OVERDRIVE INTERACTIVE

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
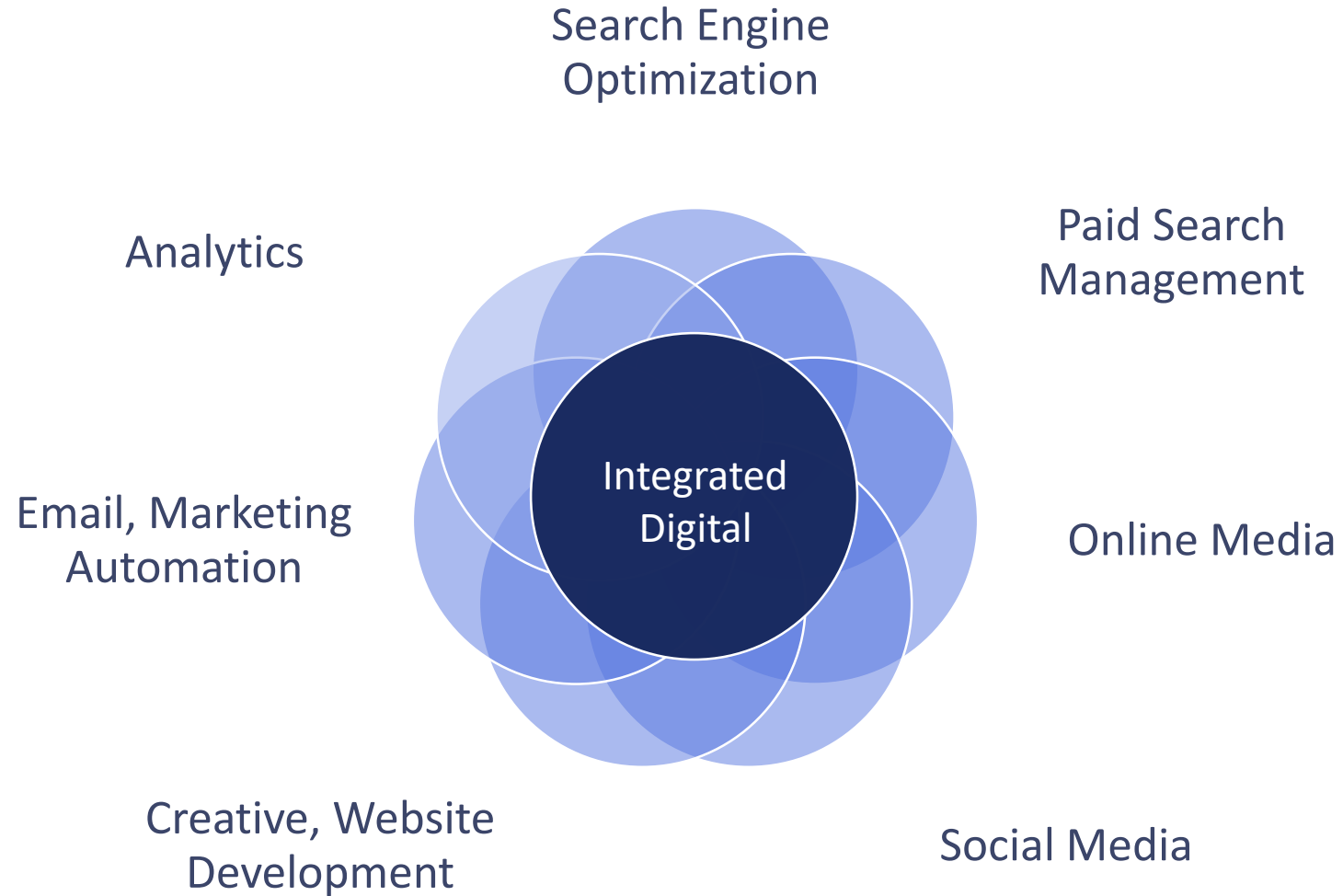   - Website and application development
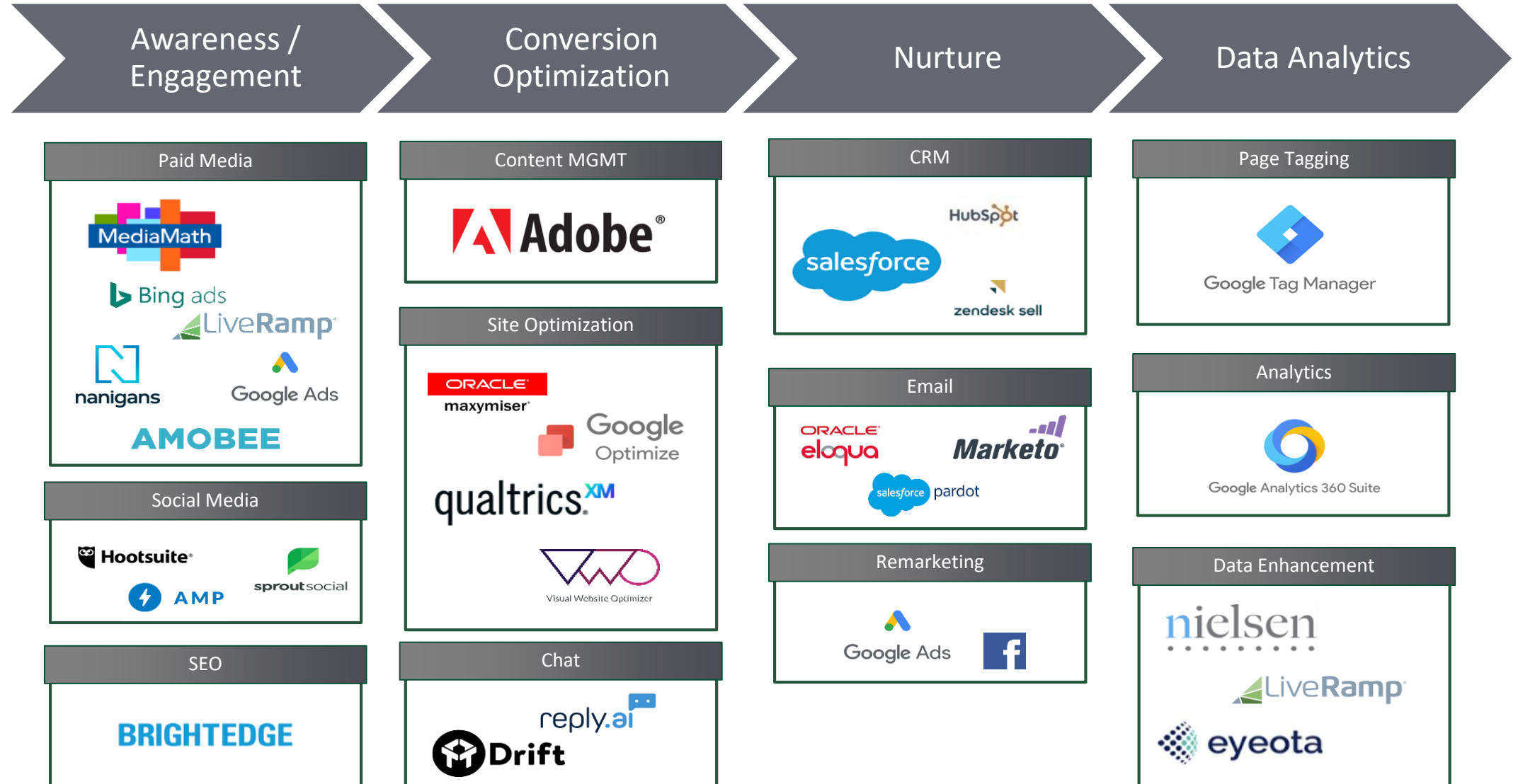   - Social media marketing

MITX
Interactive Agency of the Year

Tech/B2B Demand Gen Leaders

The Lines Are Blurring

Search Engine
Optimization

Paid Search
Management

Analytics

Integrated
Digital

Online Media

Email, Marketing
Automation

Creative, Website
Development

Social Media

Marketing Technology Stack Expertise

Awareness / Engagement	Conversion Optimization	Nurture	Data Analytics

Paid Media
MediaMath
Bing ads
LiveRamp
nanigans
Google Ads
AMOBEE

Social Media
Hootsuite
AMP
sproutsocial

SEO
BRIGHTEDGE

Content MGMT
Adobe®

Site Optimization
ORACLE maxymiser
Google Optimize
qualtrics.XM
Visual Website Optimizer

