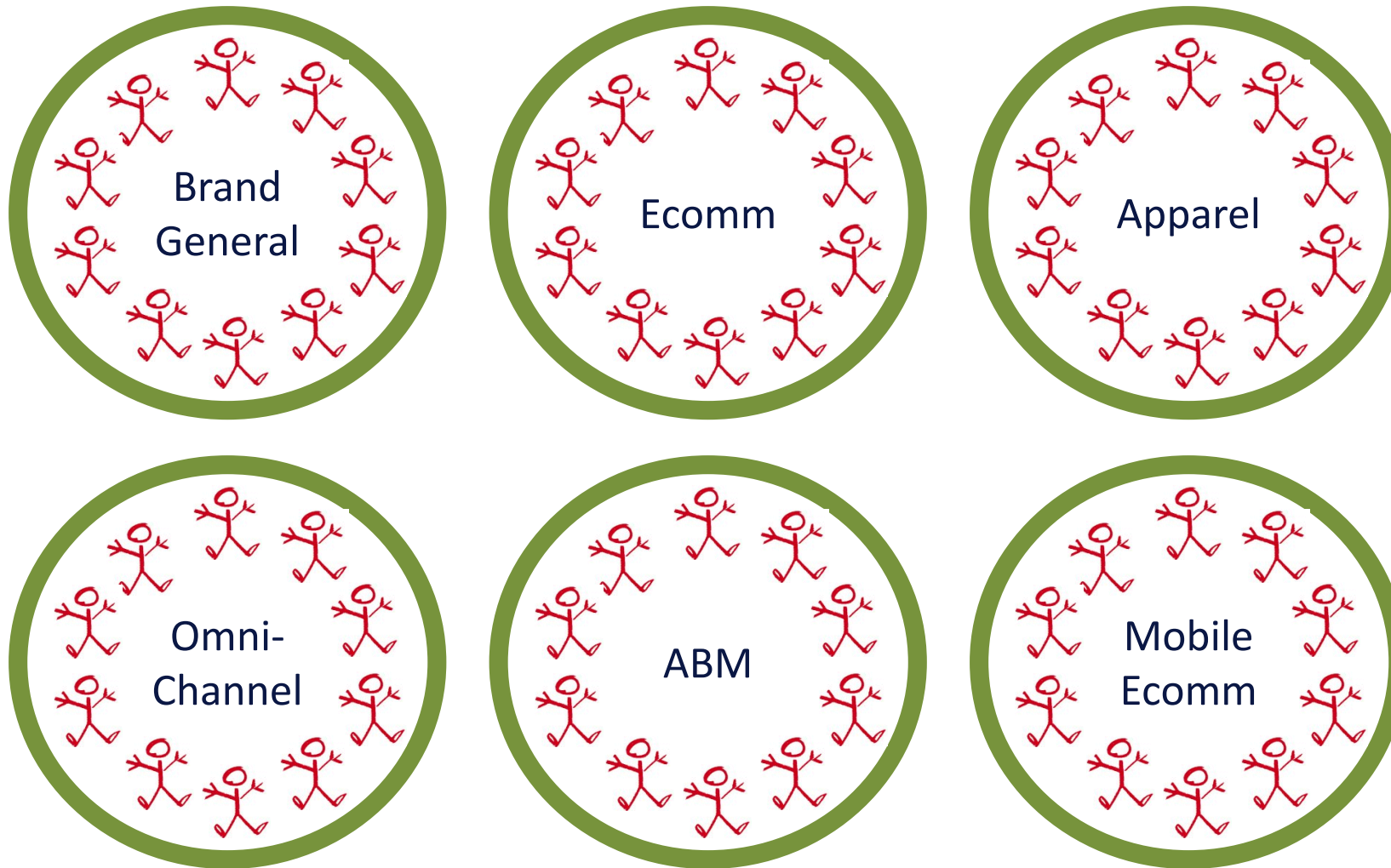
Little to No
Retargeting
(Bad for
Demand Gen
and Branding)



Little to No
Retargeting
(Bad for
Demand Gen
and Branding)



No Segmented Retargeting and Audience Pools

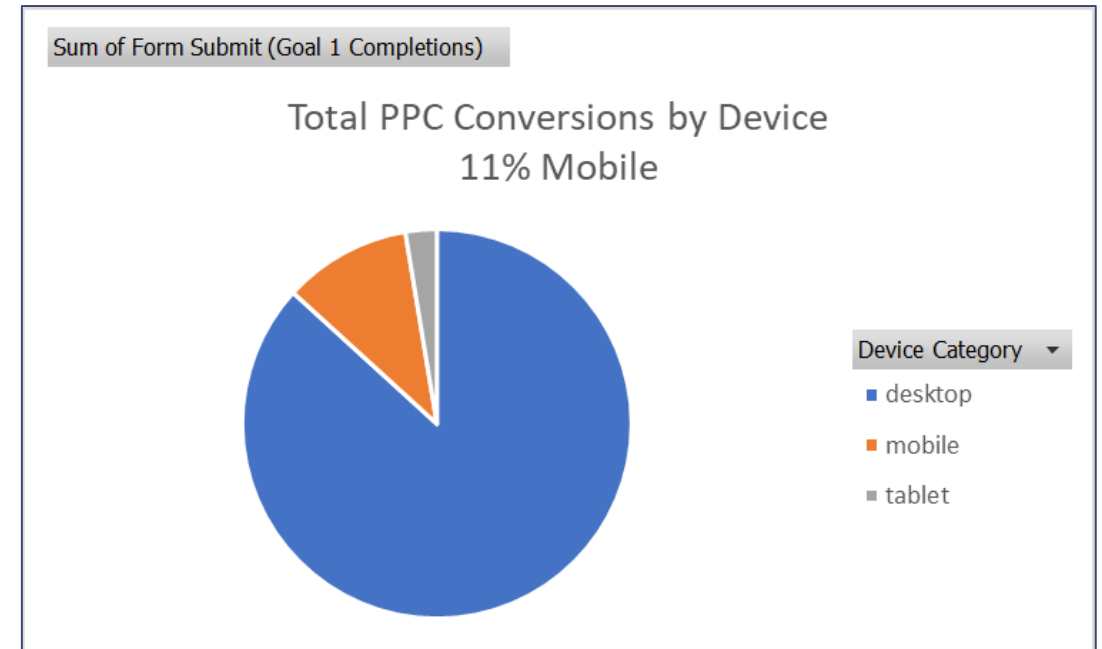
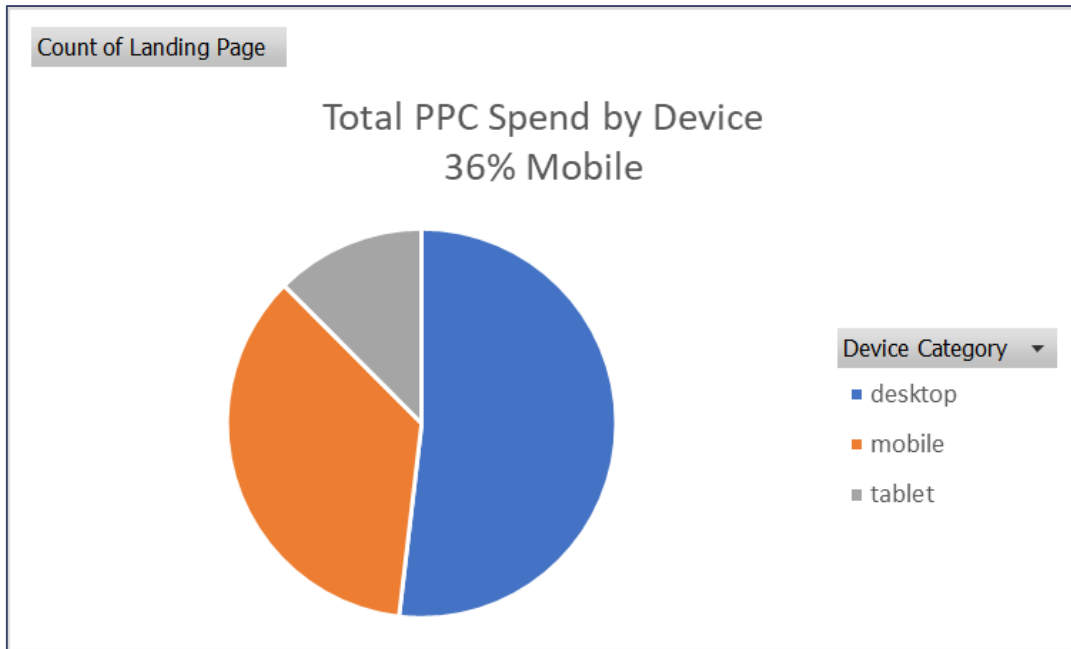


