

Digital Marketing Analytics

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Richie AI

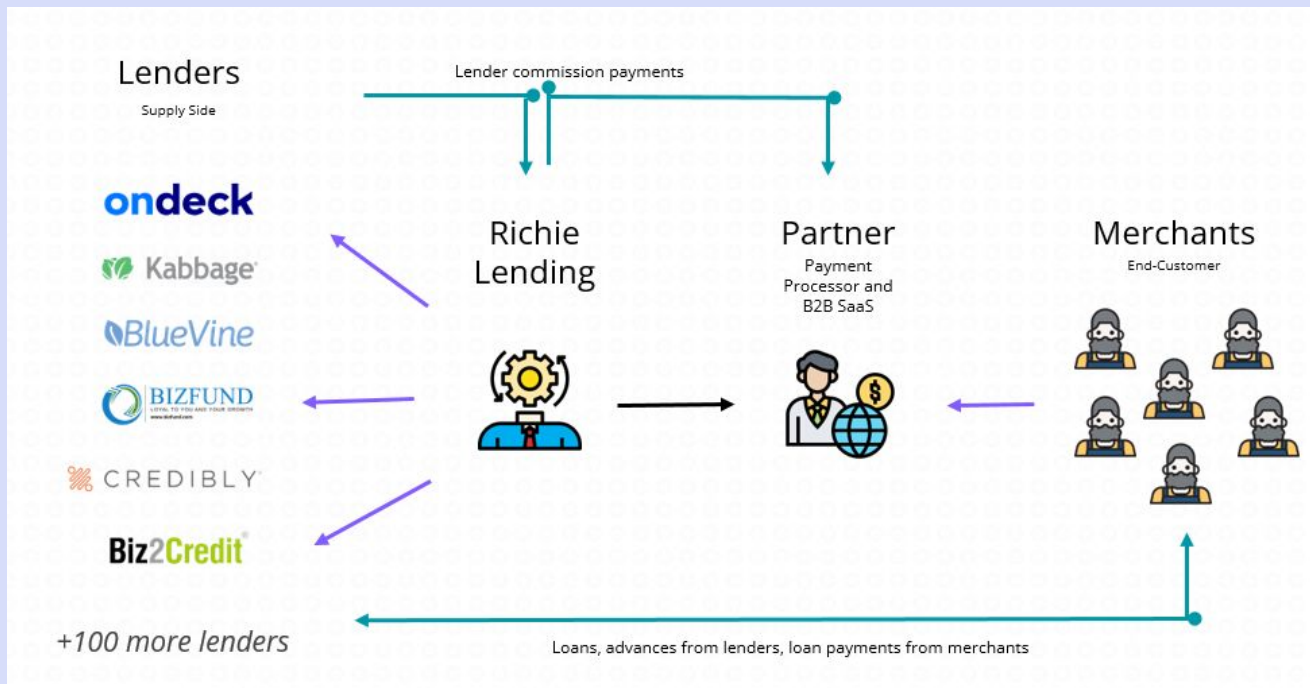


What is Richie AI?

- Targets **B2B SaaS companies** (ex: payment processors)
 - Who want to provide a source of capital to their merchants
- Richie connects to their business's domain and implements a white-labelled lending dashboard
 - Allow their merchants to apply for loans on your business website with simple application, link bank account with cloud API, explore lending offers through merchants personal portal
- Richie has unique access to top lenders
- Business can track back-end of each applicant
 - Business receives commission for each lending deal merchant make
 - Can provide same-day funding

Example Partner:





Example Partner:



Strengths and Benefits

Richie AI

- Complete lending infrastructure in one place
- Application management system
- Robust lender network
- Discounted loans

Partners

- Private labeled platform
- Access to lenders
- Massive time savings
- Make money from commission
- Merchant success

Merchants

- Instant Access to 100+ Lender Network
- Best price on loans
- Convenience
- Private portal





Target Market

Ideal partner:

- B2B SaaS companies
- Mid-enterprise (200 employees max)
- Have their own platform and dashboard, possessing financial and transaction data with merchants
 - Integrate Richie AI

Ideal client:

- Merchant of partner
- Needs loans
- Meets certain financial criteria and has good credit history

Competitive Landscape

- Lendflow

- More financial than technical (compared to Richie, which is more technical than financial)
- Richie has more expertise in engaging overseas



- Paraffin

- Built infrastructure for Doordash
- They are lenders themselves



Current Marketing Strategies



Primary Ideal Client Profile
(ICP) companies identified



LinkedIn (LI) outreach &
connections with primary ICP



Youtube videos introducing the
lending system; low view



Mail marketing campaigns
with A/B testing
(on average 40% open
rate, no conversion)



Attending primary ICP webinars
and connecting on LI;
Requesting demo calls;
Attending online events for
B2B SaaS



Looking for a content-writer for
LI; currently very little content
and low engagement rate (ER)



Key Issues

01 B2B SaaS lead generation and conversion

02 B2B SaaS marketing

03 Customer and platform success



Inbound Marketing

“Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them.”

Make your company a domain of knowledge!



Tools



Attract Tools: Brand Consistency

- Brand Consistency:
 - Can cause confusion of the brand in the mind of the customer
 - Should create consistent branding (brand name)



Attract Tools: Website Home Page

- Knowledge Base → 404 Page
- Dysfunctional Contact Button
- Link All Social Media
- Customer Testimonials

Knowledge Base



Oh no, unfortunately the page you are looking for cannot be found.