Chat
reply.ai
Drift

CRM
HubSpot
salesforce
zendesk sell

Email
ORACLE eloqua
Marketo
salesforce pardot

Remarketing
Google Ads
f

Page Tagging
Google Tag Manager

Analytics
Google Analytics 360 Suite

Data Enhancement
nielsen
LiveRamp
eyeota

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

CRM/Lead Database
- 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
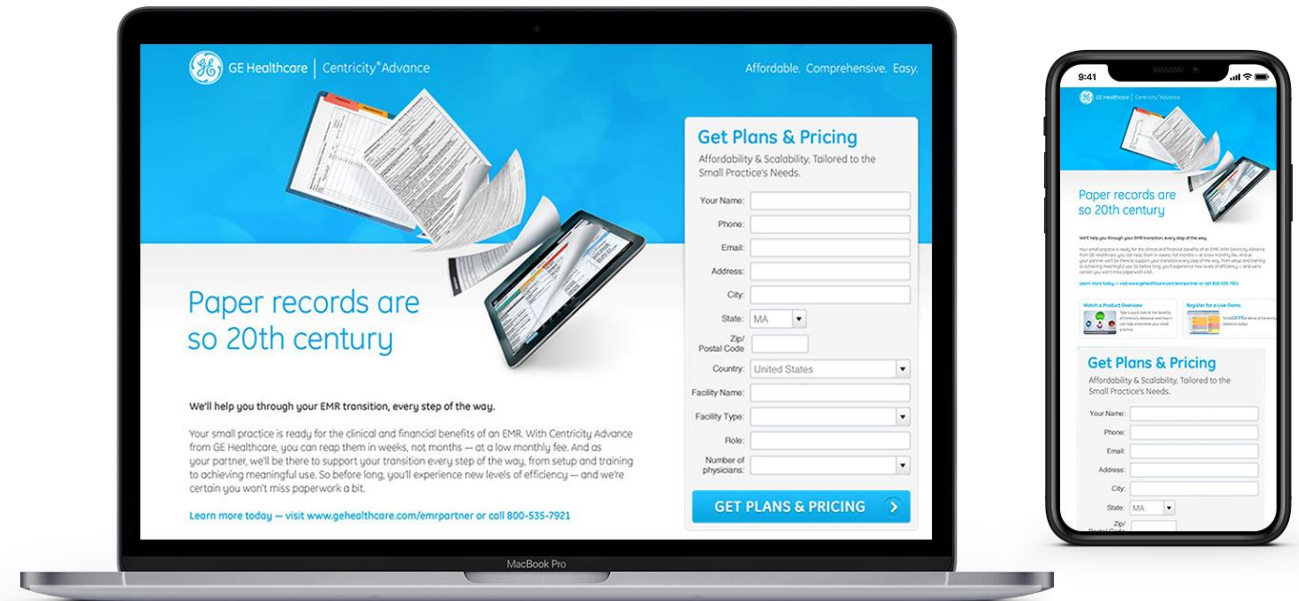
Always Encourage Desired Behavior

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

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	-	-

OVERDRIVE INTERACTIVE

Low/Incomplete Impression Share for High Performing Terms

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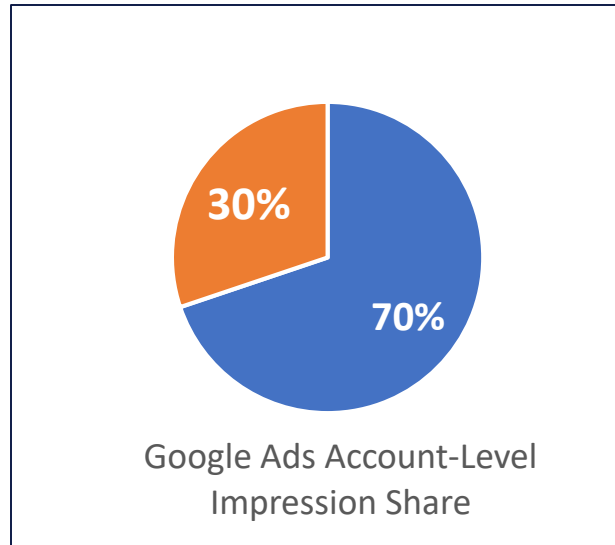
- Observation: 30% Impression share means ads are not being shown most of the time
- Recommendation: Close the gap on the 70% of missed opportunities

No Goal Based Auto-Bidding Strategy

Conversions — Get the most conversions while meeting a target CPA or a monthly spend.

Revenue — Get the highest revenue while meeting a target ERS, ROAS or monthly spend.

Clicks — Get the most clicks while meeting a target monthly spend.

Keyword Position — Keep keywords at a specific position.

Performance Driven — Brand Keywords campaigns

Awareness Driven — Generic campaigns

	Networks	Include search p...	Include Display ...	Budget (USD)	Budget type	Bid strategy typ
	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
Clear Labels Mobile	Google search	Disabled	Disabled	210.00	Avg. daily	Manual CPC
Competitor	Google search	Disabled	Disabled	150.00	Avg. daily	Manual CPC
Custom Labels	Google search	Disabled	Disabled	500.00	Avg. daily	Manual CPC
Custom Labels - Mobile	Google search	Disabled	Disabled	500.00	Avg. daily	Manual CPC
Display Campaigns 25-54	Display Network	Disabled	Enabled	75.00	Avg. daily	Manual CPC
Display Placements 25-54	Display Network	Disabled	Enabled	75.00	Avg. daily	Manual CPC
Gmail Ads	Display Network	Disabled	Enabled	25.00	Avg. daily	Manual CPC
Gmail Ads - stickers	Display Network	Disabled	Enabled	25.00	Avg. daily	Manual CPC
Keg Collars	Google search;...	Enabled	Disabled	35.00	Avg. daily	Manual CPC
Label Printing	Google search	Disabled	Disabled	350.00	Avg. daily	Manual CPC
Labels	Google search	Disabled	Disabled	500.00	Avg. daily	Manual CPC
Labels - Mobile	Google search	Disabled	Disabled	500.00	Avg. daily	Manual CPC
Labels by Color	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

GEO-TARGETING   GEOFENCING   BEACONING

No Geo Targeting and Location Management (Cont.)

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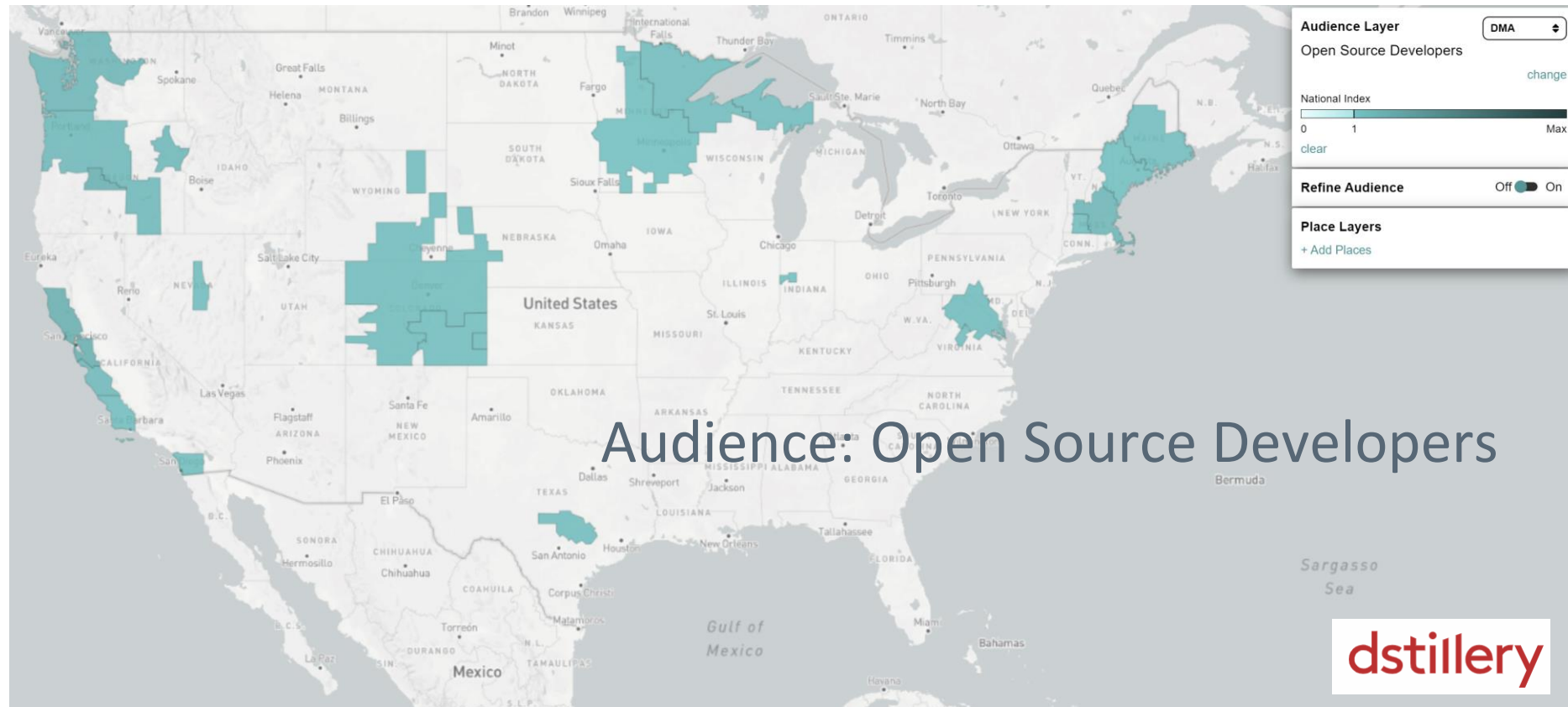
- **1.6M** active Open Source Developers in past 30 days
- 74%% Male , 26% Female, heavily skewing 60% between 25-44 years old

No Demographic and Firmographic Targeting

Detailed Demographics (Alpha)

