

The Mx Group

Office Depot

RFI Submittal
July 7, 2020

Hello Office Depot Team,

Thank you very much for including us in your RFI process. We are excited to participate and are confident that we are an excellent fit to serve as your lead agency, executing your segmentation-based strategy and managing your B2B marketing efforts such as content creation, marketing automation, lead generation, account based marketing, media and more.

In the following few pages you will find our input regarding the selection criteria you listed in your cover letter, including:

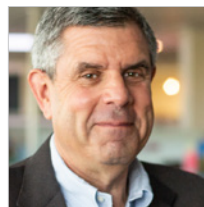
1. Overview of our Agency: Capabilities, client roster, relevant experience
2. Leadership in this marketplace
3. How we support;
 - The B2B market
 - B2B analytics and ROI
4. Relevant Case Studies preferably in the Education, Healthcare, Retail and Technology market verticals
5. Experience in B2C
6. Fees and cost structure – Commitment to transparency in media and resource costs
7. Account management team & dedicated Office Depot team

8. Performance reporting
9. Strategic fit
10. Collaboration
11. Our agency's processes and methodology
12. Scalability

You can find more information about our agency, our thought leadership and research on this portal we created for your team: TheMxGroup.com/OfficeDepot

Please don't hesitate to reach out if you have any questions I can answer about our services. We look forward to hearing further from you this summer.

With best regards,



A handwritten signature in black ink that reads "Peter Wroblewski".

Peter C. Wroblewski
Principal, Founder
The Mx Group

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T. 630-230-2555
linkedin.com/in/peterwroblewski

