

Creednz

Launch Marketing Report Part 1

(Period Sept. 13 to Oct. 13, 2023)

Prepared by Benjamin Haws

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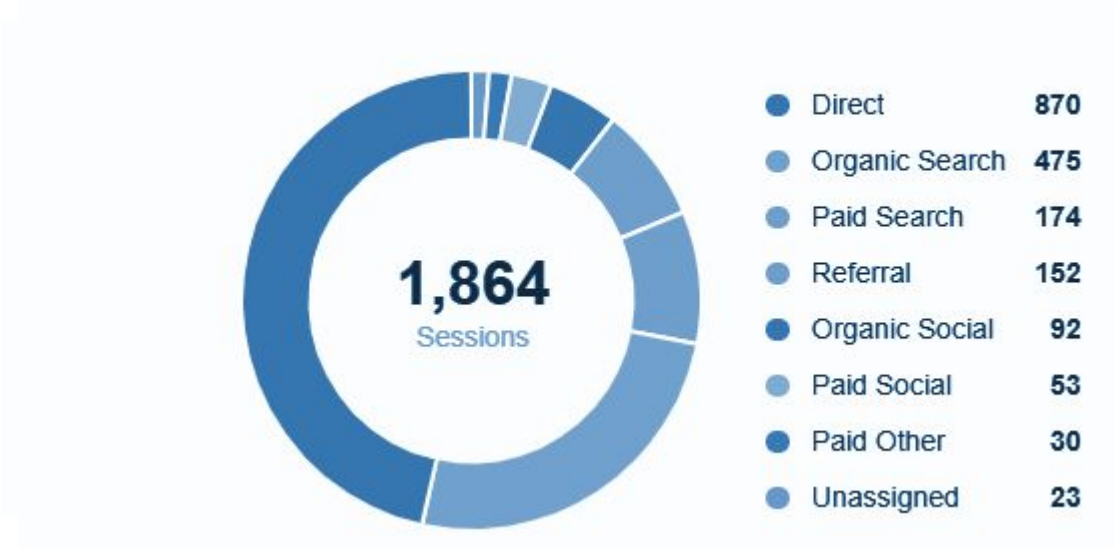
1. [Creednz Launch | Goals](#)
 - a. pls note: with no previous period data available, the first 5 weeks is used to set a baseline to stated KPIs.
2. [Digital Performance Overview | Sessions](#)
3. [Digital Performance Overview | Top Performing Pages](#)
4. [PR + Advertising | PR Run Down](#)
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6. [PR + Advertising | Paid + Organic Social Creative Mix](#)
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Creednz Launch | Goals

Goal	Tactic	KPIs
Create brand awareness & generate leads	Organic Social Media Paid social PR	Traffic Form Fills Follows Impressions
ICP & Persona refinement	LinkedIn Paid Social Media	Total Impressions Total Click Total Conversions Click-through Rate Engagement Rate Conversion Rate Cost per Impression Cost per Click
Messaging refinement	PR LinkedIn Paid Social Media	CTR Total Impressions Total Media Introductions
Keyword refinement	Google AdWords	Total Impressions Total Click Total Conversions Click-through Rate Engagement Rate Conversion Rate Cost per Impression Cost per Click