No Display Nurture with Retargeting

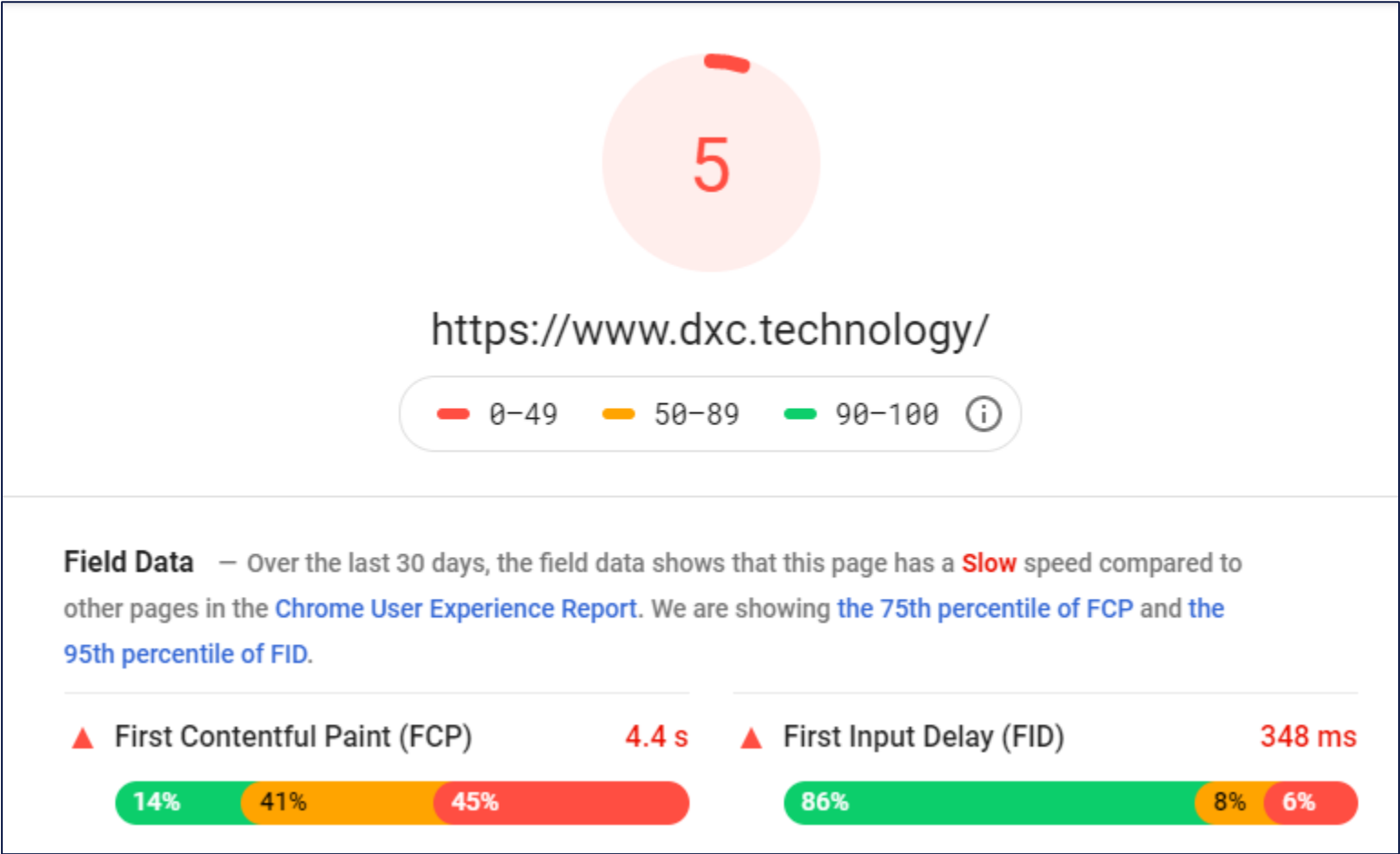


Misaligned Device Targeting

- Observation: Spending 36% of the budget to garner only 11% of mobile device conversions (Desktop CVR = 6.46% / Mobile CVR = 2%)
- Recommendation: Pause spend on mobile and reallocate funds towards improving impression share on desktop and other paid initiatives



Super Slow Site



No Conversion Oriented Landing Pages

DXC™ Cloud Services | Cloud Hosting Services | dxc.technology

www.dxc.technology/

Optimize Your Private **Cloud**, Public **Cloud**, and Legacy Infrastructure. Global IT Service Leader. Six Thousand Clients. Global Partner Network. 60+ Years of Innovation. World-class Talent. Services: Enterprise Solutions, Advisory, Storage, Managed **Cloud**, **Hosting**, Integration.

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Optimize Existing Infrastructure while Transforming Data and Applications

Cloud & Platform Services

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RELATED INFORMATION

Simplifu IT

DXC provides a full complement of managed services to optimize, host, monitor, and manage IT infrastructure, middleware and enterprise applications.

Organizations realize the path to survival and success runs through a hybrid and digital environment. Those that are slow to implement will lose relevance. But for many, the major challenge is in attempting to optimize and automate existing infrastructure while transforming data and applications into cloud, mobile and on-demand-ready IT environments.

DXC Technology Hosting and Network Services enable organizations to bypass roadblocks through thorough IT assessments, calculated advice and meticulous planning. We optimize IT environments, improve total cost of ownership and maximize your organization's performance and speed to market.

With a skilled and knowledgeable team, we assist your organization in executing plans for

Accelerate time to value through automation, innovation, modernization and virtualization, while protecting and securing complex infrastructure and platforms.

14 Above the Fold Items to Click On!

What do you want people to do right now?

Battle is Won on The Landing Page

Old Environment

The screenshot shows a simple, functional registration form. At the top right is a grey button. The main form area is titled 'Express Registration:' and contains the text: 'To register for A 15 Minute Guide to Enterprise Content Management, please enter your name and e-mail address below:'. Below this are three input fields: '*First Name:', '*Last Name:', and '*E-mail Address:'. To the right of each label is a yellow rectangular input field. At the bottom of the form are two buttons: 'Submit Online' and 'Reset'. Below the form is a footer line that says 'Copyright [redacted] All Rights Reserved. | Privacy Policy |'.

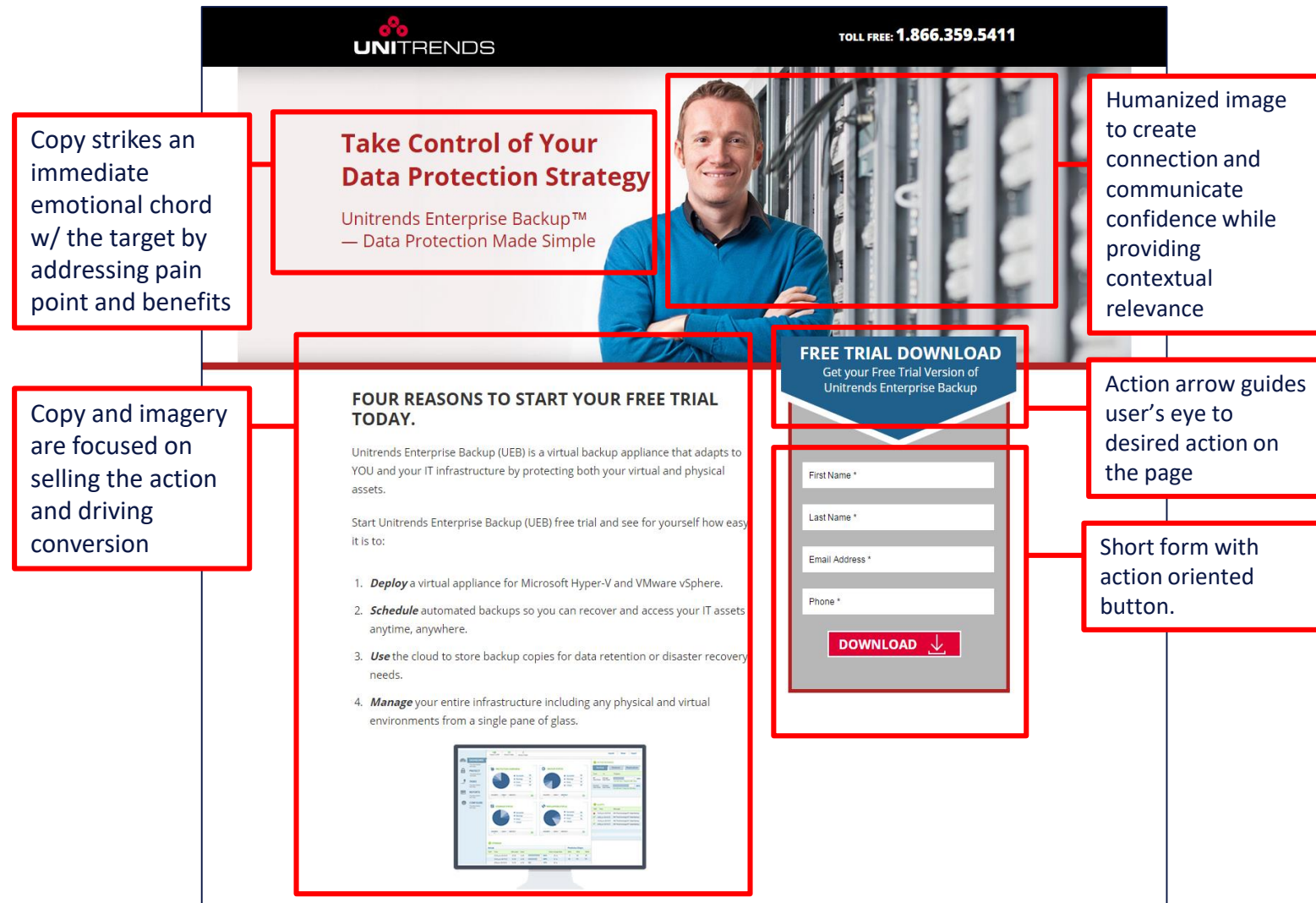
New Environment

The screenshot shows a more complex and visually rich registration form. At the top is a blue navigation bar with links: 'Products', 'Solutions', 'Services', 'Support & Training', 'Leadership & Innovation', and 'More Information'. Below this is a large orange banner with the text 'Get the White Paper: 15 Minute Guide to Enterprise Content Management' and a green arrow pointing right with the text 'Get Access Now!'. Below the banner, the page is divided into two columns. The left column is titled 'Content is at the heart of your business.' and contains a paragraph of text followed by a list of bullet points. The right column is titled 'Registration' and contains a form with fields for 'Country' (a dropdown menu), '*First Name', '*Last Name', '*E-mail Address', '*Company Name', and '*Job Title'. There is also a checkbox for 'Send me communications on my key business and technology priorities'. At the bottom of the form is a 'SUBMIT' button. Below the form is a footer line that says '© 2008 [redacted] All Rights Reserved. | Privacy Policy |'.