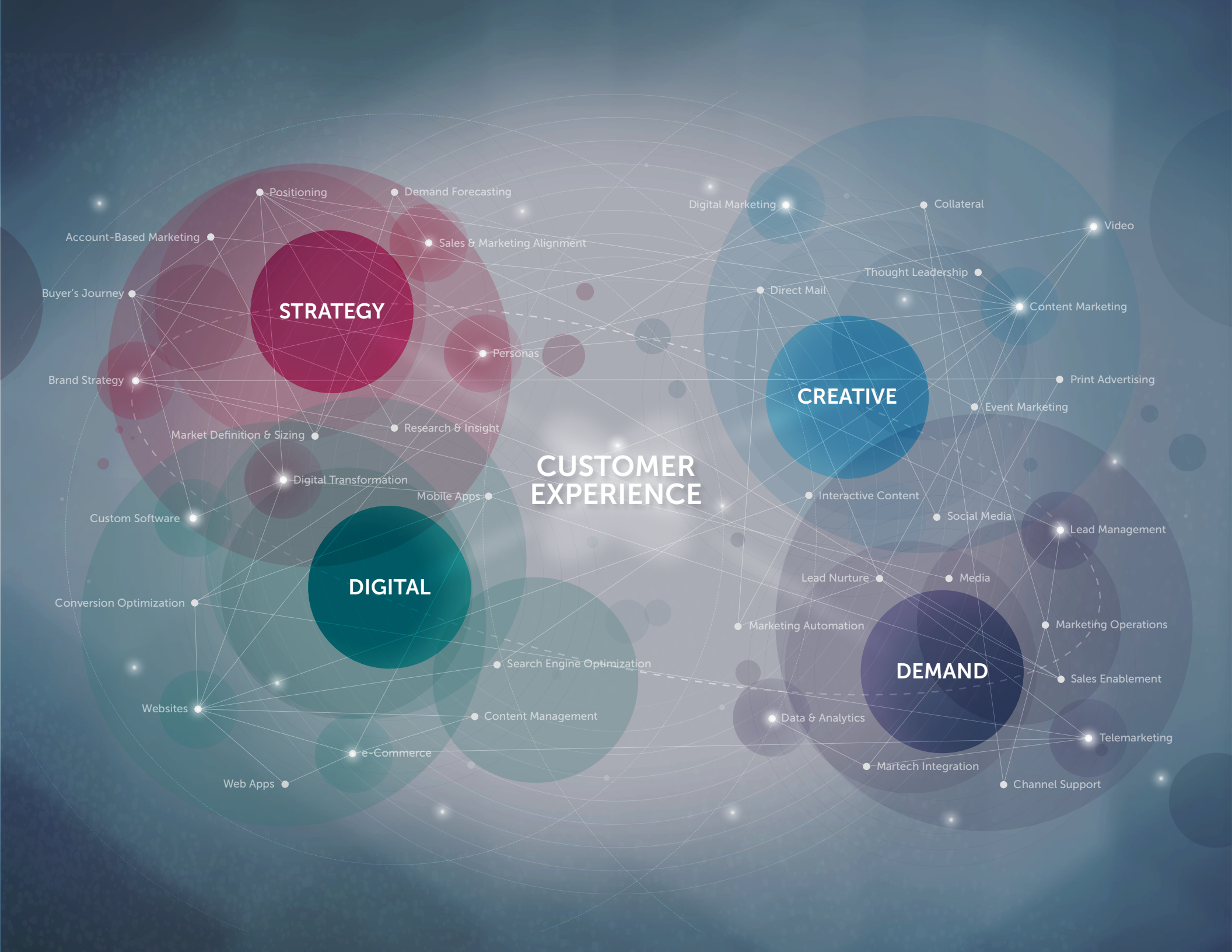
1. OVERVIEW OF OUR AGENCY: CAPABILITIES, CLIENT ROSTER, RELEVANT EXPERIENCE

As an integrated B2B marketing agency we have a broad service offering that includes strategy, creative, digital and demand. While some of our clients will engage with us in only one of these areas, we can deliver the best value and results to clients through a connected program that multiplies the impact.

We bring a strong focus on creating a strategic foundation for everything we do. This takes many forms in our services from things like first-person Voice of Customer research and developing buyer personas to things like market definition and demand forecasting. We have a full set of creative services as you might suspect to execute on everything from video and interactive content to direct mail, print and events.

Our digital development services extend beyond what you may expect from a traditional integrated agency. We do everything from websites, SEO and conversion optimization to much more complex digital projects. We have a full team of business analysts, technical architects and programmers that work on everything from e-Commerce to mobile apps and even custom software development.

And finally the area of our services we call demand, though it touches so much of what we do. This includes everything from lead management and teleprospecting to supporting our clients with martech integration, optimization of marketing automation platforms and data & analytics.



HERE IS OUR CURRENT CLIENT ROSTER:

TEMPUR+SEALY



SIEMENS



Flexera



Abaco Systems | Altran | ASSA ABLOY Hospitality | Atlas Copco | Belden | Bosch Rexroth | Certified Collectibles Group
Cox Automotive | Cummins | DealShield | Deublin | Flexera | Grenzebach Glier and Associates (GG+A) | Grundfos
HollyFrontier Lubricants & Specialty Products | Huron | J.D. Power | JLL | JPW Industries | MAVERICK Technologies | MTS | NAVIS
Petro-Canada Lubricants | RACO Manufacturing | Siemens | Spraying Systems | Steel Tube Institute | Tempur Sealy (Hospitality)
The Vitality Group | U.S. Cellular | vAuto | VinSolutions | WIN (Wireless Information Networks)
Wonderlic | Xtime | Zekelman Industries

RELEVANT EXPERIENCE:

We have worked on a number of clients who sell into the same targets as Office Depot.
Relevant client experience includes:

EDUCATION



TEMPUR+SEALY



TECHNOLOGY



flexera



Wonderlic.

HEALTHCARE



PharmaLogistics



2. LEADERSHIP IN THIS MARKETPLACE

A member of the B2B marketing community for over 30 years, we are consistently ranked as one of the top agencies in the country. Recently, B2B Marketing ranked us as the #4 largest integrated agency in the U.S. and the #3 fastest growing agency in the U.S.

We regularly send senior leadership team members to attend and/or serve as speakers, workshop and think tank leaders at a variety of industry events and conferences including Demand Gen Report's B2BMX, ANA Business Chicago, Frost & Sullivan's MindXchange, MarketingProfs B2B Forum and more.

We are long standing partners with Forrester/SiriusDecisions and jointly host webinars and publish content with them on a regular basis.

We're not in this business to win awards, but we are proud of the accolades we've received from many third parties including:



HOW WE SUPPORT: THE B2B MARKET & B2B ANALYTICS AND ROI

TBD

RELEVANT CASE STUDIES PREFERABLY IN THE EDUCATION, HEALTHCARE, RETAIL AND TECHNOLOGY MARKET VERTICALS



For years, vAuto's website had been its biggest source of leads. However, this automotive software company began to see a decline in conversion rates from this qualified traffic.