Digital Performance Overview

Sessions: **Total** drilling down to **New vs Returning**

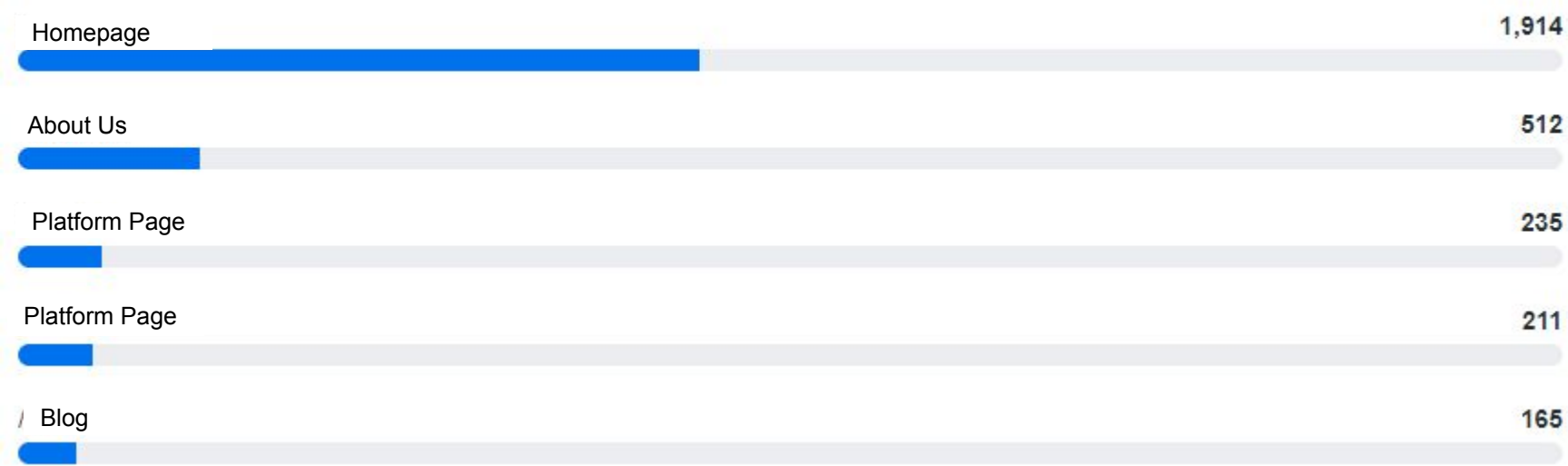


Of note: Google analytics was not installed on the “coming soon” website and no previous period data is available.

Data pulled from Google Analytics v4. Date range: 9/13/23 to 10/13/23
First Launch Data Reporting Cycle

Digital Performance Overview

Top performing pages



Data pulled from Google Analytics v4. Date range: 9/13/23 to 10/13/23

PR + Advertising

PR Run Down

Social Media + Media Mentions

Media: [Retail Banker International](#) | [Bizportal](#) | [The Jerusalem Post](#) | [Business Wire](#)

LinkedIn: [Finn Barrett](#) | [Greenfield Partners](#) | [Growth List](#) | [Nextage](#) | [Funden](#) | [CTech by Calcalist](#)

X / Twitter: [@GrowthLists](#) | [@drjournal](#)

Embargo

5 Accepted news embargos covering the Ponemon Report

Of note: Three days following the press release, there was a considerable spike in followers on Creednz LinkedIn company page.

LI Followers: +48



Media Intro

3 Tier-1 Media Introductions with:

1. American Banker
2. Strategic Finance
3. CSO Magazine

Press Release

160+ Online postings with 78m unique monthly visitors

- Yahoo Finance!
- International Business Times
- Disaster Recovery Journal
- Associated Press
- Retail Banker International

PR + Advertising

Advertising Run Down



Top 3 Keyword Groups

- Bank Account Validation | 15% CTR
- Accounts Payable | 4.6% CTR
- Invoice fraud | 3.0% CTR

Google AdWords

Total impressions: 5,554
Total Clicks: 186
Total Conversions: 0
Engagement Rate:
 Sept. 22-30 | 41.67%
 Oct. 1-11 | 56.25%
 ↑ 34%
Click-through-Rate: 2.9%
 Industry Benchmark: 2.5%
Conversion Rate: 0.0%

Total Cost: \$2,555.75
Cost per Impression: \$0.46
Cost per Click: \$13.74

LinkedIn Paid Social

Total Impressions: 15,014
Total Clicks: 65
Total Conversions: 0

Avg Click-through-Rate: 0.43%
 Lead Gen CTR: 0.49%
 Brand Awareness CTR: 0.4%
Conversion Rate: 0.0%

Total Cost: \$4,874.21
Cost per Impression: \$0.32
Cost per Click: \$74.99

2023 LI CTR Benchmarks
industry | Manufacturing: 0.49%
industry | Healthcare: 0.58%
region | NORAM: 0.5%
region | LATAM: 0.7%
region | EMEA: 0.6%



Persona Performance | Paid Social

1. AFP Conference | engagement rate 0.89%
2. Cybersecurity | engagement rate 0.6%
3. ICP/Treas/Supply Chain/Finance | 0.59%
4. Chief Risk Officer | engagement rate 0.41%

Data pulled from HubSpot. Date range: 9/13/23 to 10/13/23
First Launch Data Reporting Cycle

PR + Advertising

Creednz

Paid + Organic Social Creative Mix



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Payments Stage Speaking Session

How to Fortify Corporate Finance Operations with FinSecOPS

Monday, 10/23 @ 11:45 am | Payments Stage Convention Hall | AFP San Diego 2023

[LEARN MORE](#)