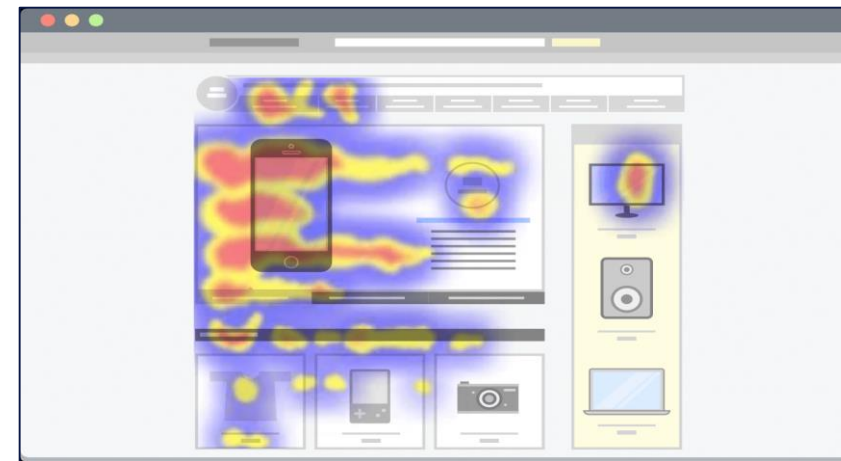
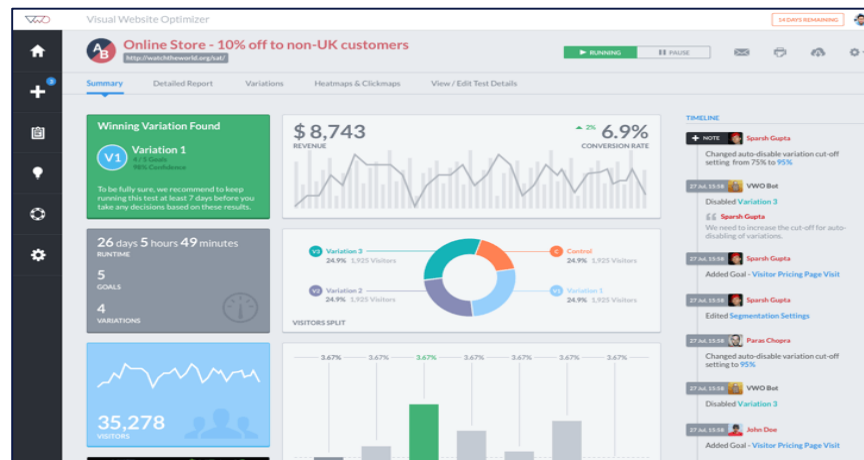
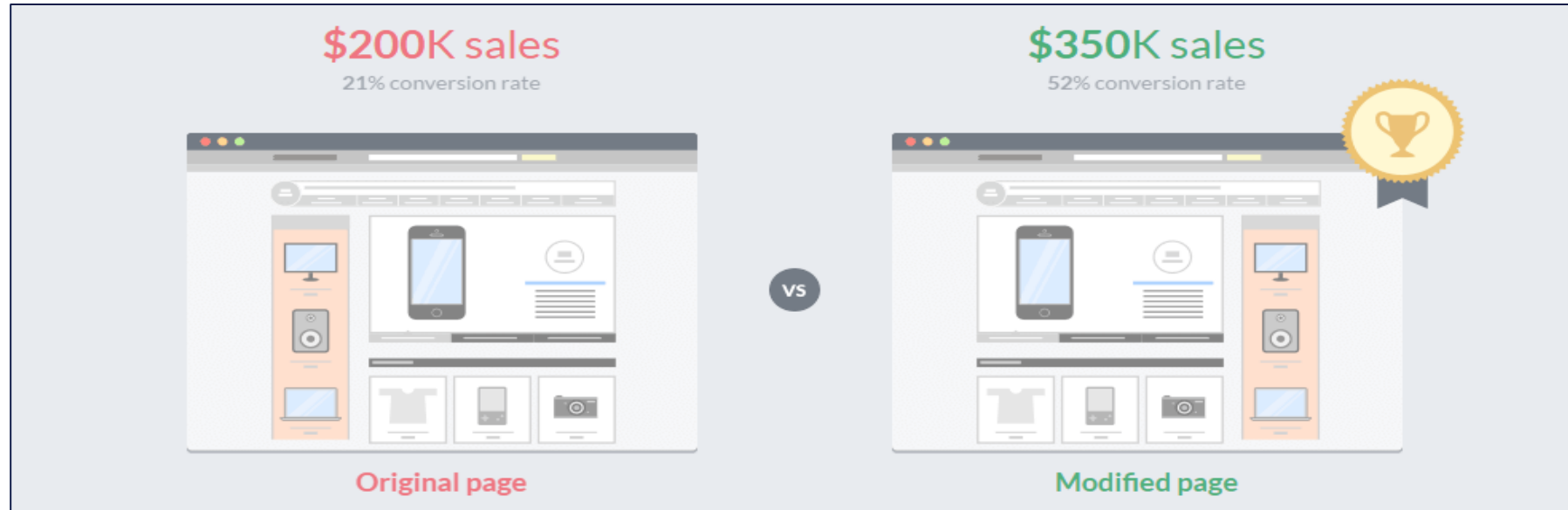
	Old Environment	New Environment	% Change
Conversion Rate	1.07%	14.46%	1,251%



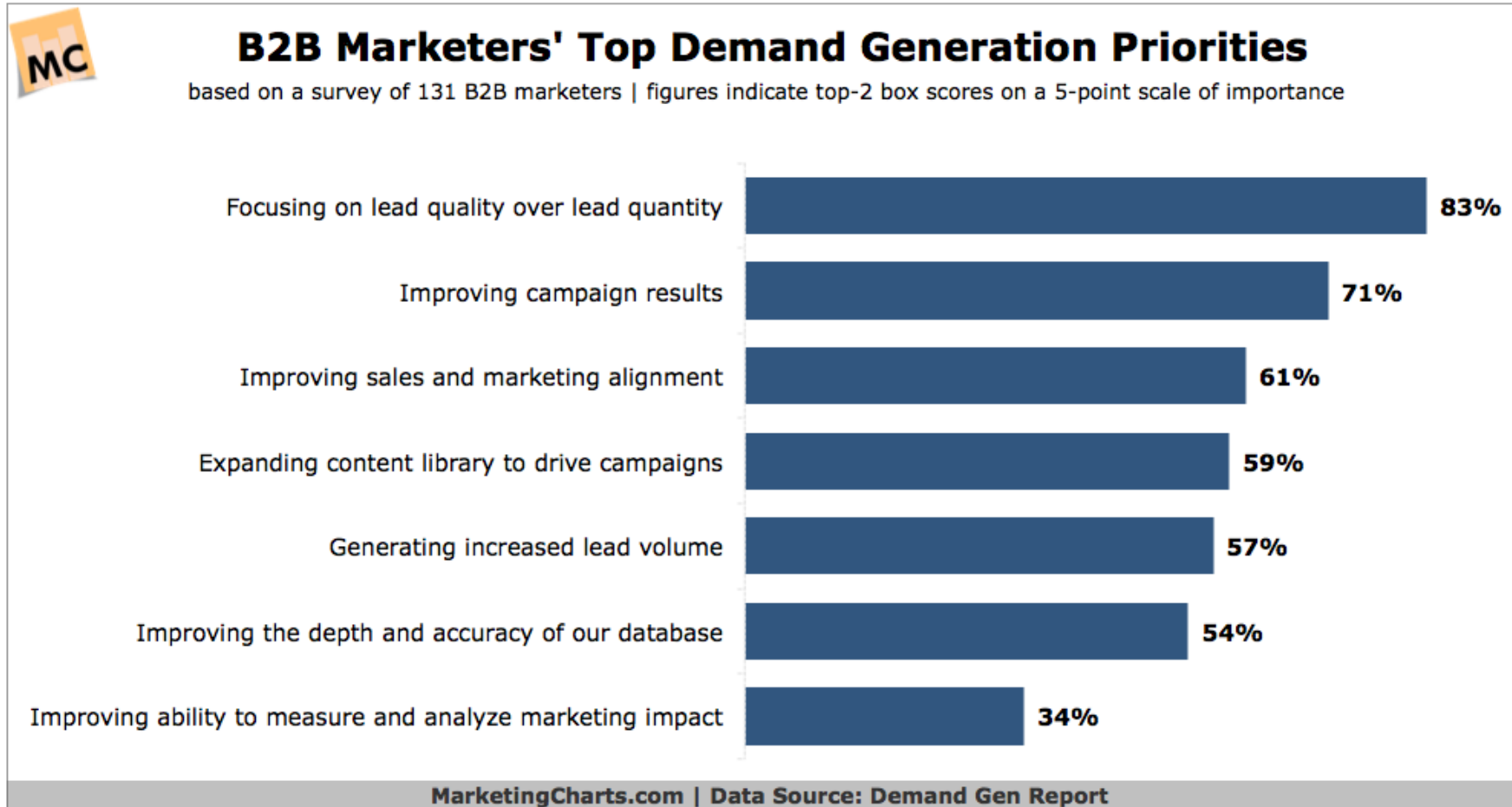
Landing Page Anatomy



Landing Page Optimization via VWO



Lead Quality



No-Auto Reply/Triggered Email

Talk to an expert

First Name *

Last Name *

Work Email *

• ○ ○ ▾

NEXT

Services Industries About Us Insights Search

OVERVIEW SERVICES AND SOLUTIONS CASE STUDIES INSIGHTS


Thank You For Contacting Us

A DXC representative will be in touch with you soon.

@DXCTechnology DXCTechnology

• • • ▾



 Eric Wholley <ewholley@overdriveinteractive.com>
Welcome!

To Barbara Smith

Hello Barbara,

Thank you very much for downloading our Lead Gen Metrics Timeline. We hope you find it interesting and useful in the development of your marketing metrics and dashboards.

As for the purpose of this email, often people are on our site seeking information on general digital marketing and demand generation services and they need answers fast. So if you're in a rush, or would like some straight answers to more complex questions, please don't hesitate to get in touch with me right now by **simply hitting reply to this email** or giving me a call.

I am 100% here for you if and when you need me!

Best regards,
Eric

Eric Wholley
SVP, Business Development
P: 617-254-5000 x1103
ewholley@overdriveinteractive.com

Overdrive Interactive
38 Everett Street, 2nd Floor
Allston, MA 02134

No Triggered Nurture Campaign

The screenshot shows the 'Lead Gen Metrics Timeline' form on the Overdrive Interactive website. The form includes fields for First Name, Last Name, Email Address, Company Name, Phone Number, Job Title, and Country. A 'DOWNLOAD NOW' button is prominently displayed. Below the form, there is a section titled 'Notable features of the Lead Gen Metrics Timeline include:' which lists several key features.

Notable features of the Lead Gen Metrics Timeline include:

- An critical lead gen metrics in chronological order from Spend to ROI
- Metric groupings including Media, Conversion, CPL, and RO
- Specific numeric examples of each metric, including Spend, CPL, CPM, and more!

Prospect fills our form
and becomes a lead

Hello Barbara,

Thank you very much for downloading our Lead Gen Metrics Timeline. We hope you find it interesting and useful in the development of your marketing metrics and dashboards.

As for the purpose of this email, often people are on our site seeking information on general digital marketing and demand generation services and they need answers fast. So if you're in a rush, or would like some straight answers to more complex questions, please don't hesitate to get in touch with me right now by **simply hitting reply to this email** or giving me a call.

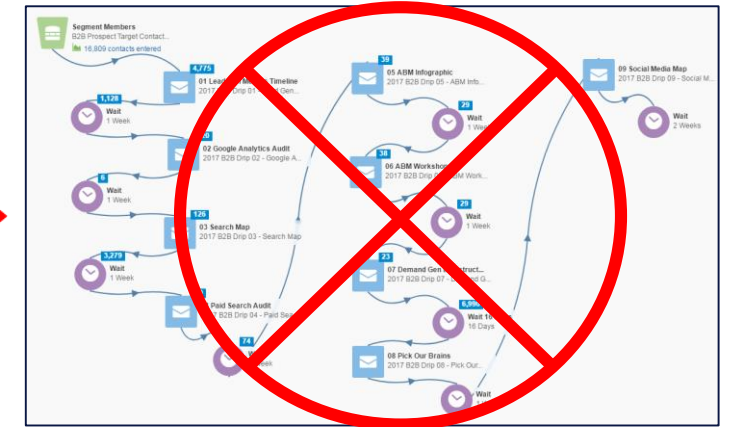
I am 100% here for you if and when you need me!