A new approach that took full advantage of Marketo's ability to deliver the right content at the right time to the right contact drove conversion rates to new heights.

Business Challenge

As with most software companies, vAuto's sales cycle relied heavily on product demos. And vAuto had a strong record of closing sales after these interactions. The company's demand generation strategy centered around getting prospects registered for these demos. And it worked well.

vAuto's website was the cornerstone of this strategy. The site attracted a high volume of qualified traffic and consistently filled vAuto's sales pipeline. Many visitors converted from simply visiting product pages and requesting a demo. But as the market matured, both vAuto's customers and their product portfolio diversified. The results from focusing only on demo conversions started to decline. With conversion rates and lead flow trending down, it was time for a new approach.

Many of the ingredients for success were still there. The site still attracted a high volume of qualified traffic every month. vAuto knew the needs of the different market segments they served. They knew what content and messages would resonate with their new audiences. Lastly, vAuto had already invested in Marketo. Though they were only using it for basic email functions, they understood its promise to bring a new level of sophistication to their marketing efforts.

Our Approach

Our recommendation consisted of four core principles.

1. The site needed to speak differently to different audiences. Its content should engage and educate each type of prospect on the different topics that concerned them.
2. The site needed more conversion paths. Without additional opportunities for people to convert at various stages of the buy cycle, vAuto was likely cutting out a significant volume of prospects who might otherwise engage.
3. vAuto needed to use the information received from visitors converting at these varying levels. With it, vAuto could deliver appropriately timed and tailored communications that nudged visitors toward taking a demo.
4. vAuto needed to leverage Marketo to enable, automate, execute and measure every aspect of this new approach.

With these four principles in mind, The Mx Group conducted the following activities:

Marketo database assessment: vAuto already had an instance of Marketo set to sync with their instance of Salesforce.com. The Mx Group set up the fields required to profile and score prospects, and ensured the appropriate information would sync to the SFA once a prospect met the threshold of a sales-ready lead.

Marketo website setup: Part of the program included all-new website content aligned with different buyer segments and multiple conversion paths. The Mx Group set up all Marketo embed code and forms on the site to ensure proper behavior tracking and data collection for this new content.

Before



After



Scoring model development: New content and conversion paths allowed for more sophisticated scoring models that triggered different automation-enabled responses depending on a prospect's place in the buy cycle. For example, prospects who interacted with certain content on the site were scored for additional content that gave them more in-depth information... and got them one step closer to sales-ready.

Buyer-centric content strategy: We created detailed content maps to organize key insights across the buyer's journey. We brought a laser focus to the questions and expectations of buyers. And then we mapped critical content and proof points that would be required to convert leads. These insights and takeaways served as a strategic foundation for future content planning and journey stream design.

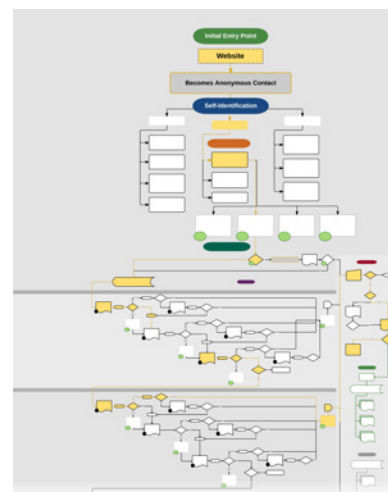
Journey stream design and mapping: Armed with vAuto's deep knowledge of their different audiences, The Mx Group mapped out web content and conversion paths, as well as inbound and outbound multi-step email journeys specifically tailored to each audience.