 Richie Ai



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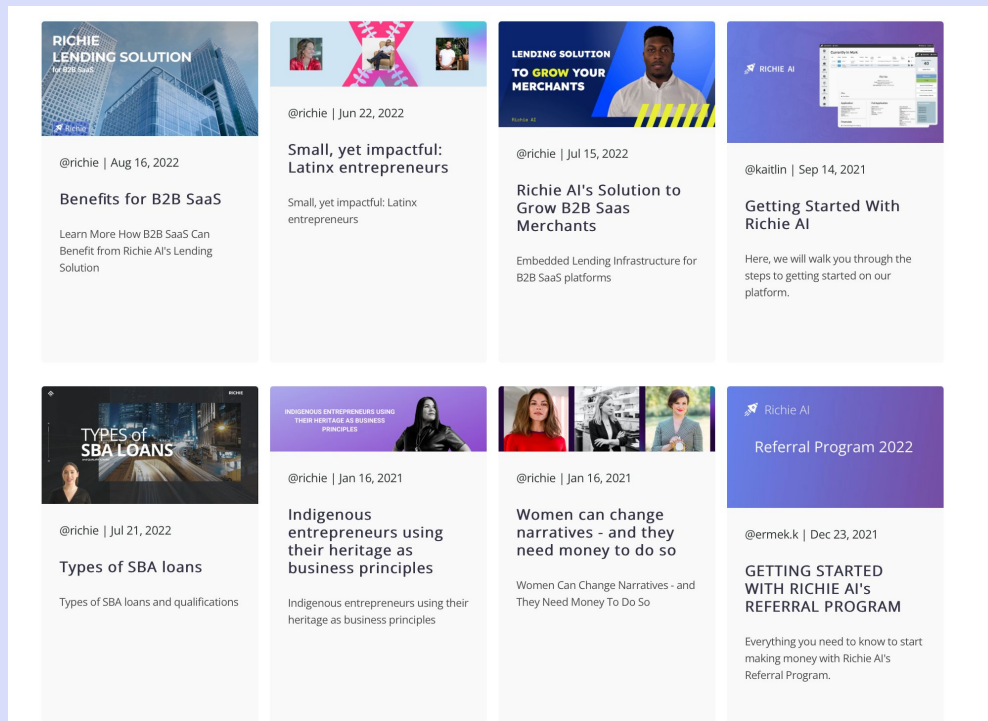
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Attract Tools: Blog

- Section Organization
 - Order
 - Headers
- Cross Reference Social Media
- Success Story Content



KPIs for Attract Tools

- **Bounce Rate**

- Lower the better
- Ways to improve bounce rate:
 - Build a clear navigation path/menu
 - Provide relevant and good contents
 - Make sure all pages work properly

Home Page	41-55%
Content Websites	40-60%
Blogs	70-90%
B2B Websites	75%

(Key Average Bounce Rate Benchmark 2022)

- **Average Time Spent On Page**

- Benchmark: **2.51** mins for B2B industry
- A “good” average time spend depends on the type of content
 - For blog post, higher the better

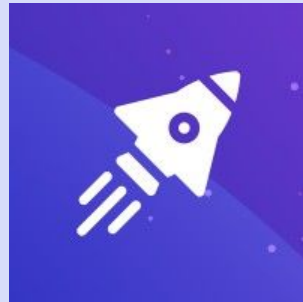


Engage Tools: Outreach

Benefits vs. Features

Consistency

Education

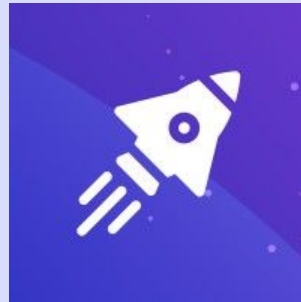


Engage Tools: Webinars

Industry Sourcing

Target Market

Accessibility



Engage Tools: Chatbot

FAQ

Resource Guidance

Website Assistance





KPIs For Engage Tools

1. For Outreach:

Engagement Metrics	Benchmarks
Open Rates	22.7%
Click-through Rates	2.0%

2. For Chatbot:

Engagement Metrics	Benchmarks
Interaction Rate	Higher the better
Goal Completion Rate	Higher the better

3. For Webinars:

- Lead Generation
- Conversion Rate

Engagement Metrics	Benchmarks
Average Attendance Rate	40%
Average Attendee Conversion Rates	55%

Satisfaction + Loyalty Tools: Help Customers Grow

Tool	Benefit
Chat Bot	Allows engagement, monitor FAQs, personalization
Customer Success Stories (current users)	Credibility, education on how service is applied, exemplify why Richie



Satisfaction + Loyalty Tools: Small Biz Education Hub

Tool	Definition
Articles	<ul style="list-style-type: none">• Education on types of loans• How to estimate bills, how to account for small business taxes, how to implement payroll, how to survive a recession/inflation, how current trends can impact your business
Loan Calculator	<ul style="list-style-type: none">• Non-user: Allow user to receive an estimated quote without making an account• Users: Access to loan calculators for refinancing, SBA loans mortgages



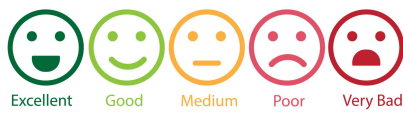
KPIs For Satisfaction Tools

Churn Rate

Monthly 3-8%

**Customer
Satisfaction (CSAT)**

70%-90%



**Customer
Retention Rate**

78% in 2022

**Returning
Visitor Rate (RVR)**

25%+



Thank you!
Questions?