Best regards,
Eric

Eric Wholley
SVP, Business Development
P: 617-254-5000 x1103
ewholley@overdriveinteractive.com

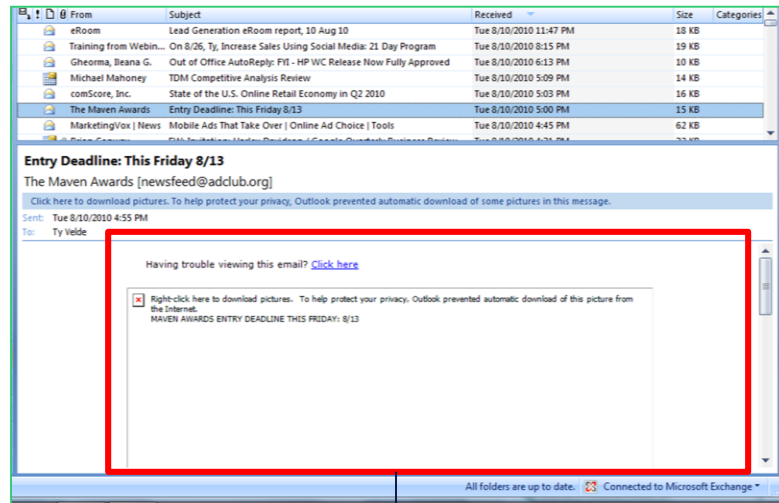
Overdrive Interactive
38 Everett Street, 2nd Floor
Allston, MA 02134

The system pushes out
auto-reply email to the
new lead from sales rep

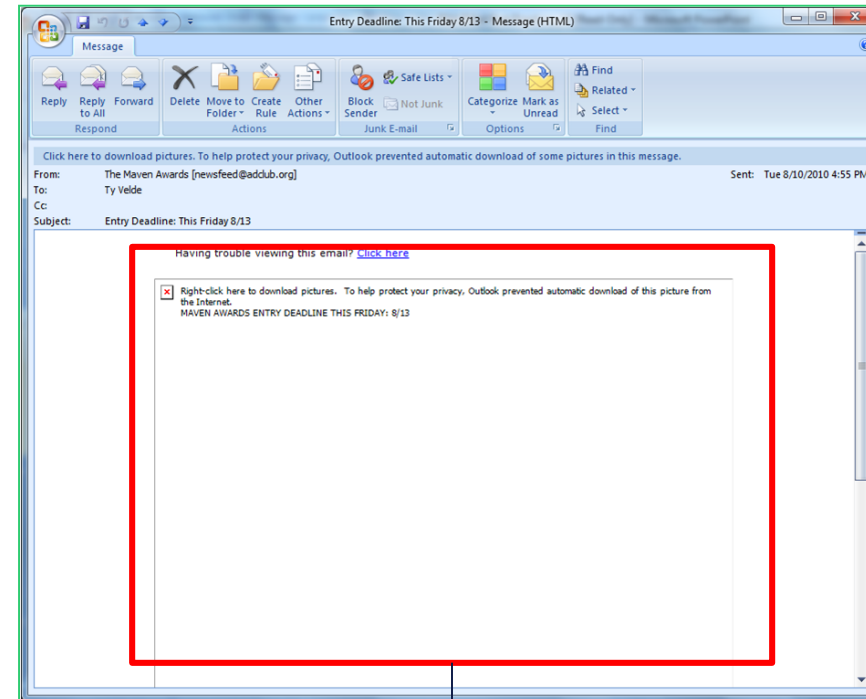


A nurture campaign is triggered to
send relevant content and
engagement offer emails

Bad Email



No message in the
preview pane



Still no message once the
email has been opened

Low Engagement Thank You Pages and Slow Response Lead Time

Talk to an expert

First Name *

Last Name *

Work Email *

• ○ ○ ✓

NEXT

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DXC.technology

Services

Industries

About Us

Insights

Search

Contact Us

SERVICES / CLOUD & PLATFORM SERVICES

OVERVIEW

SERVICES AND SOLUTIONS

CASE STUDIES

INSIGHTS

Thank You For Contacting Us

A DXC representative will be in touch with you soon.

A DXC representative will be in touch with you soon.

Services

Industries

About Us

Insights

Analytics

Healthcare

Company Overview

THDIVE- Thought Leadership

ies on our website to provide you the best experience possible. Cookies are small snippets of data stored on your computer. These cookies are used to help operate our site and for

poses. They also help us remember you so we can show you more relevant content.

Learn more about our cookies

Cookie Settings

✓

Thank you.

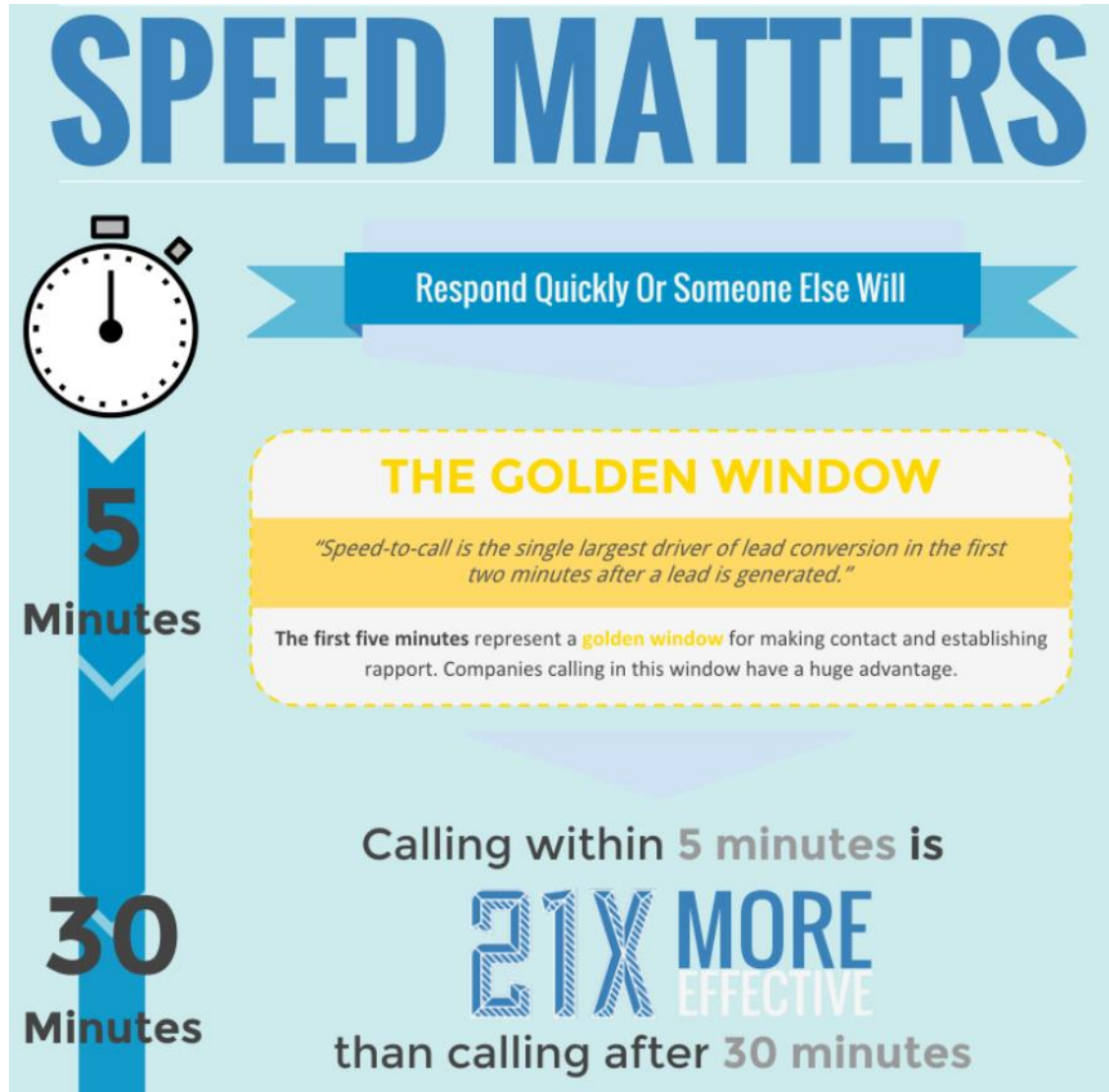
You've taken the first step towards elevating your social media.

Explore Case Studies

One of our experts will reply within 2 business days. In the meantime, take a look at our customer case studies

One of our experts will reply within 2 business days.

Slow Lead Response Time



4 Reasons Why

Statistics aside, there are some common sense reasons that explain why speed to call makes such a big difference.



Presence - The prospect is likely at their computer and with a phone nearby when they hit submit.



Engagement - The prospect is thinking about their need and ready to mentally engage with you when they hit submit.