	EDUCATION Unfamiliarity with the value proposition / Committing to change	SOLUTION Unfamiliarity with the solution / Committing to a solution	SELECTION Justifying the decision / Making the selection
Time	Maximum lead time required for the value proposition to be realized. One month. Conversion path is not available.	Maximum lead time required for the solution to be realized. One month. Conversion path is not available.	Maximum lead time required for the decision to be realized. One month. Conversion path is not available.
Expectation	Customer <ul style="list-style-type: none"> Preferred Source of Info: Maximum lead time required for the value proposition to be realized. One month. Conversion path is not available. Key Publications: Maximum lead time required for the value proposition to be realized. One month. Conversion path is not available. Social Media: Maximum lead time required for the value proposition to be realized. One month. Conversion path is not available. Webinars: Maximum lead time required for the value proposition to be realized. One month. Conversion path is not available. 	Customer <ul style="list-style-type: none"> Preferred Source of Info: Maximum lead time required for the solution to be realized. One month. Conversion path is not available. Key Publications: Maximum lead time required for the solution to be realized. One month. Conversion path is not available. Social Media: Maximum lead time required for the solution to be realized. One month. Conversion path is not available. Webinars: Maximum lead time required for the solution to be realized. One month. Conversion path is not available. 	Customer <ul style="list-style-type: none"> Preferred Source of Info: Maximum lead time required for the decision to be realized. One month. Conversion path is not available. Key Publications: Maximum lead time required for the decision to be realized. One month. Conversion path is not available. Social Media: Maximum lead time required for the decision to be realized. One month. Conversion path is not available. Webinars: Maximum lead time required for the decision to be realized. One month. Conversion path is not available.
Experience	Positive <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Negative <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Unmet Needs <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. 	Positive <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Negative <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Unmet Needs <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. 	Positive <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Negative <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Unmet Needs <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet.
Expectation vs. Experience	<ul style="list-style-type: none"> Nullam id dolor id nibh ultricies vehicula ut ut elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam. 	<ul style="list-style-type: none"> Nullam id dolor id nibh ultricies vehicula ut ut elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam. 	<ul style="list-style-type: none"> Nullam id dolor id nibh ultricies vehicula ut ut elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam.
Buyer's Questions	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut ut elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris. 	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut ut elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris. 	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut ut elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris.
Content / Proof Points Required	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut ut elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris. 	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut ut elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris. 	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut ut elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris.

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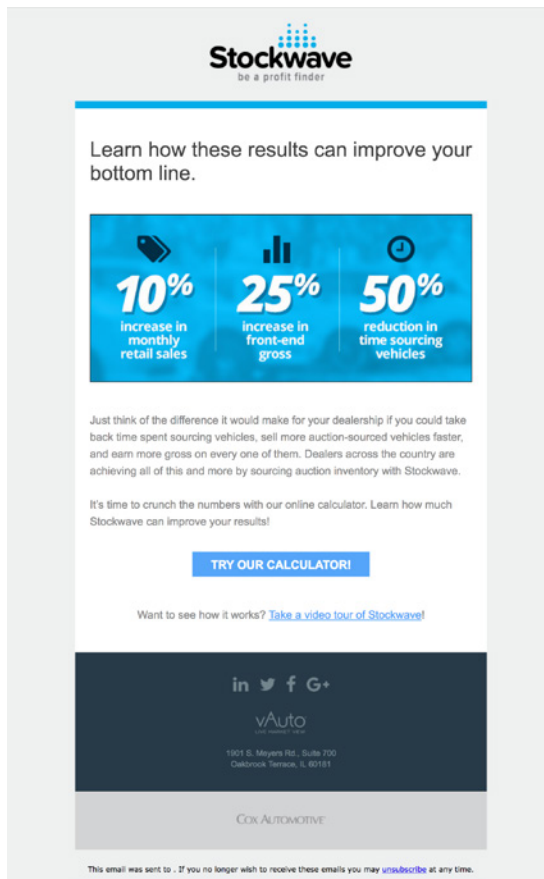
PRIORITY INITIATIVES	SUCCESS FACTORS	PERCEIVED BARRIERS	BUYING PROCESS	PERSUASION CRITERIA
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Detailed mapping visualization



Journey map flow chart

Journey asset creation: The Mx team created all assets specified in the journey maps, including all web and email content. This covered a wide range of content types, including video, website tools, email templates and more.



Email within a journey

STEP 1

FIRST, WE NEED A FEW FINANCIAL NUMBERS FROM YOU.