Anna King
CFO
Mesh Payments

Johnny Deutsch
Founder & CEO, Creednz
(Former CISO, Rivian Automotive)



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The \$1.2 Million Phishing Scam: A Cautionary Tale for Corporations

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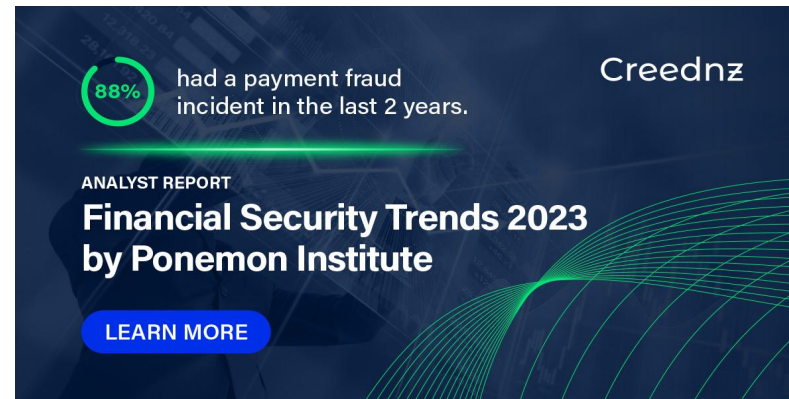


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Strengthening Corporate Finance: The Significance of FinSecOPS

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88% had a payment fraud incident in the last 2 years.

ANALYST REPORT

Financial Security Trends 2023 by Ponemon Institute

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Unveiling Creednz: Your Shield Against Financial Threats

[LEARN MORE](#)

Social Media

Organic Performance



Total Followers | 283 | 65.5% Growth
Interactions | 41
Clicks | 7
Company page Impressions | 1,079



Total Followers | 3
Interactions | 1
Clicks | 7

*Post 1 had 17 organic interactions
Post 2 had 10 organic interactions
Post 3 had 7 organic interactions*

Speaking Sessions, Newsjacking and educational content are the best performing organic content for this reporting period.

*Data pulled from HubSpot.
Snapshot Date 10/13/23*

Top Performing Organic Posts (by Interaction)

Creednz 281 followers 1d • 1

Don't miss out on a game-changing conference session! Join us at the Payments Stage for an insightful exploration of #FinSecOPS, the future of financial security in corporate finance. ...see more

Creednz
Payments Stage Speaking Session
How to Fortify Corporate Finance Operations with FinSecOPS
Monday, 10/23 @ 11:45 am | Payments Stage
Convention Hall | AFP San Diego 2023
LEARN MORE

Anna King
CFO
Mesh Payments

Johnny Deutsch
Founder & CEO, Creednz
(Former CISO, Rivian Automotive)

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Welcome to the world of financial security redefined. Discover how FinSecOPS adds a dedicated layer of security to corporate finance, protecting against fraud and breaches.

Read our latest blog: <https://hubs.li/Q024T5Rv0>
#AFP2023 #Finance #FinSecOPS

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Strengthening Corporate Finance: The Significance of FinSecOPS
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A \$1.2 Million Phishing Scam

The City of Fort Lauderdale recently fell victim to a sophisticated phishing scam, resulting in a staggering loss of \$1.2 million. This shocking incident serves as a stark reminder of the relentless and evolving tactics employed by fraudsters in today's digital age.

A Closer Look at the Scam:
The scam involved a convincing email request accompanied by seemingly legitimate documentation.

What Can Corporations Do?
To secure their financial operations, corporations need to establish robust protocols for validating and authenticating changes to sensitive financial information.

Don't let your corporation become the next victim! 🚨

Read the full cautionary tale and discover essential security measures for your organization: <https://lnkd.in/enp95TG>

#FinancialSecurity #PhishingScam #CorporateFraud #FraudPrevention
#Cybersecurity #BusinessSecurity #FinSecOPS

BLOG
The \$1.2 Million Phishing Scam: A Cautionary Tale for Corporations
LEARN MORE

Program Investment

Total Cost Analysis | Period 9/13 - 10/13/2023

Item	Proposed	Final Negotiated	Current
Google Adwords	\$8,000	\$8,000	\$2,555.75
LinkedIn Advertising	\$8,000	\$8,000	\$4,847.21
“PR Accelerator Program” with Fully Vested	\$12,995	\$10,995	\$10,995
Digital Support w/ RedLab	\$16,300	\$13,500	\$13,500
Totals	\$45,295	\$40,495	\$31,897