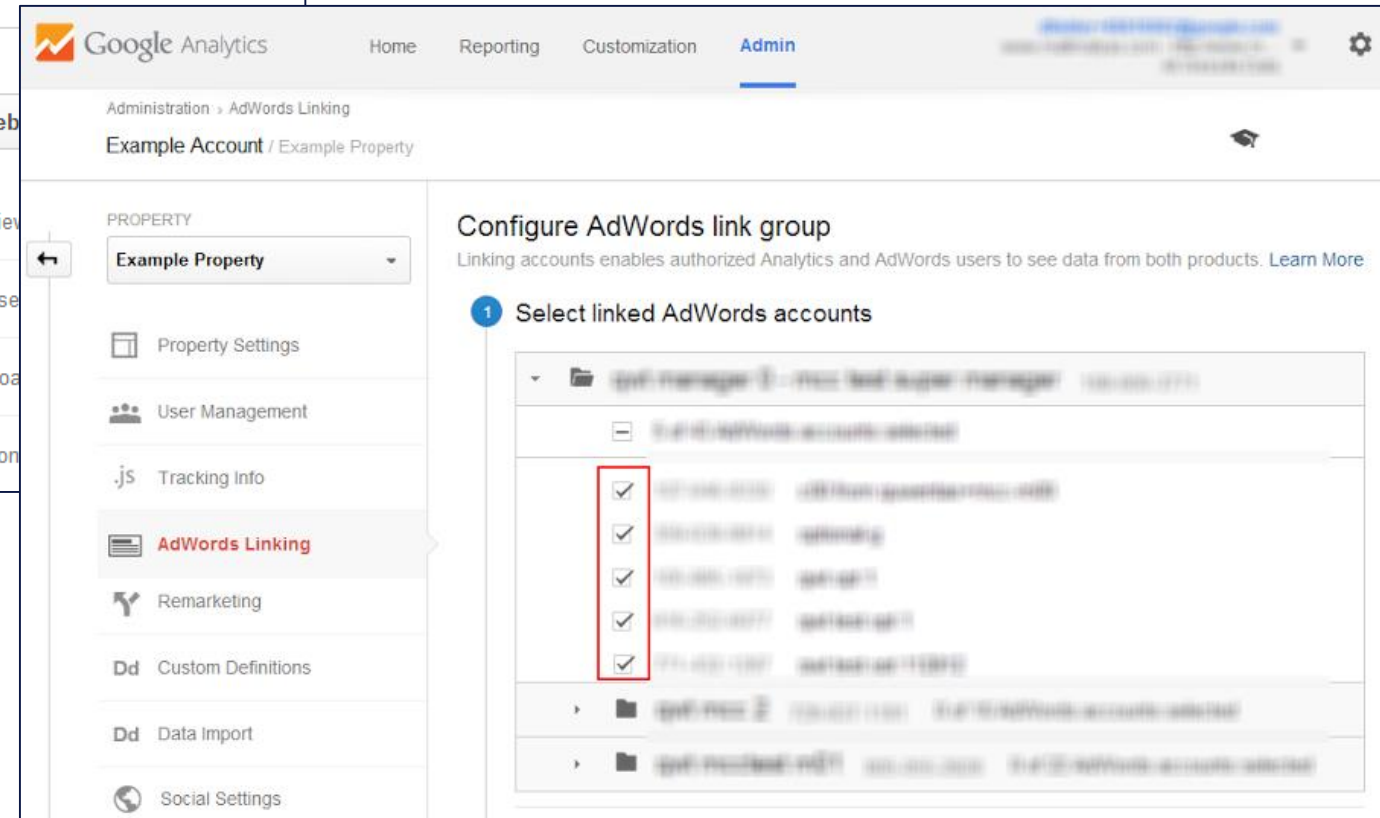
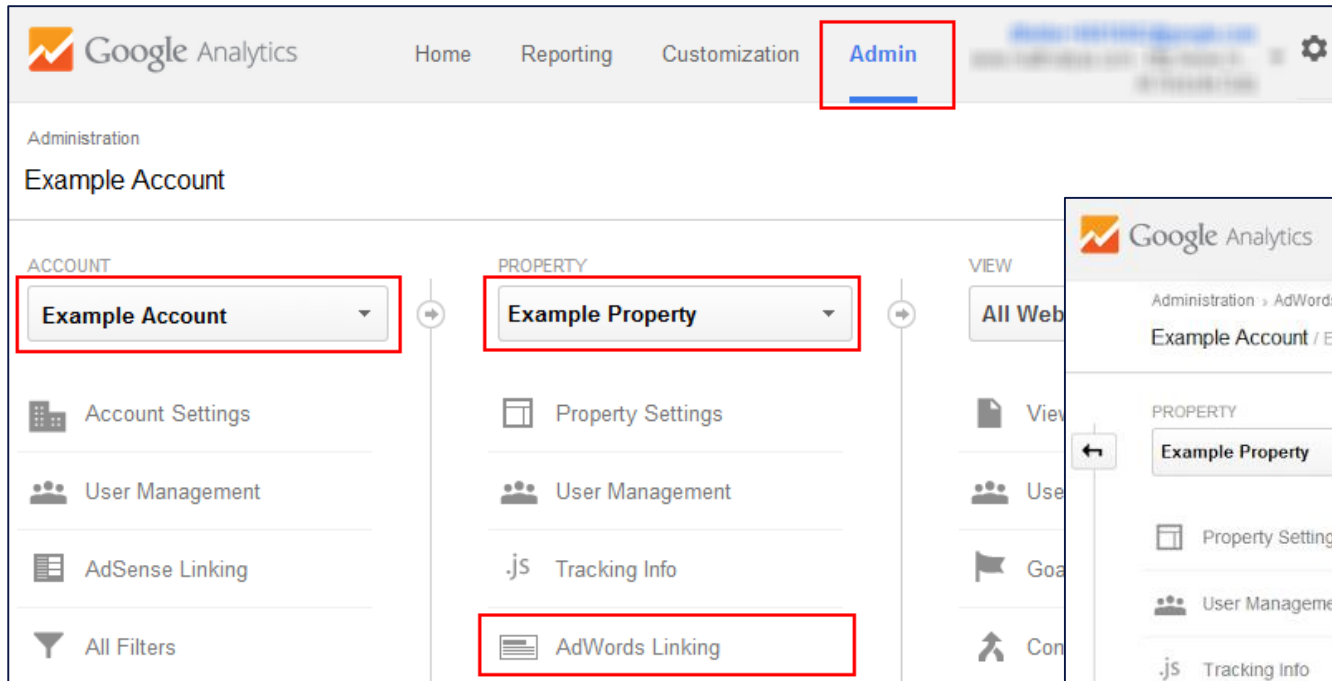


Rapport - Fast responses build confidence and rapport starting things off on the right foot.



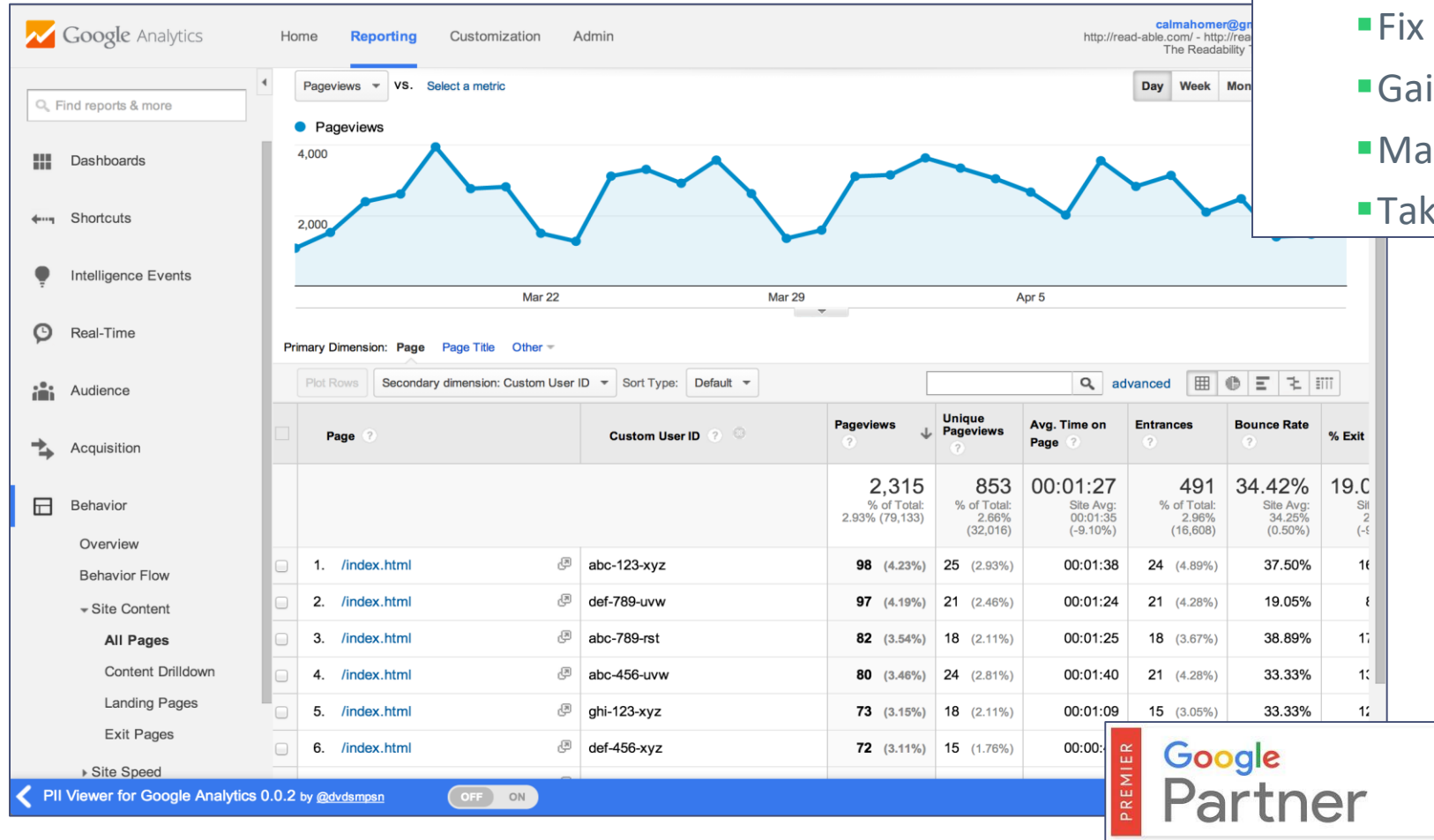
First Movers Advantage - First to contact, first to frame the conversation and get a shot to close the deal.