1500	150	200
YOUR FRONT-END GROSS PER UNIT	YOUR F&I GROSS PER UNIT	YOUR DOC / PROCESSING FEE

[NEXT](#)

STEP 2

NOW, WE NEED A FEW INVENTORY NUMBERS

70	35
YOUR CURRENT UNITS IN STOCK	YOU AVERAGE MONTHLY UNIT SALES

[SEE YOUR TURN](#)

Interactive gross profit calculator

STEP 4

YOUR NEW NUMBERS:

\$1,036,000

NEW TOTAL ANNUAL GROSS

\$777,000

CURRENT TOTAL ANNUAL GROSS

33.3%	\$21,583
INCREASE IN FRONT-END GROSS	GAIN IN MONTHLY GROSS
140	\$21,000
INCREASE IN ANNUAL UNIT SALES	MORE IN ANNUAL BACK-END GROSS
12	\$2,333
MORE UNITS SOLD PER MONTH	MORE PER MONTH IN DOC / PROCESSING FEES

Search Engine Optimization: We employ a continuous improvement process to optimize vAuto's website for search. We begin by starting with analysis and reviewing the data. Then we develop a strategy including determining potential variants to test, hypothesizing about possible improvements, and laying out a testing strategy. We then implement changes (both technical and content-based), and continue to monitor and optimize over time.

Mo/Mo Change	2016 Avg	YTD Change
-2.4%	287,811	-4.2%
0.9%	9,437	-4.5%
-8.6%	88,273	-68.7%
0.9%	7.58	320.8%
1.0%	10.55%	-56.7%
0.6%	11:00	1509.8%

Mo/Mo Change	2016 Avg	YTD Change
35.9%	54,758	57.9%
40.5%	1,800	57.8%
-10.3%	218,843	-15.3%
-7.4%	7,171	-15.7%
20.4%	10,875	116.9%
24.4%	357	116.6%
43.1%	5,555	157.5%
n/a	0	-100.0%
47.8%	29	35.7%
-8.3%	12	n/a
-42.0%	3,324	1023.0%
n/a	0	-100.0%

Sample SEO data

Lead generation content: In addition to the website and nurture journeys, The Mx Group creates additional lead generation content such as blogs, thought leadership, presentations and print advertising.

The used car business used to be a gamble. But I'm not a betting man. I'm not a psychic. I don't like wasting time wondering — I'd rather make the move I know will work. When we switched to Provision, I finally felt like myself. Like the guy who knows what my shoppers want before they do, and has it before they get here. The guy who always comes out ahead, and leaves the guessing and gut-checking to the guy down the street.

NOW, I NEVER GAMBLE. I JUST WIN.

vAuto
LIVE MARKET VIEW

Provision
USED CAR INVENTORY MANAGEMENT

TODAY IS WON. LET'S TAKE ON TOMORROW.
Schedule a demo today.
vAuto.com/justwin | 888-362-5783

Print advertising

VELOCITY 2.0
Point, Praise & Promote

Autopilot at work...

Smart talk for tough times

An Automotive News Webinar

Blog

Transform Used Car Operations to

Accelerate Results

Dale Pollak

Presentation strategy and design


Attribution and reporting setup: The Mx Group ensured the correct attribution strategy was in place, and that attribution was set up to sync with vAuto's instance of Salesforce.com — providing the ability to track a specific source all the way through the sales cycle.

Campaign configuration and setup: The Mx Group completed all campaign configuration and setup within vAuto's instance of Marketo. This included setting up forms and campaign rules to ensure the right prospects got the right automated communications at the right time.

Campaign execution: The Mx Group is responsible for ongoing campaign execution, including monitoring, reporting and program enhancements such as ongoing A/B testing.

Ongoing conversion optimization: The Mx Group continues to optimize the website and landing pages for conversion by making user interface and experience changes, conducting usability testing, and making navigation changes. We utilize data and analytics to identify opportunities for improvement and then devise testing strategies. Winning tests are deployed and then we continue to monitor for additional optimization opportunities.

REQUEST A DEMO



Fill out this form to schedule your demo!
DEALERSHIP
DEALERSHIP ZIP
FIRST NAME
LAST NAME
EMAIL
PHONE
PRODUCT INTEREST
Select Product

During your free demo of our inventory management tools, you'll

- Take an in-depth tour of our software's interface and features
- Test drive our tools to see how they can solve your unique business challenges
- Speak with a vAuto team member dedicated to understanding your dealership's concerns — and helping you solve them

Ready to get started? To schedule your free demo today, fill out the form and a vAuto representative will contact you shortly.