Proprietary + Confidential

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

Google

*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

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

Initial Appearance
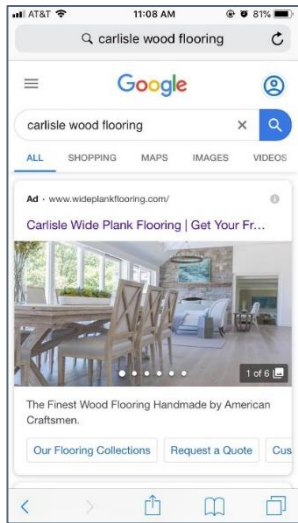
Swipe 1
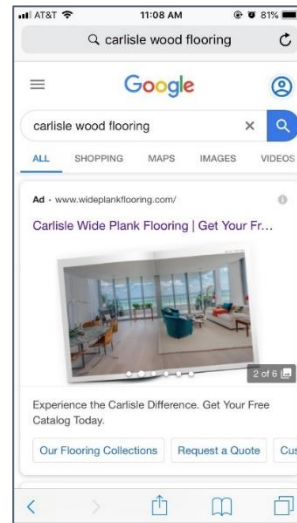
Swipe 2
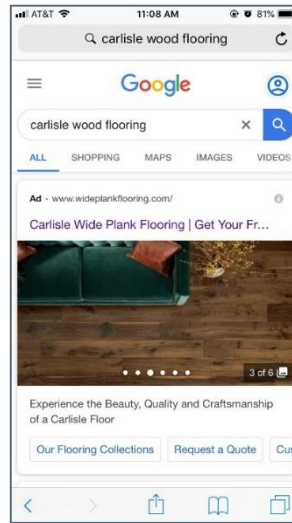
Swipe 3
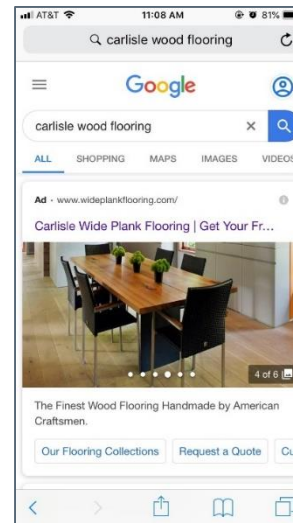
Swipe 4
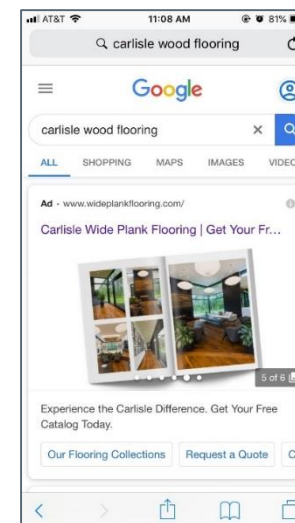
Swipe 5
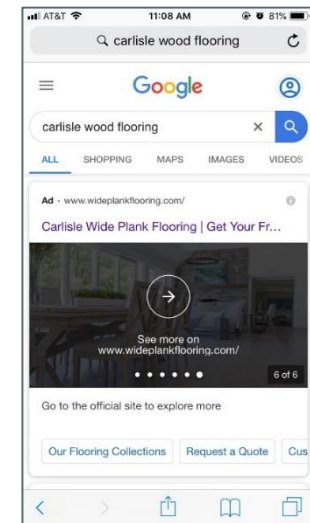
Tapped on Image
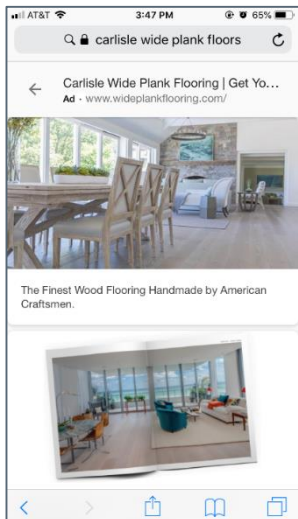
Scroll down 1
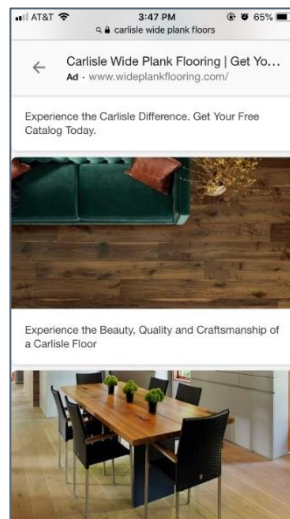
Scroll down 2

No Call Tracking

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
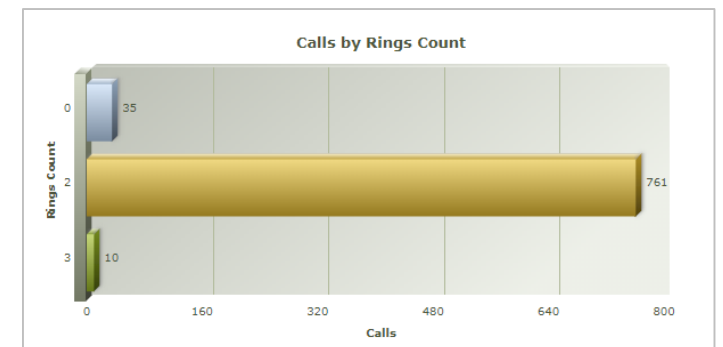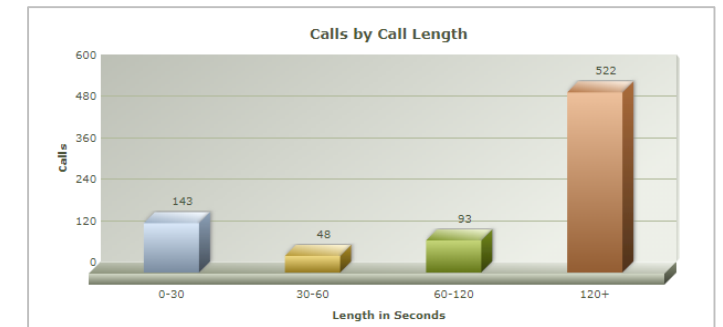
24 Hour Click to Call with 9-5 Call Center

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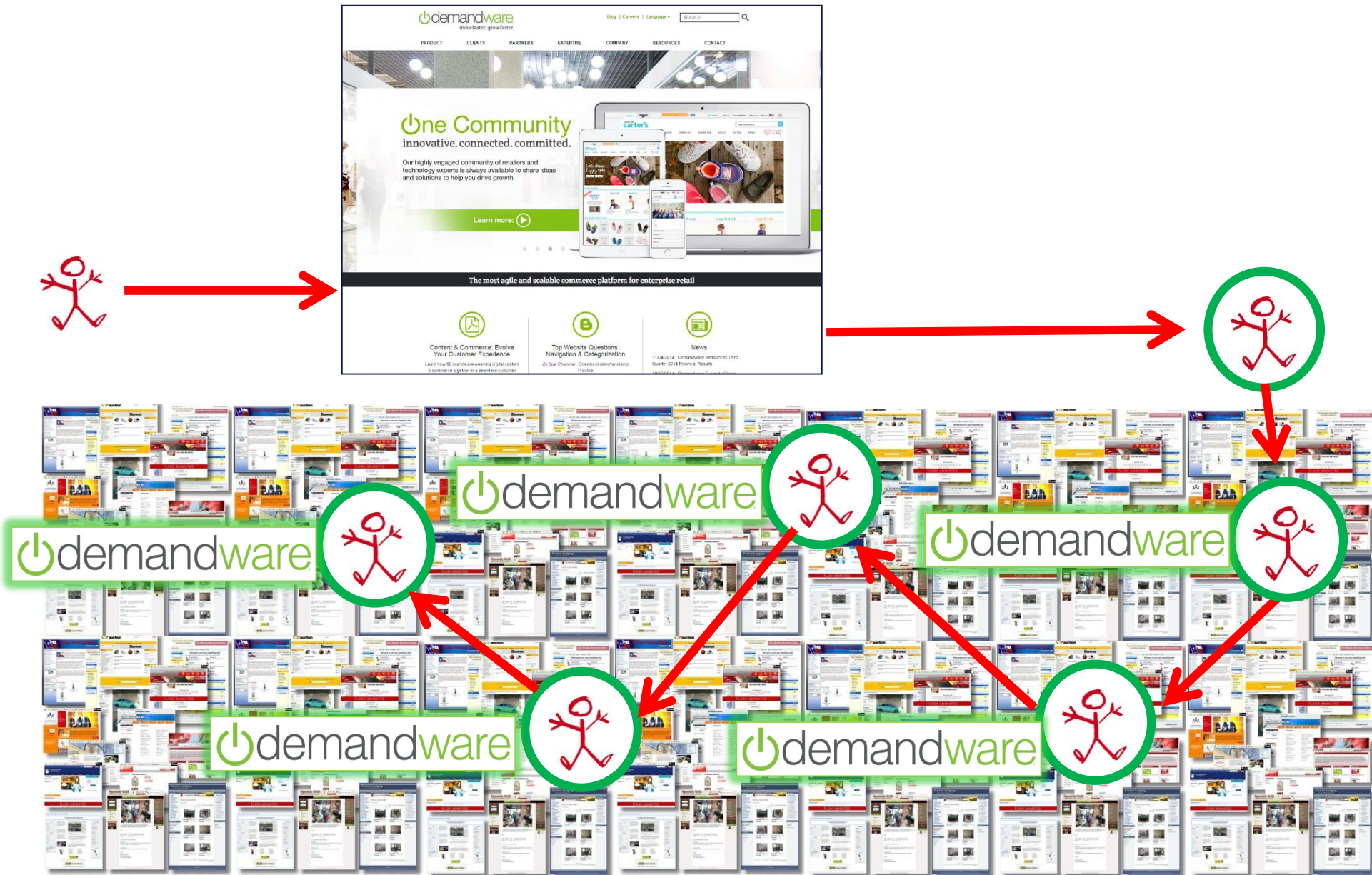
Little to No Retargeting (Bad for Demand Gen and Branding)
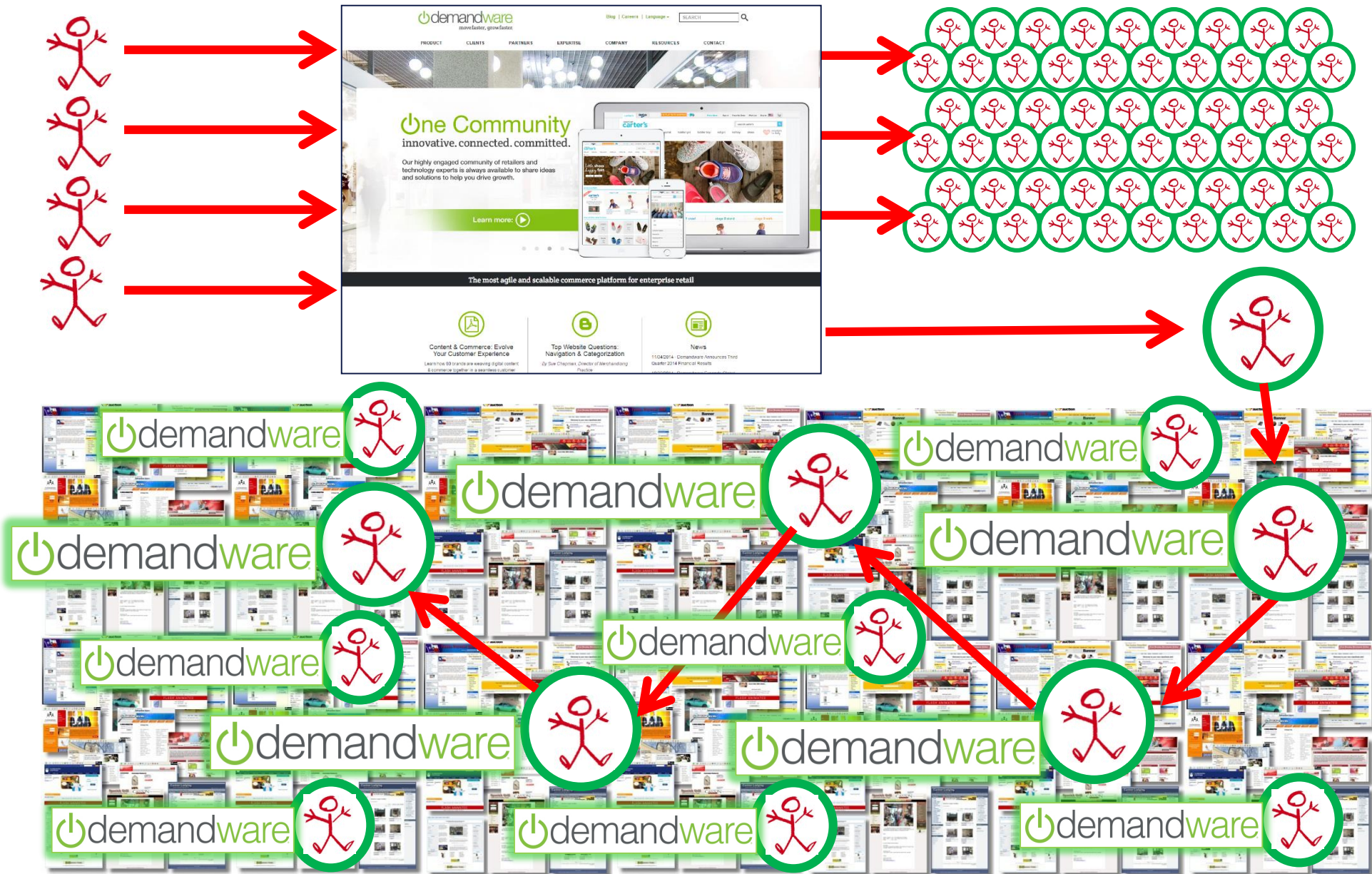
No Segmented Retargeting and Audience Pools