Google Analytics and Google Ads Account Not Linked



- Linking Google Analytics and Google Ads is good for
 - Getting additional user data
 - Getting additional re-marketing metrics

Poorly Configured and Maintained Google Analytics



Google Analytics Audit

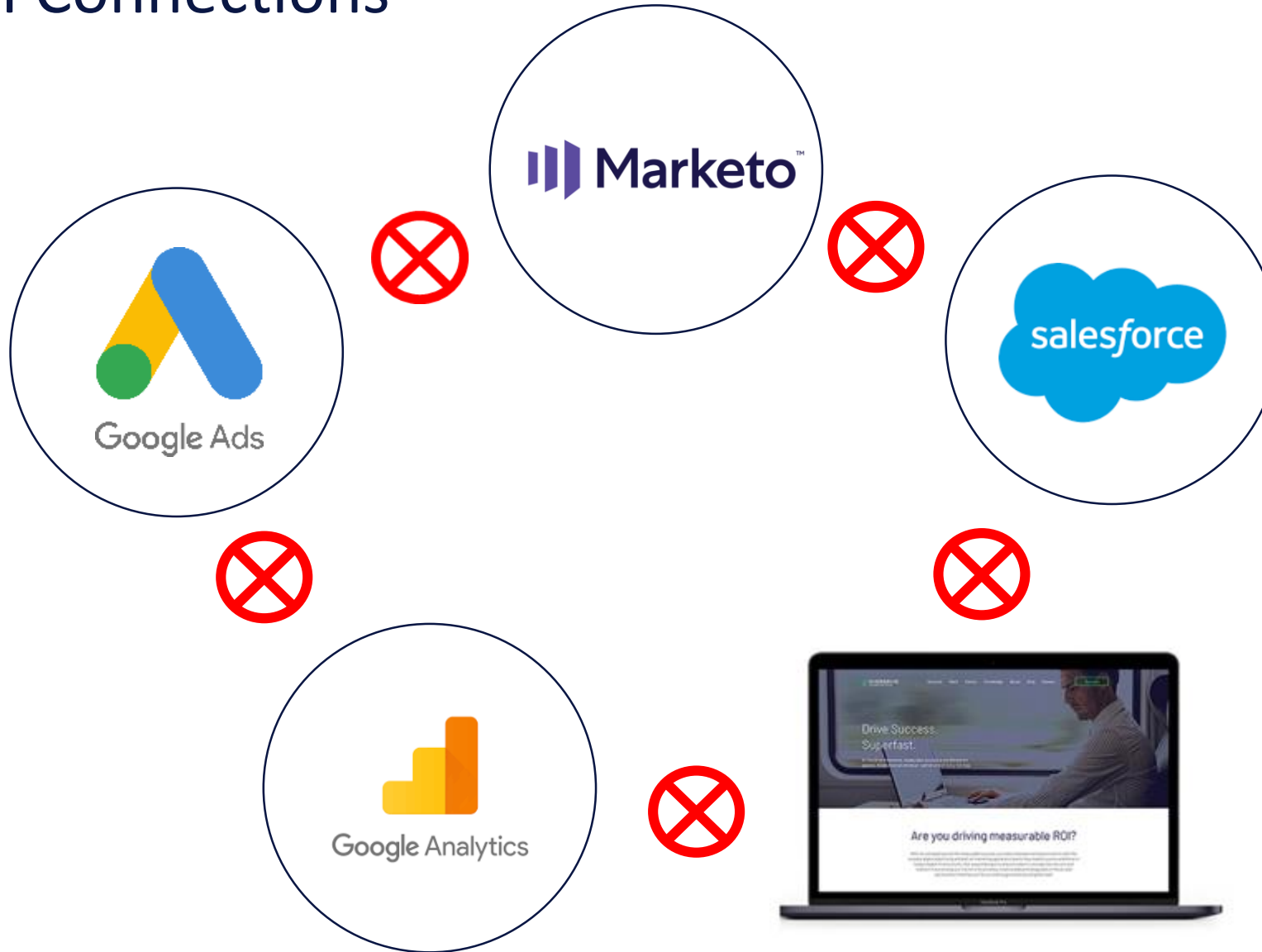
- Fix problems that impair your data
- Gain confidence in your data
- Make sense of your data
- Take action against your data

Substandard Tag Management



Row Labels	Count of URL
GTM-K97M6S	75427
(blank)	1001
UA-23698964-1, UA-23698964-16	74426
GTM-MXLN78N	71
(blank)	71
GTM-WQ6L88S	1027
UA-23698964-1,	594
UA-23698964-23	2
UA-23698964-23,UA-23698964-1,	428
(blank)	3
Grand Total	76525

Broken API Connections



Misaligned Data Fields

Tell us a little about yourself, and we'll be in touch right away.

Please complete all fields.

First name

Last name

Job title

Email

Phone

Company

Employees

United States

product interest

Questions/Comments

Contact me

Marketing Activities...

Marketing Activities

- Alerts
- eBooks
- Events
- Roadshow - Atlanta
- Registrants
- Cancellations
- Attendees
- Reminder Email Series
- Follow Up Email Series
- Registration Page
- Reminder Email 1
- Reminder Email 2
- Follow Up: Customers
- Follow Up: Partners
- Roadshow - Boston
- Roadshow - Los Angeles
- Roadshow - New York
- Roadshow - San Francisco

Registrants

Id	Last	First	Job Title	Company	Email	Phone
122	Yarkoni	Erez	VP ITT-Mobile...	T-Mobile USA...	erez.yarkoni@t-mobile.com	(425) 378-4...
125	Gong	Yundan		Aston Univers...	y.gong1@aston.ac.uk	+44(0)121 ...
150	Garrett	Johnston	Group Directo...	MTS	dgm@mts.ru	7 4959116...
154	Kin Hung	Chan	Head of Produ...	Starhub	khchan@starhub.com	(659) 003-1...
155	Passa	Sunzay	VP VAS & Devi...	Essar Commu...	sunzay.passari@essar.com	91 222430...
156	Naudin	Herve	Business Man...	Orange F...	herve.naudin@orange-ftgroup.com	(331) 463-1...
159	Garcia Cer...	Monica	Senior Manag...	Capgemini	monica.garcia-cervero@cpgemini.com	34 916577...
160	Sherrard	Andrew	VP & General...	T-Mobile US...	andrew.sherrard@t-mobile.com	(425) 383-5...
161	Antonio	Marco	VP Product An...	Gru...	marco.guerra@usacell.com.mx	52 555109...
162	McDowell	Mark E.	Managing Par...	acta...	mark.mcdowell@actawireless.com	(704) 709-9...
169	Reilly	Jim	Siperian		jreilly@siperian.com	(630) 241-1...
198	Peel	James		BT Group plc	james.peel@bt.com	+1 650 521...
232	Fern	Adrian		BT Group plc	adrian.fern@bt.com	
233	Van Den O...	Karin	Loyalty Manag...	dexcom	karin.van.den.oever@dexcomretail.nl	
235	Lyons Soe...	Emily	Director,Mobi...	AT&T	emily.soelberg@att.com	(404) 986-1...
236	McGaw	Steve	Sr Vice Presid...	AT&T	stephen.mcaw@att.com	(404) 986-9...
237	Stankey	John	President And...	AT&T	john.stankey@att.com	(210) 351-5...
238	S.Swanson	Brinda	Sr Mgr Busine...	Sprint Nextel	brinda.s.swanson@sprint.com	

Account Detail

Account Owner: Ford Ben [Change]

Account Name: GenPoint [New Hierarchy]

Parent Account: Express Logistics and Transport

Account Number: CC978213

Account Site:

Type: Customer - Channel

Industry: Biotechnology

Annual Revenue: \$30,000,000

Top Account: Express Logistics and Transport

Top Account Name: Express Logistics and Transport

Account Record Type: type [Change]

Table without sub-tabs

Customer View

Overview | Account Hierarchy | Related Accounts | Related Contacts | Related Opportunities | Related Events | Campains

Contacts (Default)

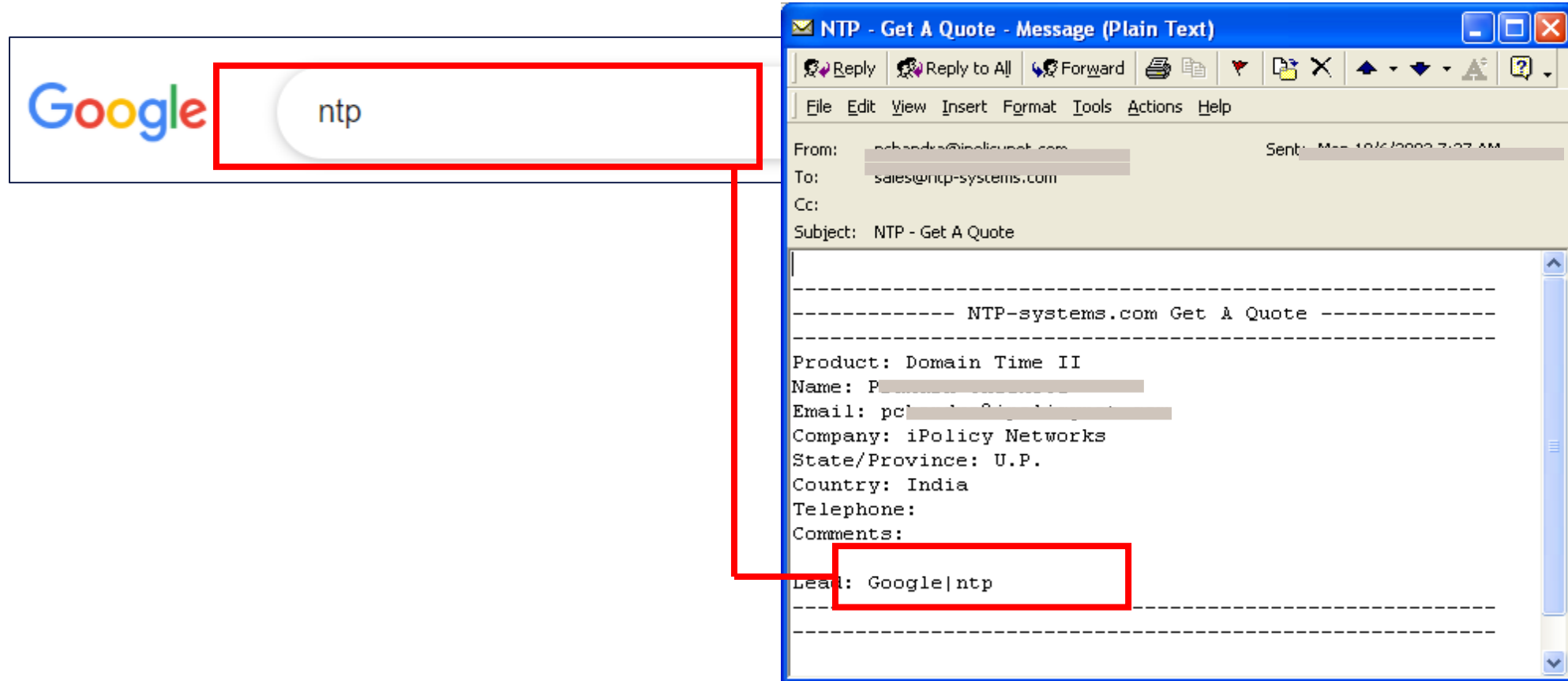
Found 1,078 results

Action	Full Name	Title	Account	Business Phone	Email	Owner	Birthdate	Main
✓	Joe last1821	VP	Long Island	11166	contact.3@aaa.a1843	Ford Ben	7/1/2010	1385/2015
✓	Joe last1820	Eng.	Long Island	854654	contact.3@aaa.a1842	Ford Ben	7/1/2010	1385/2015
✓	Joe last1819	Eng.	Long Island	555	contact.3@aaa.a1841	Ford Ben	7/1/2010	1385/2015
✓	Joe last1817	Eng.	Blues AU	9999	contact.3@aaa.a1839	Ford Ben	7/1/2010	1385/2015
✓	Sean Forbes	CFO	Edge Communications	34343432	sean@edge.com	Ford Ben	4/24/2015	1385/2015
✓	Rose Gonzalez	SVP, Procurement	Edge Communications	34343431	rose@edge.com	Ford Ben	4/24/2015	1385/2015
✓	Jack Rogers	VP, Facilities	Burlington Textiles Corp of A	(336) 222-7900	jrogers@btca.com	Ford Ben		1385/2015
✓	Betty Bair	Sales Rep.	Express NZ	555553333	betty@bjones.com	Ford Ben	4/24/2015	1385/2015
✓	Jack Rogers	VP, Facilities	Burlington Textiles Corp of A	3434343	jrogers@burlington.com	Ford Ben	12/9/2013	1385/2015
✓	Betty Bair	VP, Administration	United Oil & Gas, Singapore	(343) 434-36541	bbair@abankingco.com	Ford Ben	4/11/2015	1385/2015