SUBMIT

Schedule your 20-minute demo!

Take a live tour of our software with a product expert — using real-time data from your market. **No commitments. No obligations.**

DEALERSHIP
DEALERSHIP ZIP
FIRST NAME
LAST NAME
EMAIL
PHONE
PRODUCT INTEREST
Select Product

REQUEST A DEMO

See our software in action!

Over 7,500 dealers across the country use our tools to sell cars more efficiently and earn more profit. Want to join them? Take a live tour of our software with a product expert who understands your needs — using real-time data from your market!

- Less than 20 minutes
- Led by a product expert and former dealer
- Uses real data from your live market
- No commitment, no obligation


We just need a little info to start ...
DEALERSHIP
DEALERSHIP ZIP
FIRST NAME
LAST NAME
EMAIL
PHONE
PRODUCT INTEREST
Select Product

SCHEDULE YOUR DEMO TODAY!

Let us show you around!

During your live demo, you'll sit down with a product expert and former dealer who understands the unique challenges you're facing — and how our tools can help you overcome them.

- You'll be done in 20 minutes
- You'll see our software in action with real data from your live market
- You'll leave with no obligations or commitments
- You'll take the first step toward greater dealership efficiency and profitability



We just need a little info to schedule your demo ...
DEALERSHIP
DEALERSHIP ZIP
FIRST NAME
LAST NAME
EMAIL
PHONE
PRODUCT INTEREST
Select Product

SCHEDULE MY DEMO!

Landing page test variants

Success Metrics

The multi-channel lead generation program drove a 25% increase in qualified inquiries within the first month of program go-live.

“The Mx Group has been an essential part of our rapid growth and success. In 2010, we were named 22 on Inc. Magazine’s list of the 500 fastest growing companies. We rely on The Mx Group for everything from strategy, branding and lead generation to product interface design. It’s been a terrific partnership for us over the years.”