Brand General

Ecomm

Apparel

Omni-Channel

ABM
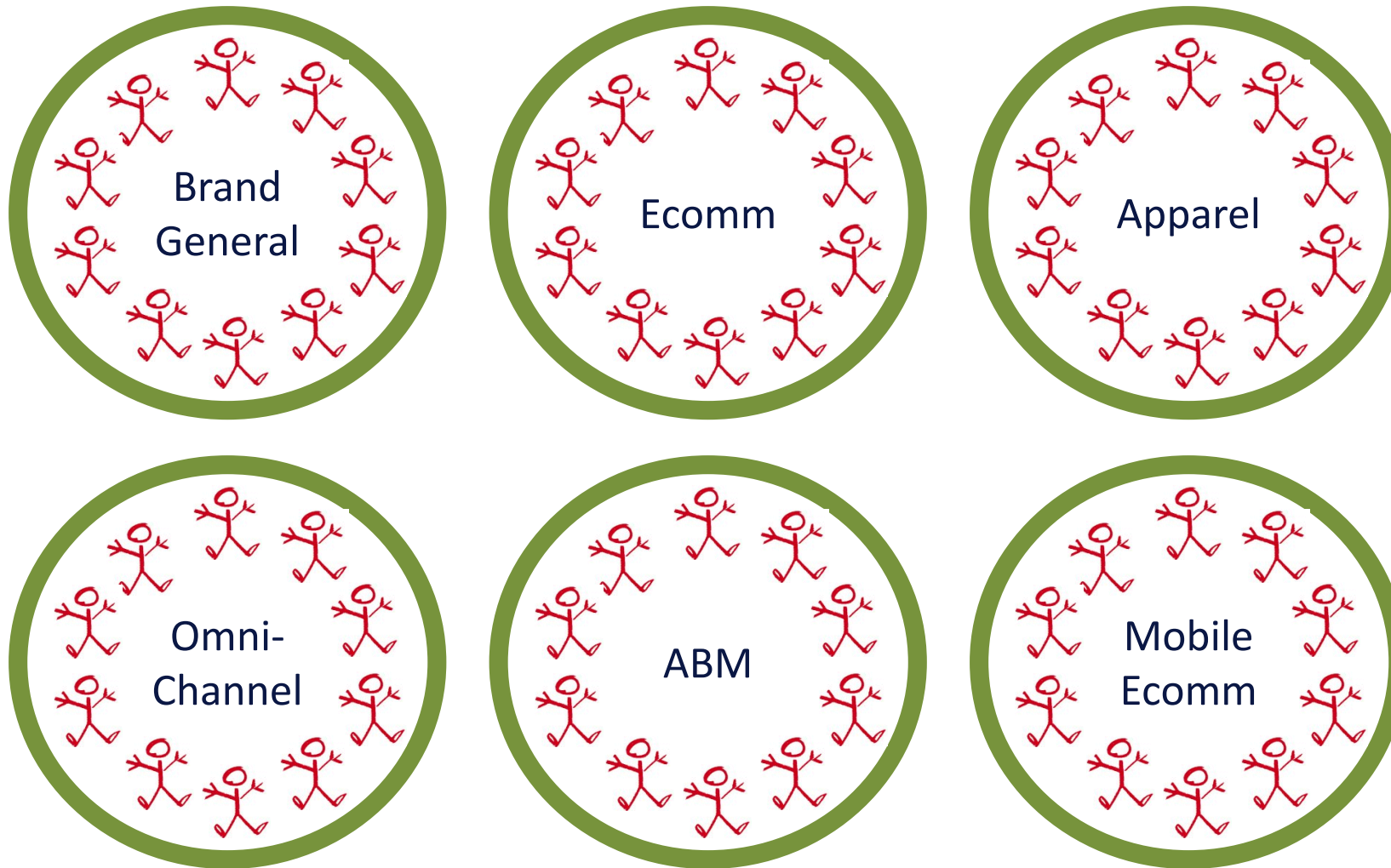
Mobile Ecomm

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

Count of Landing Page

Total PPC Spend by Device
36% Mobile

Device Category ▾
- desktop
- mobile
- tablet

Sum of Form Submit (Goal 1 Completions)