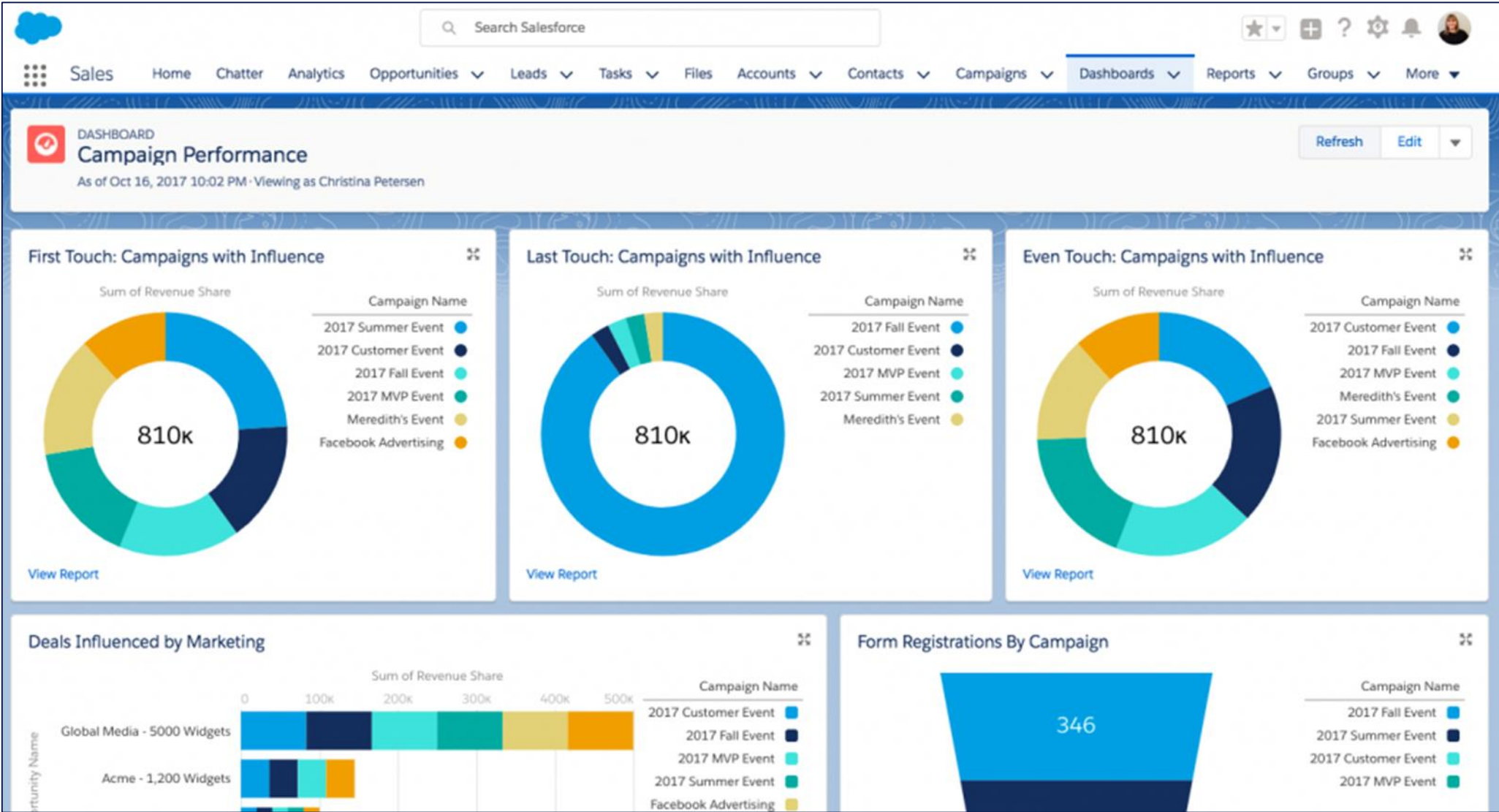
Page 1 of 108 (1-10 of 1078)

Rows per page: 10

No First Click Lead Attribution Labeling



Overwriting First Click Attribution with Last Click Attribution



No Inferred or Intent Data Capture and Reporting

■ Search Marketing Intent Reporting




- **DATE RANGE:** 02/2014 – 10/2014
 - **IMPRESSIONS:** 21,367,613
 - **SAMPLE TERMS:**
 - mobile site performance
 - media delivery
 - CDN
 - application acceleration
 - web performance
 - web security
- CLICKS:** 240,426
- ACTIONS:** 3,221

COMPANIES VISITING AKAMAI VIA PAID SEARCH



Companies identified through reverse IP lookup

Reverse IP Lookup/ID Intenders



Company Detail

Company Name	Nationwide Mutual Insurance Company
HQ Address	One Nationwide Plaza COLUMBUS, OH 43215, US
HQ Phone	(614) 249-7111
Website	http://www.nationwide.com
Tag	
Industry	Insurance
Annual Revenue	\$36,257,000,000.00
Employees	33,672

Visit Detail


Trigger Name	50mil
Date/Time	May 2 2016 11:34AM (ET)
Landing Page	www.ovrdv.com/online-media-planning-buying/
Previous Visit	
Referrer	Google
Available Keywords	
Geo Address	COLUMBUS, OHIO, UNITED STATES

Recommended Contacts

There are no contacts available based on your contact settings.

VisitorTrack Helpful Tips

See how ABP uses VisitorTrack to connect early and close more deals. [Read More](#)



Company Detail

Company Name	Athenahealth
HQ Address	311 Arsenal Street WATERTOWN, MA 02472, US
HQ Phone	(617) 402-1329
Website	http://www.athenahealth.com
Tag	
Industry	Software & Internet
Annual Revenue	\$752,599,000.00
Employees	3,676

Visit Detail

Trigger Name	50mil
Date/Time	Mar 24 2016 4:04PM (ET)
Landing Page	www.ovrdv.com/
Previous Visit	
Referrer	Google
Available Keywords	
Geo Address	WATERTOWN, MASSACHUSETTS, UNITED STATES

Page Views Today

URL
www.ovrdv.com/
www.ovrdv.com/creative-services/
www.ovrdv.com/portfolio/



Company Detail

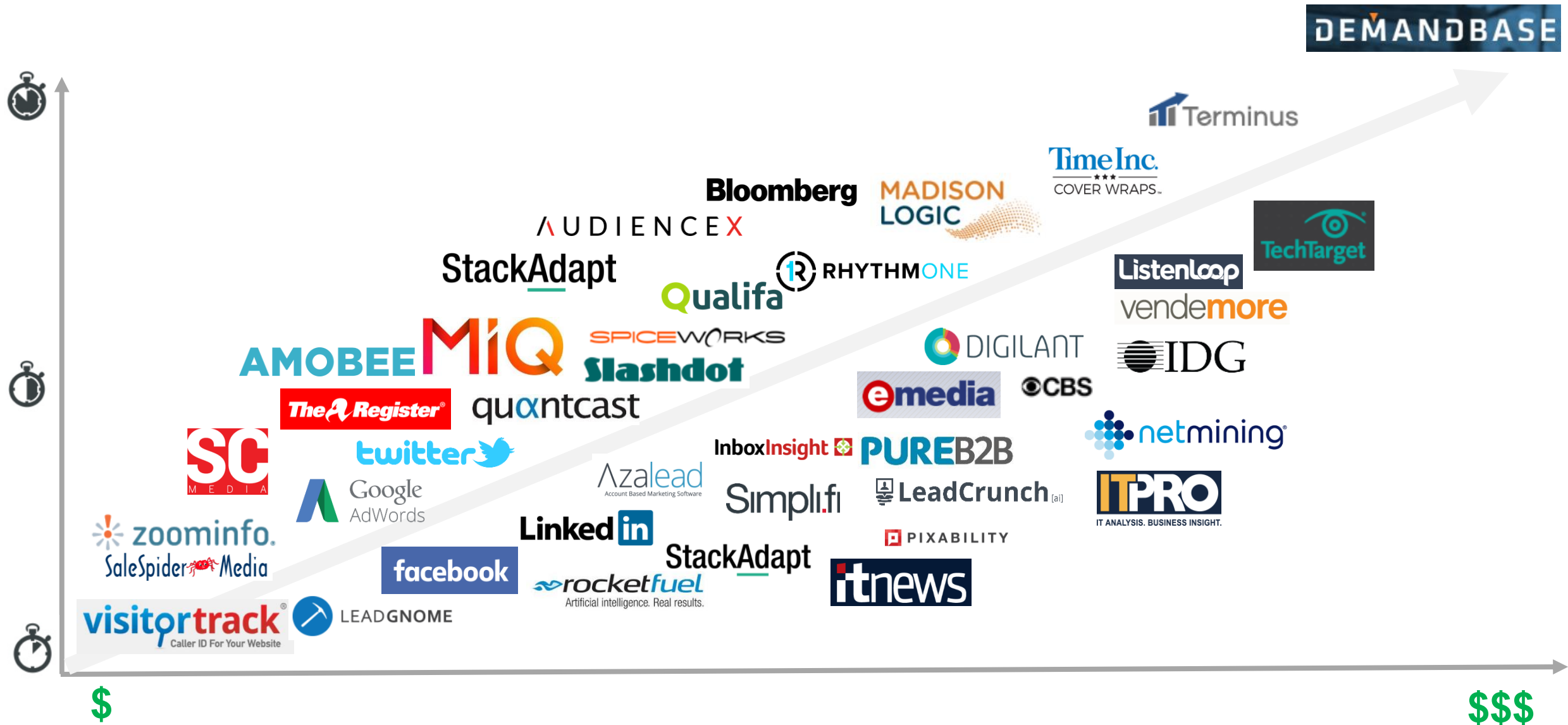
Company Name [Pegasystems Inc.](#)
HQ Address 1 Rogers Street CAMBRIDGE, MA 02142-1590, US
HQ Phone (617) 374-9600
Website <http://www.peqa.com>
Tag
Industry Software & Internet
Annual Revenue \$750,266,000.00
Employees 3,908