–Dale Pollak
Founder & Chairman, vAuto



B2C EXPERIENCE

TBD

FEES AND COST STRUCTURE

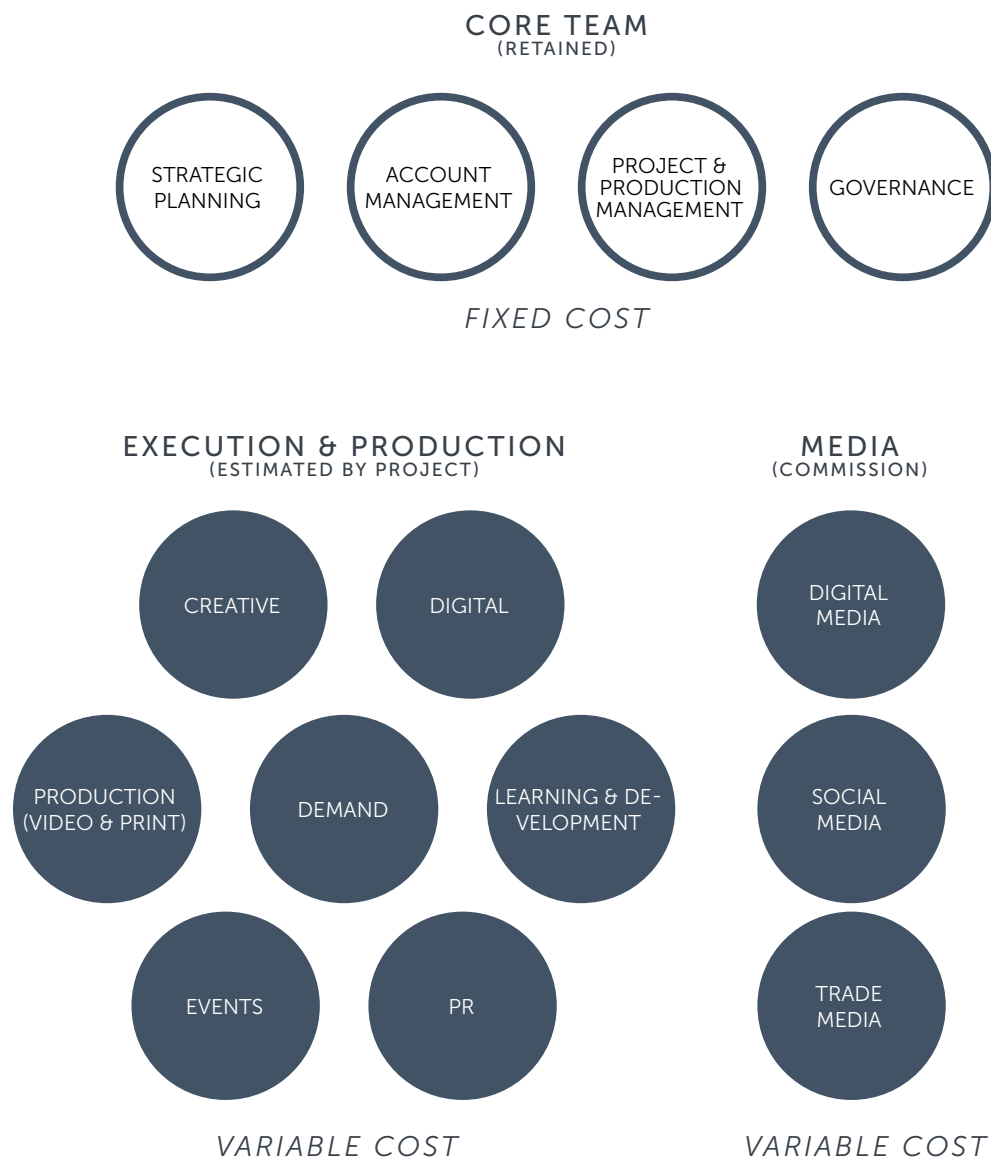
COMMITMENT TO TRANSPARENCY IN MEDIA AND RESOURCE COSTS

We work in different ways with clients to ensure their investment is as efficient and effective as possible. We are also committed to transparency in all our billings. A Hybrid Project Fee and Retainer Model is a cost structure we frequently and successfully use with clients.

To the right is a visual representation of the model and its benefits listed below:

Benefits:

- Consistent team
- Deep understanding of a client's business
- Ability to shift rapidly
- Proactive thinking, best practice sharing, etc.
- Flex in spend through the year
- Only paying for the resources you need
- Reduced fixed monthly spend



ACCOUNT MANAGEMENT TEAM & DEDICATED OFFICE DEPOT TEAM

TBD

PERFORMANCE REPORTING

TBD

STRATEGIC FIT

TBD

COLLABORATION

TBD

OUR AGENCY'S PROCESSES AND METHODOLOGY

TBD

SCALABILITY

TBD



All core staff working on the Office Depot business will hold a deep understanding of their business, products, customers, distributors and industries in which they operate.

We will treat Office Depot's marketing investment as if it were our own and continually ask, would we do it if it was our money?

We will ensure availability and open access to all levels of our agency team.

We will always present Office Depot with creative and strategic recommendations that deliver best commercial value benefit, never work that suits us.

We expect to challenge and to be challenged.

We will invest in training and innovation of the Office Depot team in marketing.

Our relationship is intended to be long term and is founded on openness, honesty and trust.



We will ensure availability and open access to all levels of the Office Depot team. Similarly we will always openly share data, insight and results.

We will always provide the agency with accurate and considered briefs that reflect our requirements and ambitions.

We will invest in business reviews that constructively inform the agency how and where to improve, alongside recognizing great work where it is due.

We will accept areas of improvement that facilitates the agency to do better work.

We will remunerate the agency fairly and always in-line with the contractual commercial agreements.

We expect to challenge and to be challenged.

We will invest in upskilling the agency in our business, brand, partners and products.

Our relationship is intended to be long term and is founded on openness, honesty and trust.

Thank you for the opportunity to respond to this RFP

“Their in-depth knowledge in every industry in which they operate is unparalleled, and for us it’s meant greater results.”

Greg Cremeans
VP of National Accounts — Hospitality
Tempur Sealy

“I feel like they’re an internal resource rather than a vendor ... that they act like employees that have a vested interest in what we are trying to do.”

Max Spiegel
Senior VP of Sales & Marketing
NGC

[Click here to watch client testimonial videos on our website.](#)

Contact:

Peter C. Wroblewski | pwrob@themxgroup.com | T. 630-230-2555 | TheMxGroup.com



The Mx Group