Total PPC Conversions by Device
11% Mobile

Device Category ▾
- desktop
- mobile
- tablet
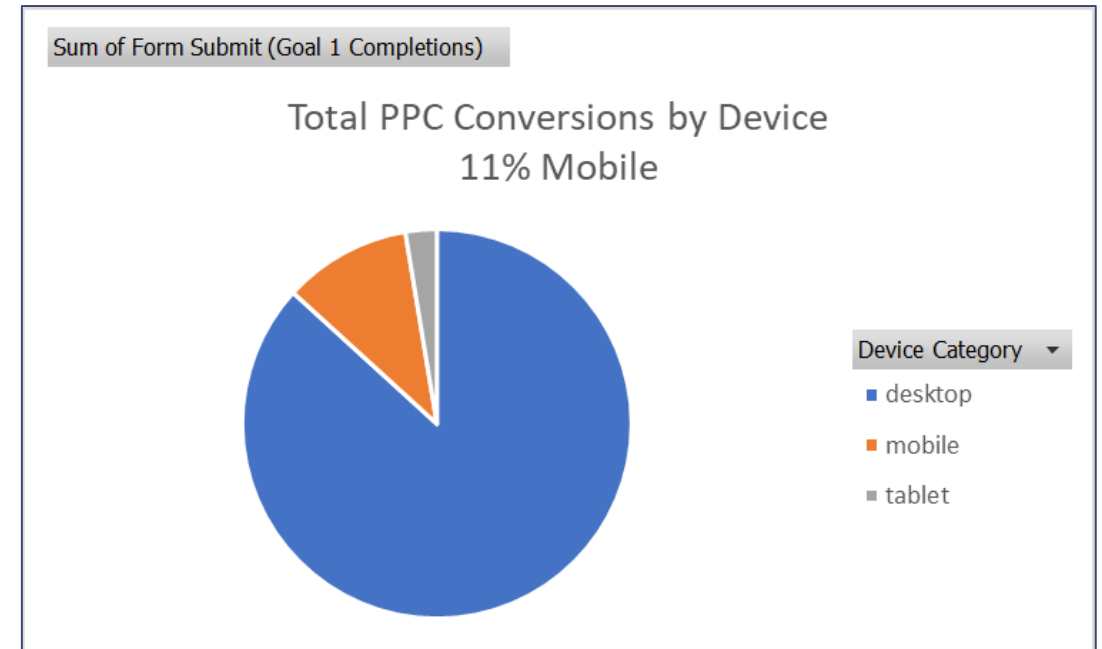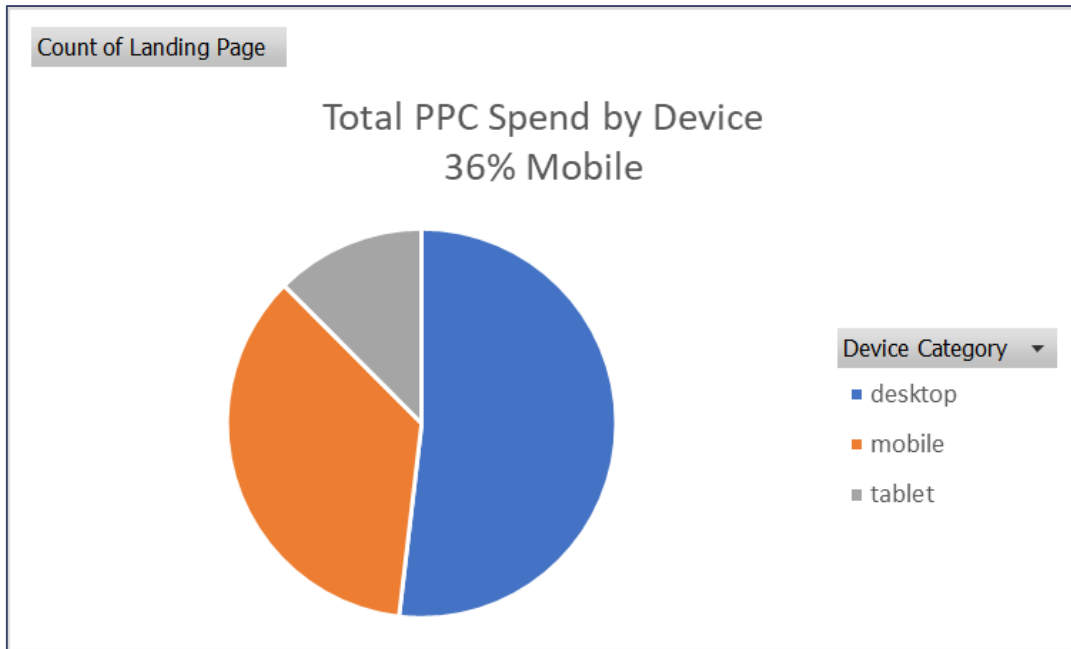
Super Slow Site
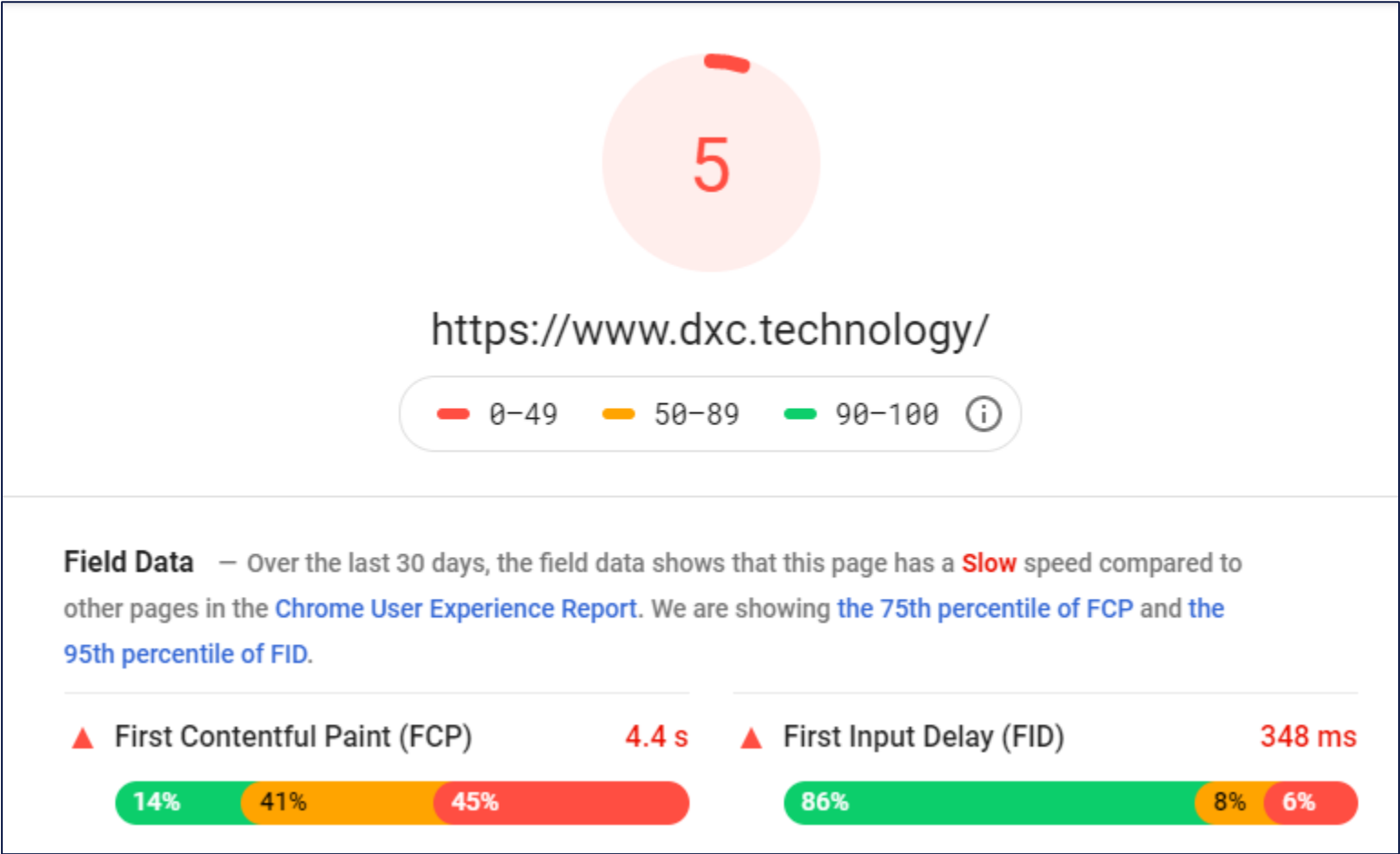
No Conversion Oriented Landing Pages

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

New Environment

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

Landing Page Anatomy

Copy strikes an immediate emotional chord w/ the target by addressing pain point and benefits

Copy and imagery are focused on selling the action and driving conversion

Humanized image to create connection and communicate confidence while providing contextual relevance

Action arrow guides user's eye to desired action on the page

Short form with action oriented button.

Landing Page Optimization via VWO

Lead Quality

B2B Marketers' Top Demand Generation Priorities

based on a survey of 131 B2B marketers | figures indicate top-2 box scores on a 5-point scale of importance

Priority	Score
Focusing on lead quality over lead quantity	83%
Improving campaign results	71%
Improving sales and marketing alignment	61%
Expanding content library to drive campaigns	59%
Generating increased lead volume	57%
Improving the depth and accuracy of our database	54%
Improving ability to measure and analyze marketing impact	34%

MarketingCharts.com | Data Source: Demand Gen Report

No-Auto Reply/Triggered Email

No Triggered Nurture Campaign

Prospect fills our form and becomes a lead

The system pushes out auto-reply email to the new lead from sales rep
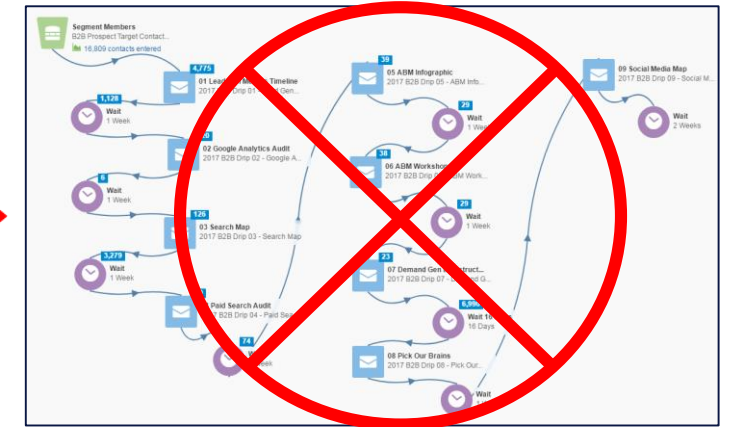
A nurture campaign is triggered to send relevant content and engagement offer emails