Visit Detail

Trigger Name Minimum Revenue \$50M
Date/Time Jul 17 2017 3:58PM (ET)
Landing Page www.ovrdrv.com/overdrive-interactive-and-demandbase
Previous Visit
Referrer Direct Hit

Name	Title	Email	Phone
Anthony A.	Director, Product Marketing - Mobile	✉	📞
James A.	Solution Consulting Manager - Pega Marketing and Analytics	✉	📞
Stephanie A.	Marketing Editor and Content Manager	✉	📞
Preston A.	Vice President, Marketing Strategy and Operations	✉	📞
Mike A.	Director, Product Marketing - Customer Service	✉	📞
Sean A.	Director, Corporate Communications	✉	📞
Tom B.	Vice President, Digital Marketing		📞
Andrew B.	Senior Director Marketing, EMEA	✉	📞
Dana B.	Senior Manager, Industry Marketing for Communications and Media		📞
John B.	Director, Industry Marketing		
Christopher B.	Director of Product Marketing	✉	📞
Kenneth B.	Senior Director, Industry Principal - Communications	✉	📞
Karen B.	Senior Manager, Field Marketing Programs	✉	📞
Jon B.	Public Relations and Communications Manager, EMEA		📞
Geoff B.	Social Media Manager		📞
Stephen B.	Senior Director of Marketing Operations		📞
Ying C.	Senior Director, Product Marketing	✉	📞
Christina C.	Industry Marketing Manager, Financial Services	✉	📞
Molita C.	Marketing Manager, Asia Pacific	✉	📞
Lori C.	Senior Manager Global Marketing Programs	✉	📞
Anna C.	Vice President Sales and Marketing, Robotics and Workforce Intelligence	✉	
Julie C.	European Field Marketing and Operations Director	✉	📞
Katrina C.	Senior Regional Marketing Manager ? B2B Marketing ? Experienced Practitioner		📞
Jeff D.	Marketing Automation Manager	✉	📞
David D.	Vice President, Marketing	✉	📞
Dirk D.	Senior Marketing Manager Benelux	✉	📞

ABM/Demand Gen Media Landscape



Sub-Standard Reporting (see sample dashboard)

OVERDRIVE INTERACTIVE

Network

- Display Network
- Display Remarketing
- Search Network

**Networks should NOT be combined when looking at conversion efficiencies*

Domestic vs Internati...

- Domestic
- International

Country

- "Other" (Paused)
- Australia
- Brazil
- DACH
- France
- Italy
- Japan
- Netherlands
- Scandinavia
- UK
- USA/Canada

Legacy vs New

- Legacy
- New

Branded vs Non Brand...

- Branded
- Non-branded

Campaign Description

- "Test" campaign
- APM
- Bandwidth Monitoring
- Branded
- Branded (Whats Up)
- Branded Search Remark...

Month

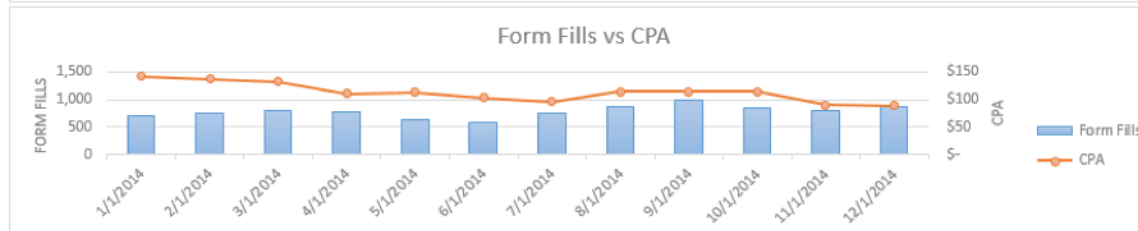
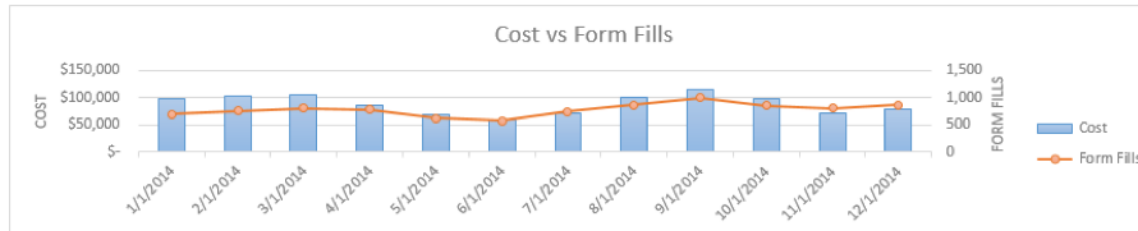
- 1/1/2014
- 2/1/2014
- 3/1/2014
- 4/1/2014

Engine

- Bing
- Google

Monthly Performance

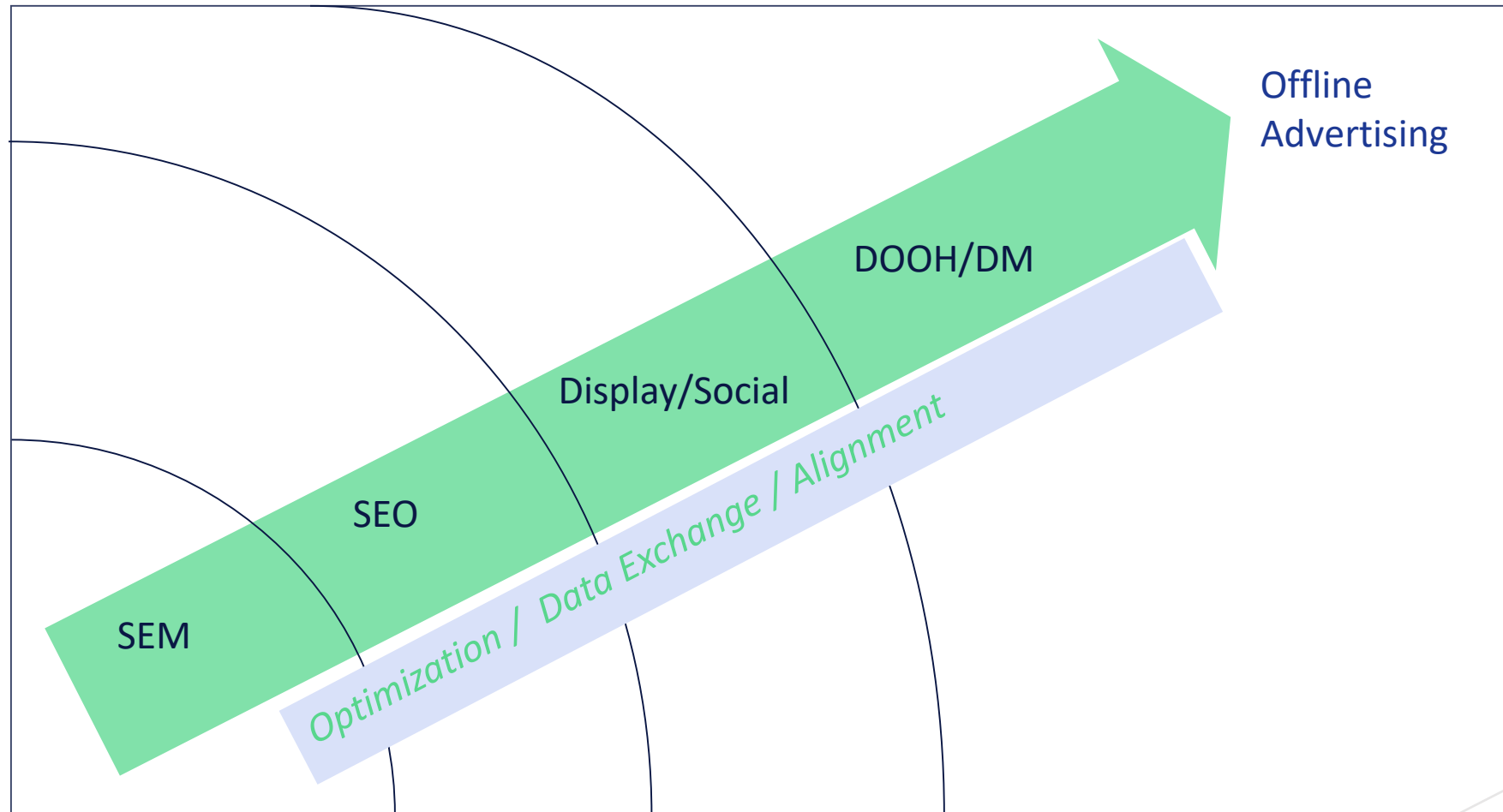
Report as of: 1/5/2015



Row Labels	Impr	Clicks	CTR	Cost	CPC	Form Fills	CVR	CPA
1/1/2014	21,267,871	83,628	0.39%	\$ 99,190	\$ 1.19	701	0.84%	\$ 141
2/1/2014	19,714,422	79,028	0.40%	\$ 104,086	\$ 1.32	761	0.96%	\$ 137
3/1/2014	17,126,448	66,249	0.39%	\$ 106,195	\$ 1.60	801	1.21%	\$ 133
4/1/2014	14,305,891	62,199	0.43%	\$ 87,246	\$ 1.40	784	1.26%	\$ 111
5/1/2014	10,831,763	46,716	0.43%	\$ 70,125	\$ 1.50	621	1.33%	\$ 113
6/1/2014	8,002,743	31,425	0.39%	\$ 60,374	\$ 1.92	580	1.85%	\$ 104
7/1/2014	4,493,604	19,826	0.44%	\$ 71,909	\$ 3.63	751	3.79%	\$ 96
8/1/2014	5,528,625	31,118	0.56%	\$ 100,271	\$ 3.22	874	2.81%	\$ 115
9/1/2014	6,274,702	39,608	0.63%	\$ 114,588	\$ 2.89	1,000	2.52%	\$ 115
10/1/2014	3,854,654	28,887	0.75%	\$ 97,851	\$ 3.39	854	2.96%	\$ 115

No Weekly, Monthly and Quarterly Reporting Summits

- Data Escalation and Enterprise Wide Optimization - have a tracking summit!



Thank You. Any Questions?

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