Bad Emails

Visual Overload

Non Responsive

No Personalization

Content and CTA Overload

Excessive Links

Wrong Timing

Not Mobile Friendly

Bad Email
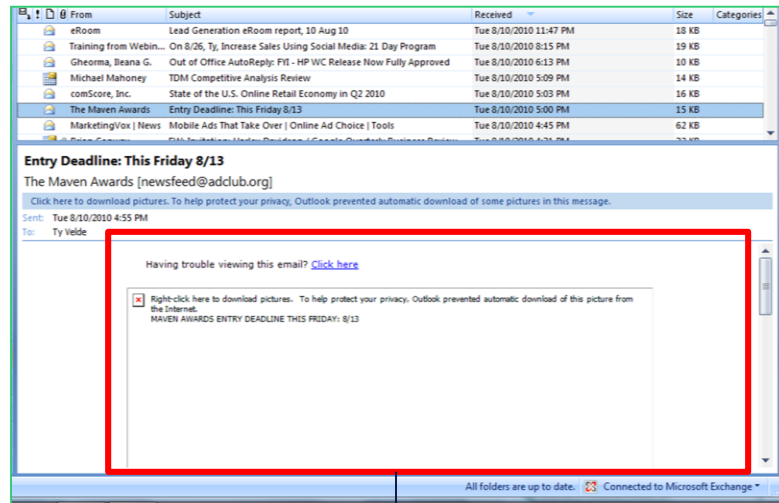
No message in the preview pane
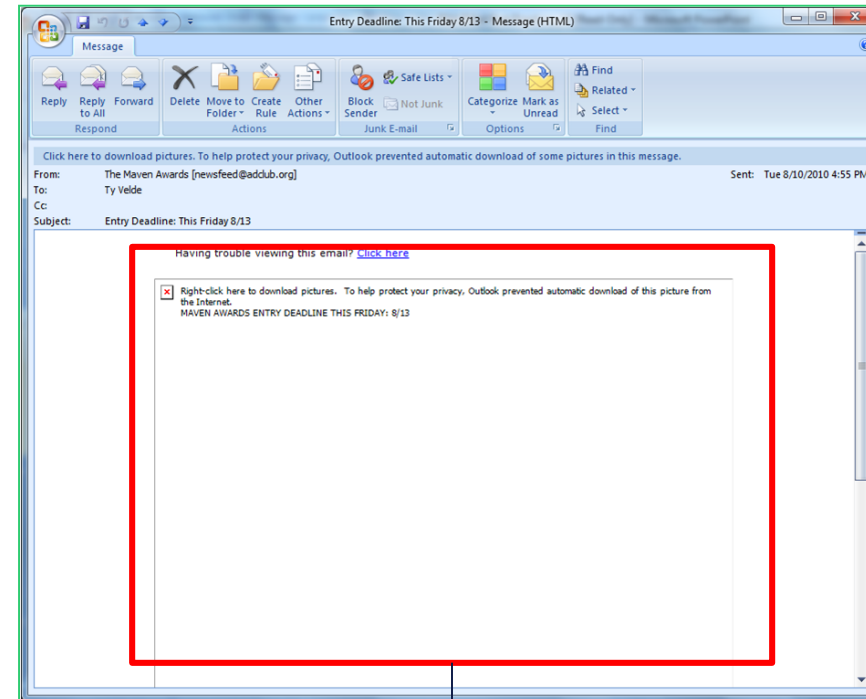
Still no message once the email has been opened

Low Engagement Thank You Pages and Slow Response Lead Time

Slow Lead Response Time

SPEED MATTERS

Respond Quickly Or Someone Else Will

5 Minutes

THE GOLDEN WINDOW

"Speed-to-call is the single largest driver of lead conversion in the first two minutes after a lead is generated."

The first five minutes represent a golden window for making contact and establishing rapport. Companies calling in this window have a huge advantage.

30 Minutes

Calling within 5 minutes is **21X MORE** EFFECTIVE than calling after 30 minutes

4 Reasons Why

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

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

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

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

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

OVERDRIVE INTERACTIVE

Google Analytics and Google Ads Account Not Linked
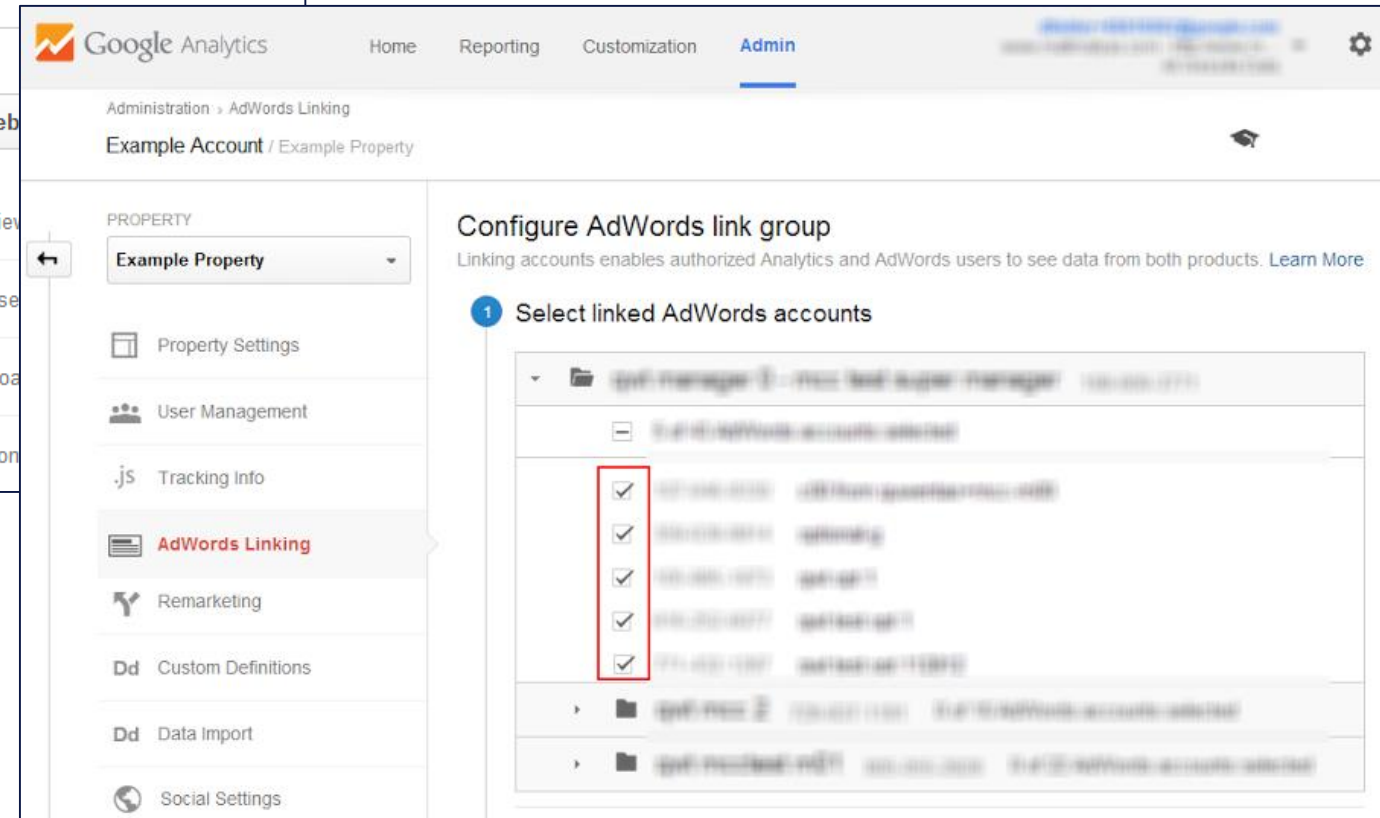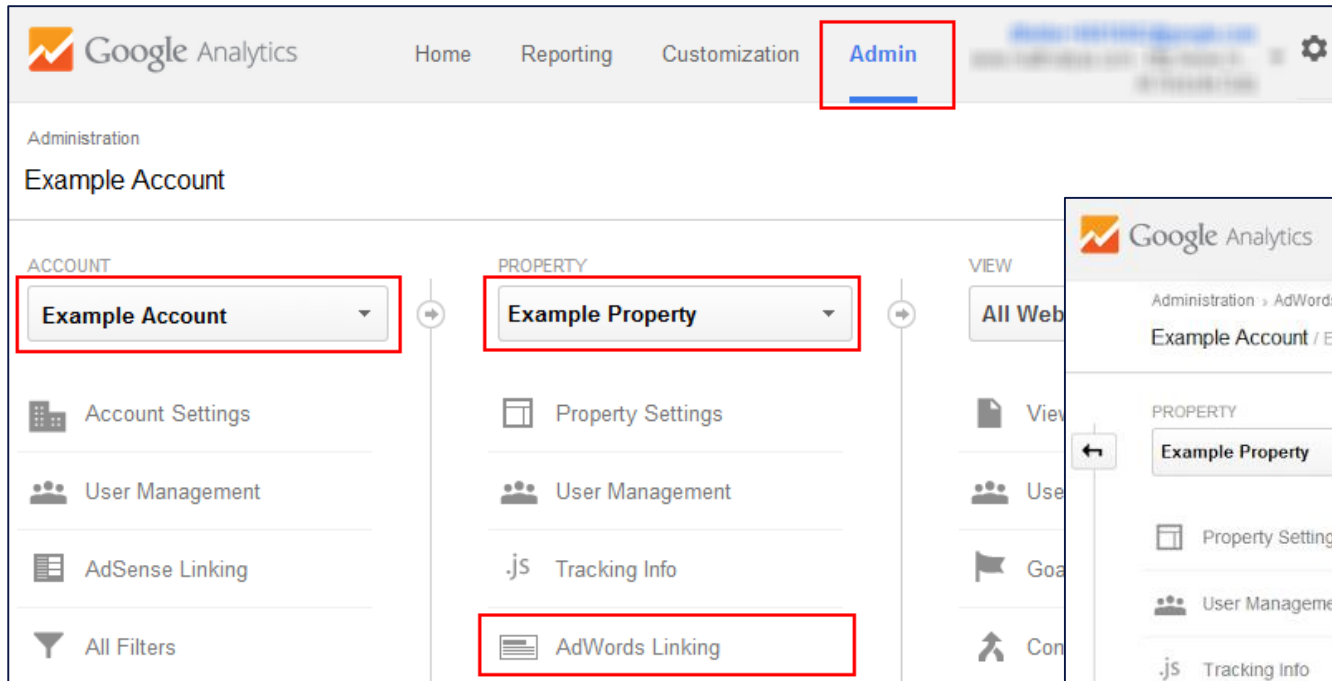
- Linking Google Analytics and Google Ads is good for
  - Getting additional user data
  - Getting additional re-marketing metrics

Poorly Configured and Maintained Google Analytics
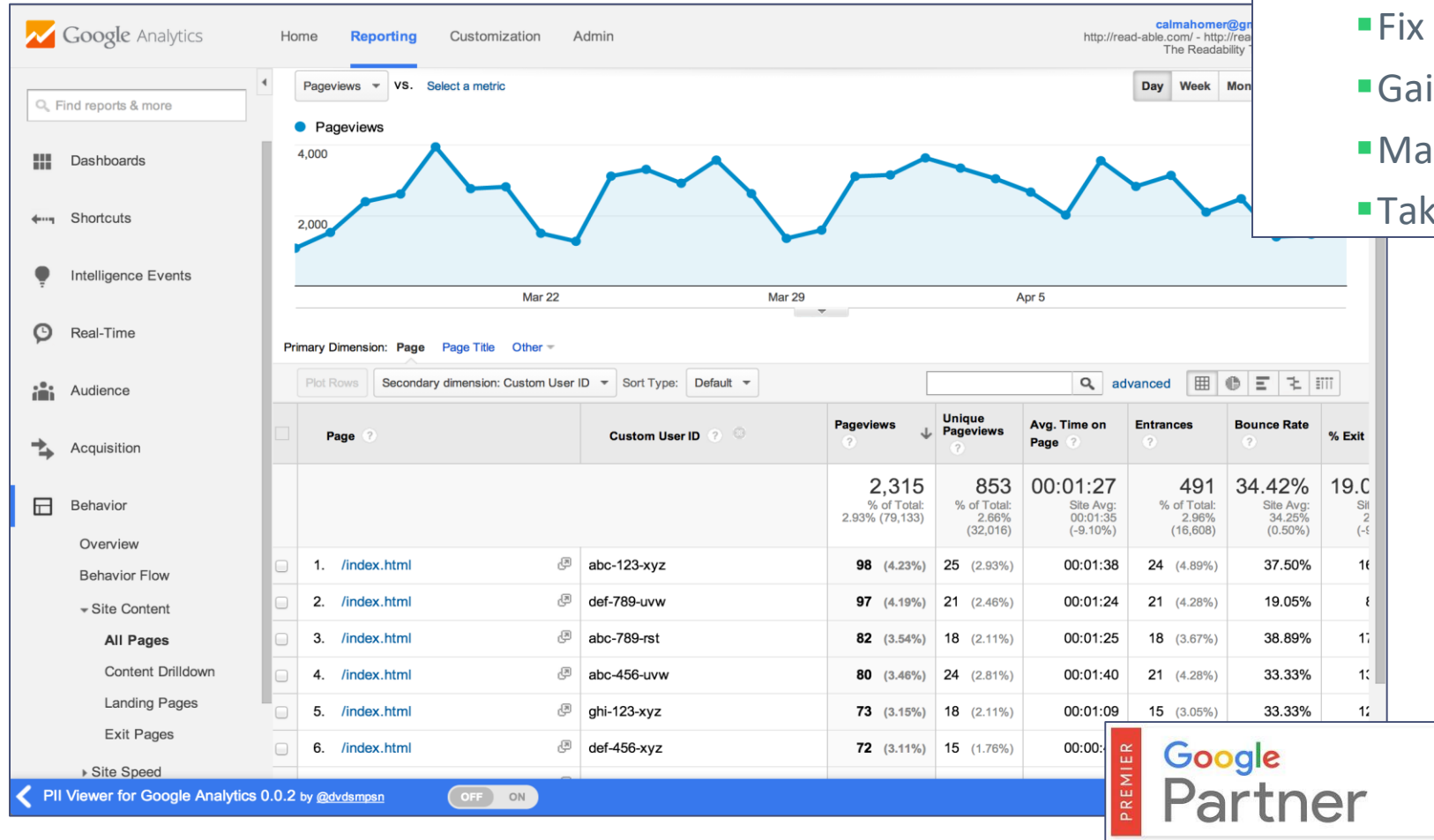
Google Analytics Audit
- Fix problems that impair your data
- Gain confidence in your data
- Make sense of your data
- Take action against your data

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

No First Click Lead Attribution Labeling
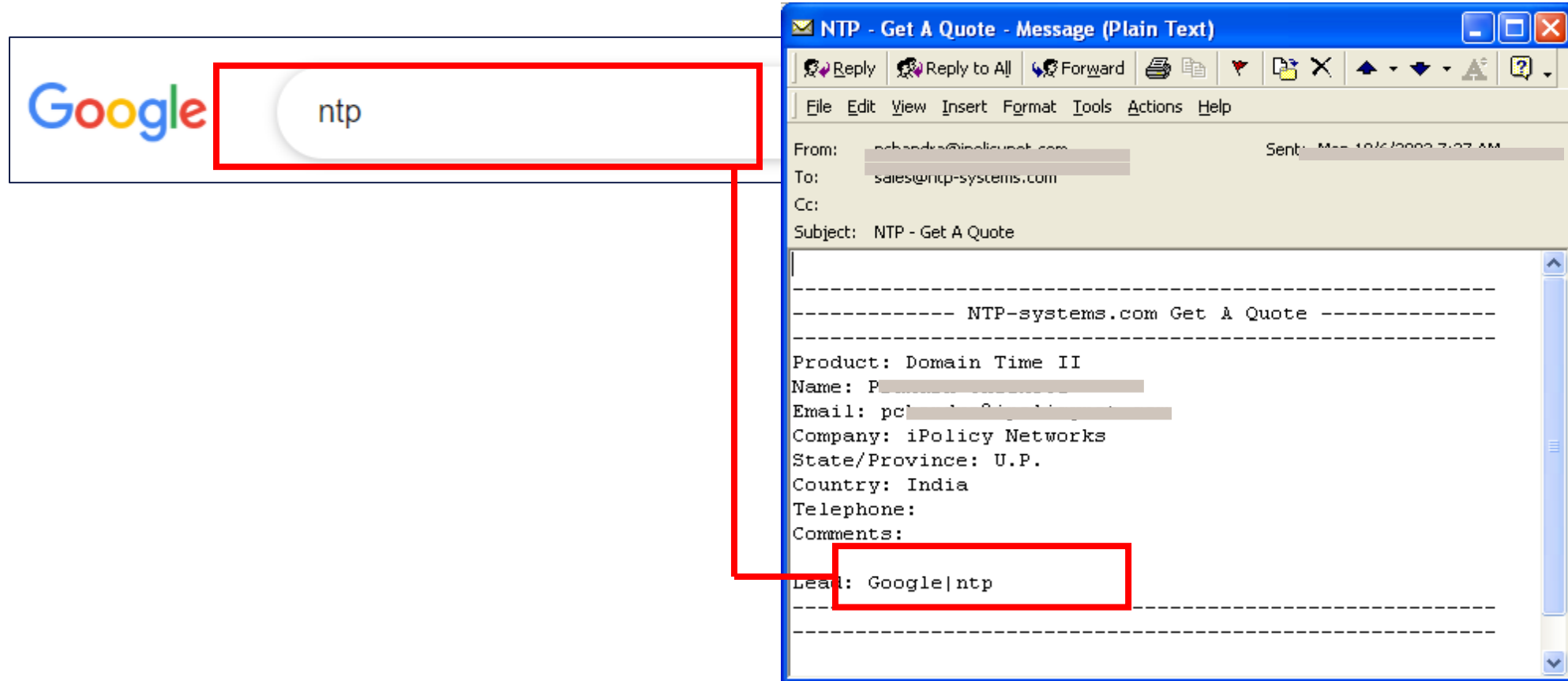
Overwriting First Click Attribution with Last Click Attribution
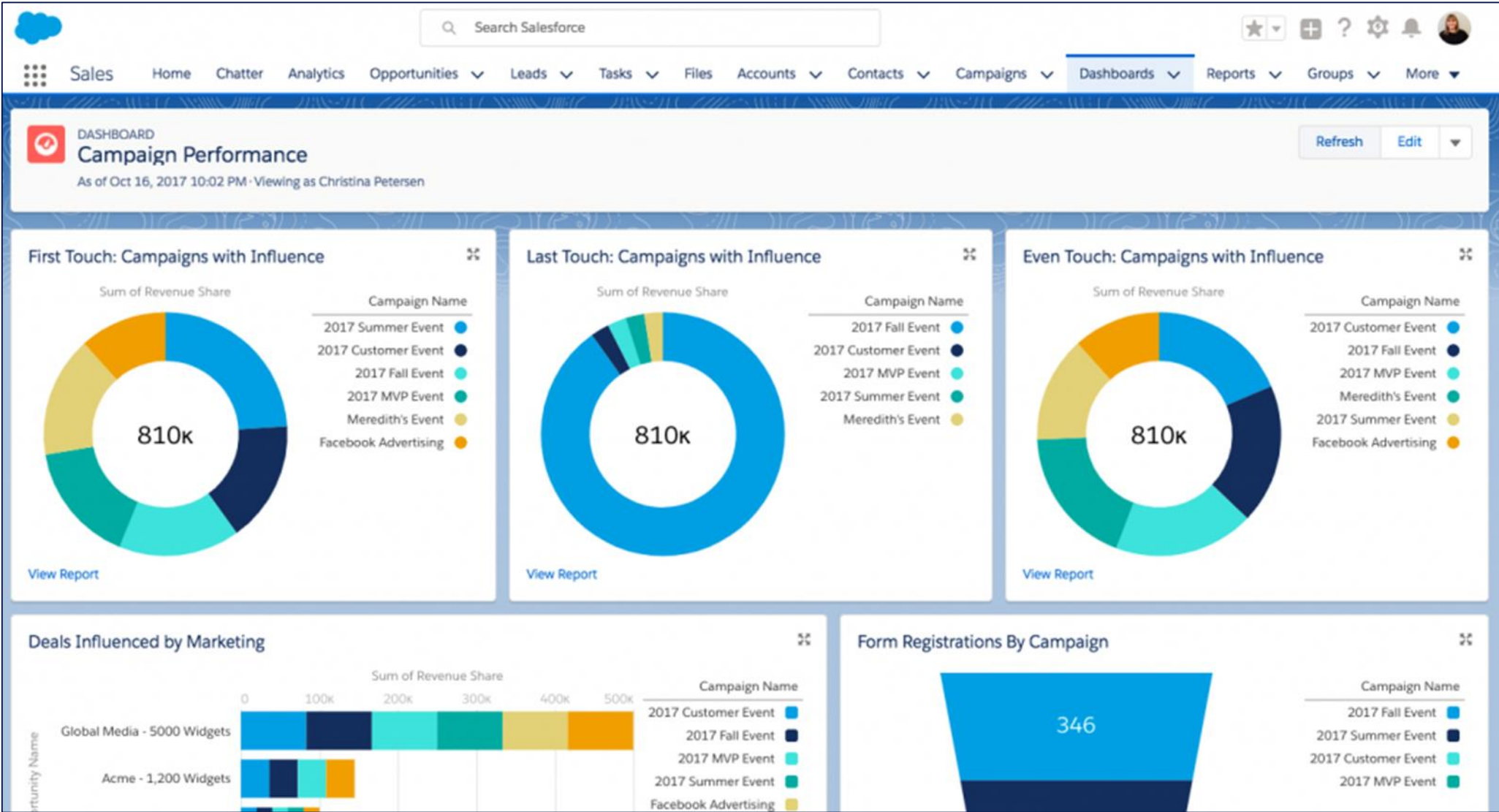
No Inferred or Intent Data Capture and Reporting

- Search Marketing Intent Reporting

Akamai
FASTER FORWARD

- **DATE RANGE:**
  02/2014 – 10/2014
- **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

Reverse IP Lookup/ID Intenders

![visitortrack logo]

Company Detail

Company Name	Pegasystems Inc.
HQ Address	1 Rogers Street CAMBRIDGE, MA 02142-1590, US
HQ Phone	(617) 374-9600
Website	http://www.pega.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
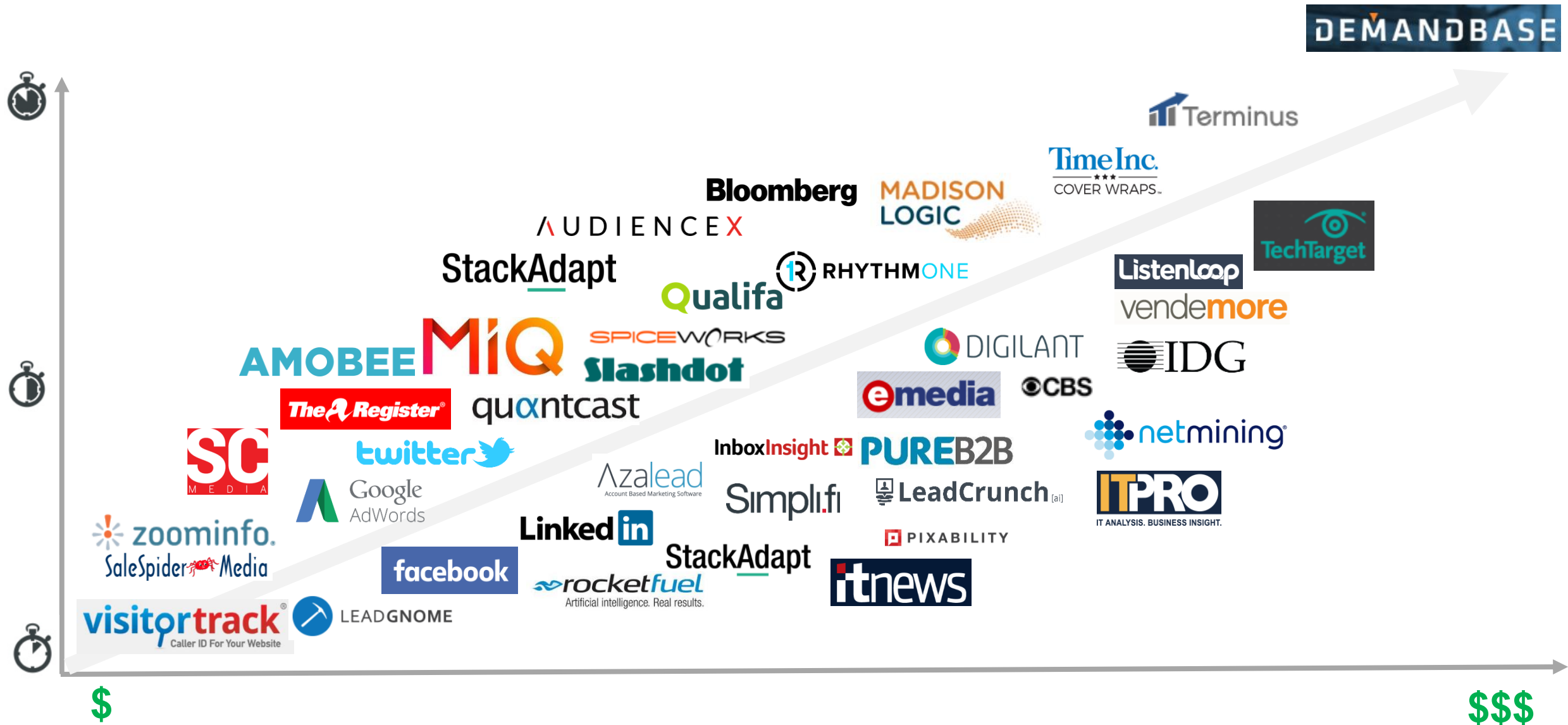
Sub-Standard Reporting (see sample dashboard)

No Weekly, Monthly and Quarterly Reporting Summits

- Data Escalation and Enterprise Wide Optimization - have a tracking summit!
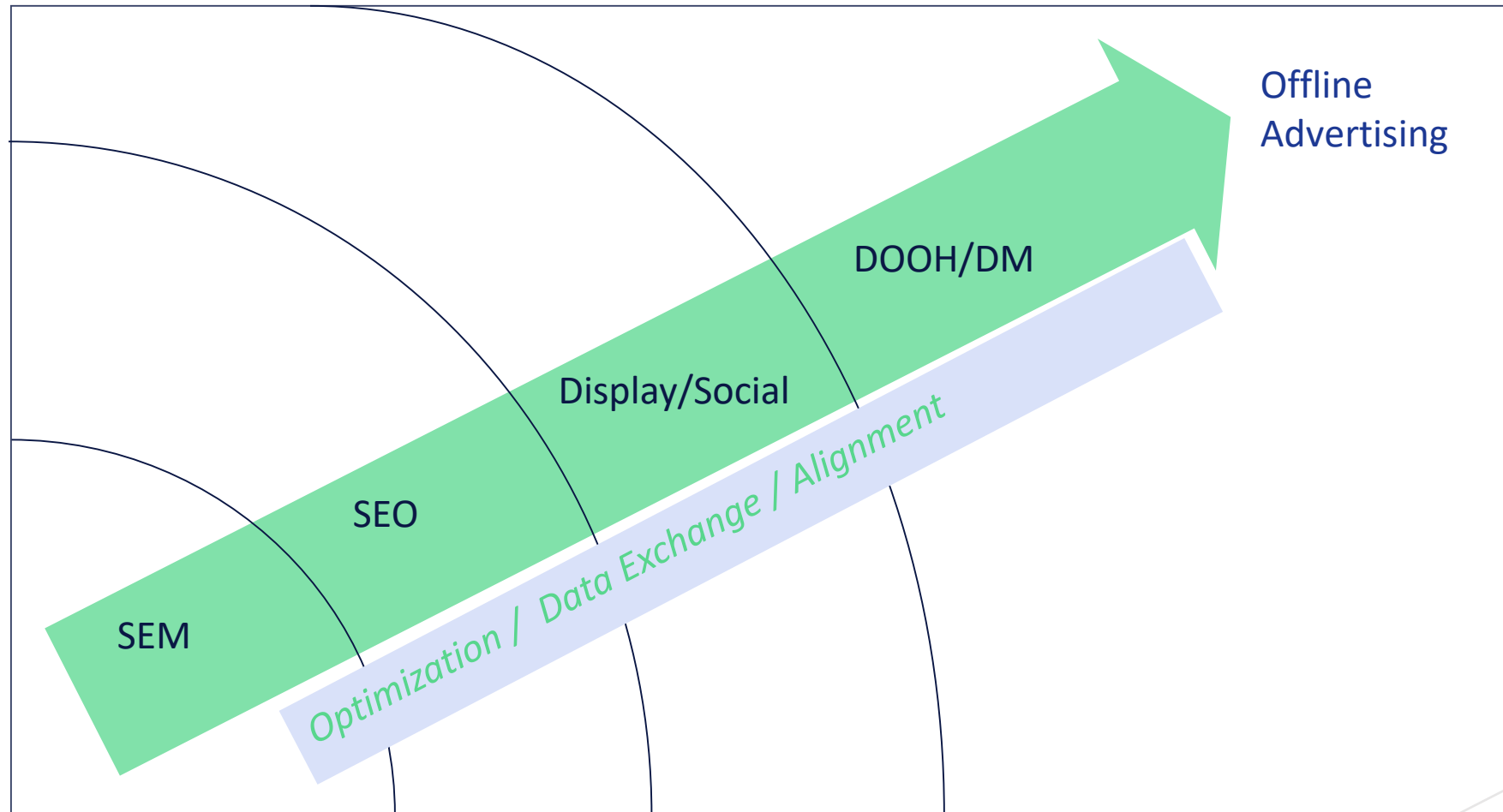
Thank You.
Any Questions?

Harry J. Gold

CEO/Managing Partner

Direct 617-254-5000 x 1100

hgold@OverdriveInteractive.com