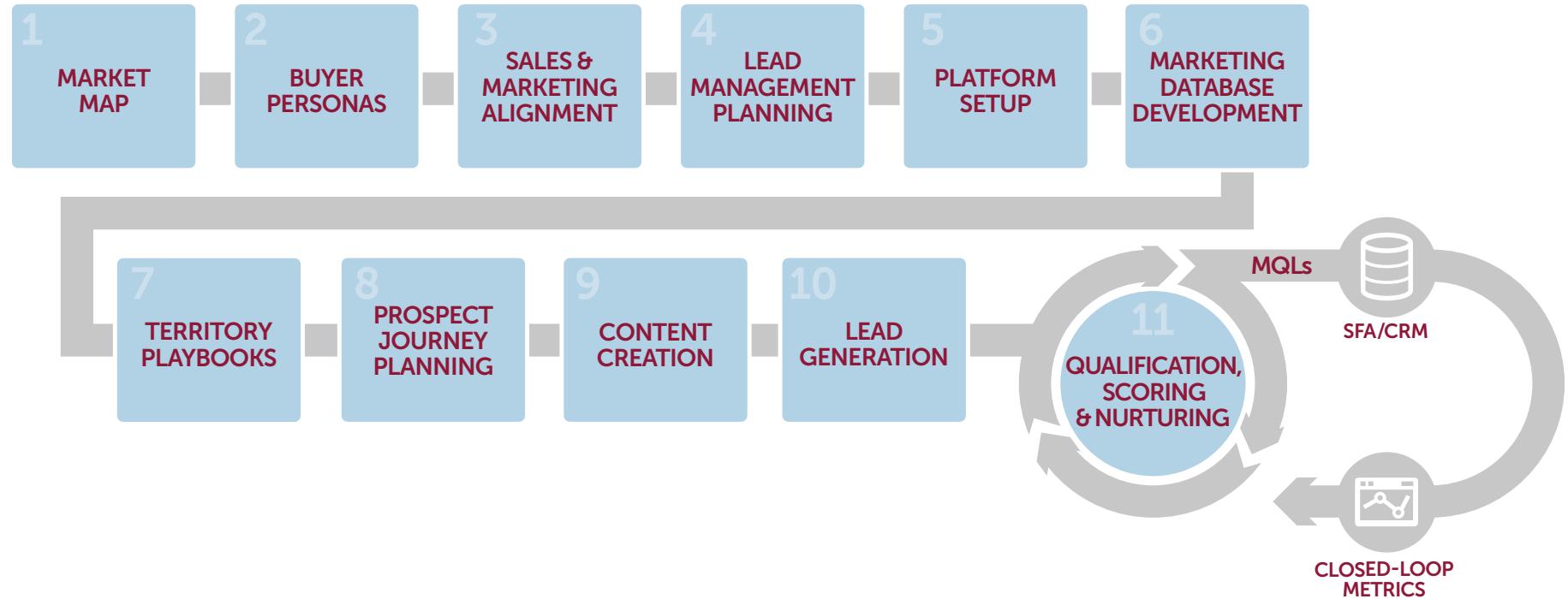


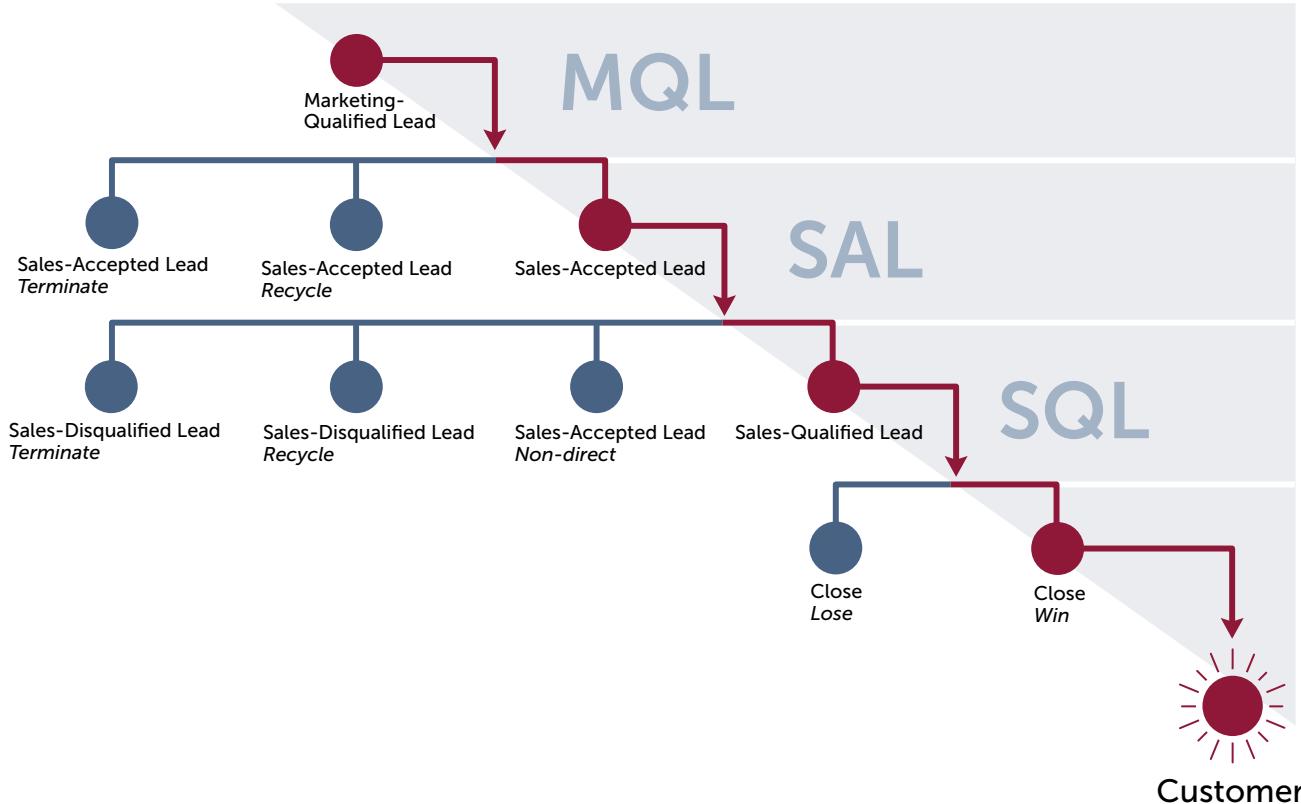


The Mx Group

Demand Generation Platform



Sales and Marketing Alignment



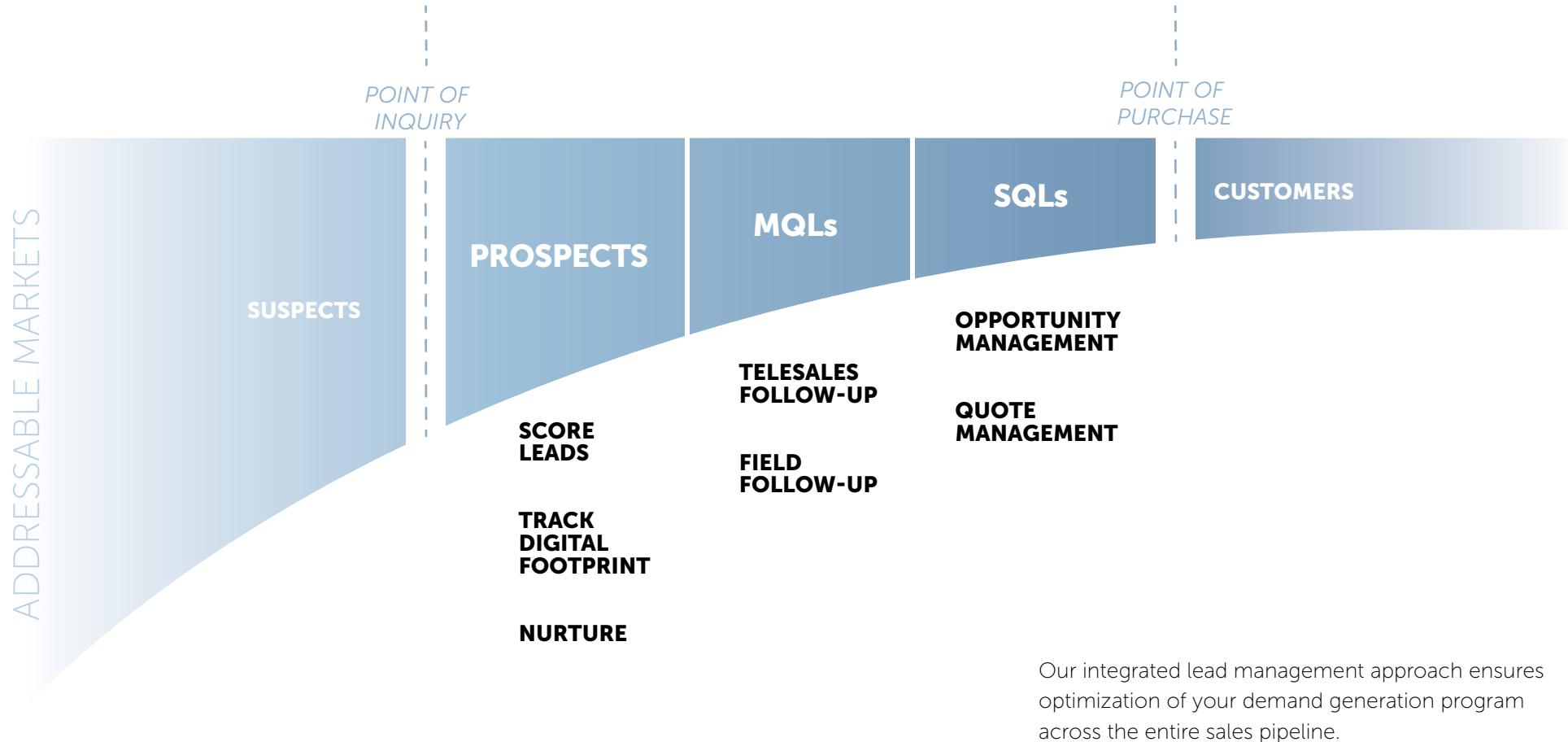
Our sales and marketing alignment process encompasses:

- **The Demand Waterfall:** Breaks revenue goals into lead counts, volume and flow, and defines what will be originated by marketing vs. sales.
- **Demand Funnel Classification:** Creates shared definitions of marketing-qualified leads, sales-accepted lead (SAL), and sales-qualified lead (SQL). Definition and agreement between sales and marketing of MQL, SAL, SQL.
- **Service-Level Agreement:** Establishes agreement and commitment on lead definition, qualification, roles, follow-up, escalation, feedback time frames, etc.

The Benefits of Alignment

- Break revenue goals into actionable sales and marketing plans.
- Accurately forecast revenue for a territory or group.
- Determine the number of segments in your addressable market.
- Prioritize market segments.
- Determine how many leads should come from marketing.
- Create a shared definition of a qualified lead.
- Prepare expectations for follow-up.
- Create a process to track and manage leads.

Integrated Lead Management



Our integrated lead management approach ensures optimization of your demand generation program across the entire sales pipeline.

Lead Management Implementation

Phase 1

- Sales and marketing teams aligned
- Target markets mapped and prioritized
- All inquiries and contacts captured for processing
- Asset inventory complete
- Lead distribution rules established

Phase 2

- Leads captured in a centralized digital system
- Rich marketing database in place
- Data collection aligned with priorities
- Qualification process in place
- Distribution and fulfillment processes in place
- Informed about your technology stack decisions

Phase 3

- Personas developed, identifying actionable insights
- Content and tools resonate with personas
- Basic nurturing journeys in place
- Leads automatically scored and qualified
- Basic digital sales enablement tools

Phase 4

- Sophisticated, multilayered nurturing journeys
- Segmentation and behaviors drive custom content
- Regular testing and optimization
- Full-featured digital sales enablement tools

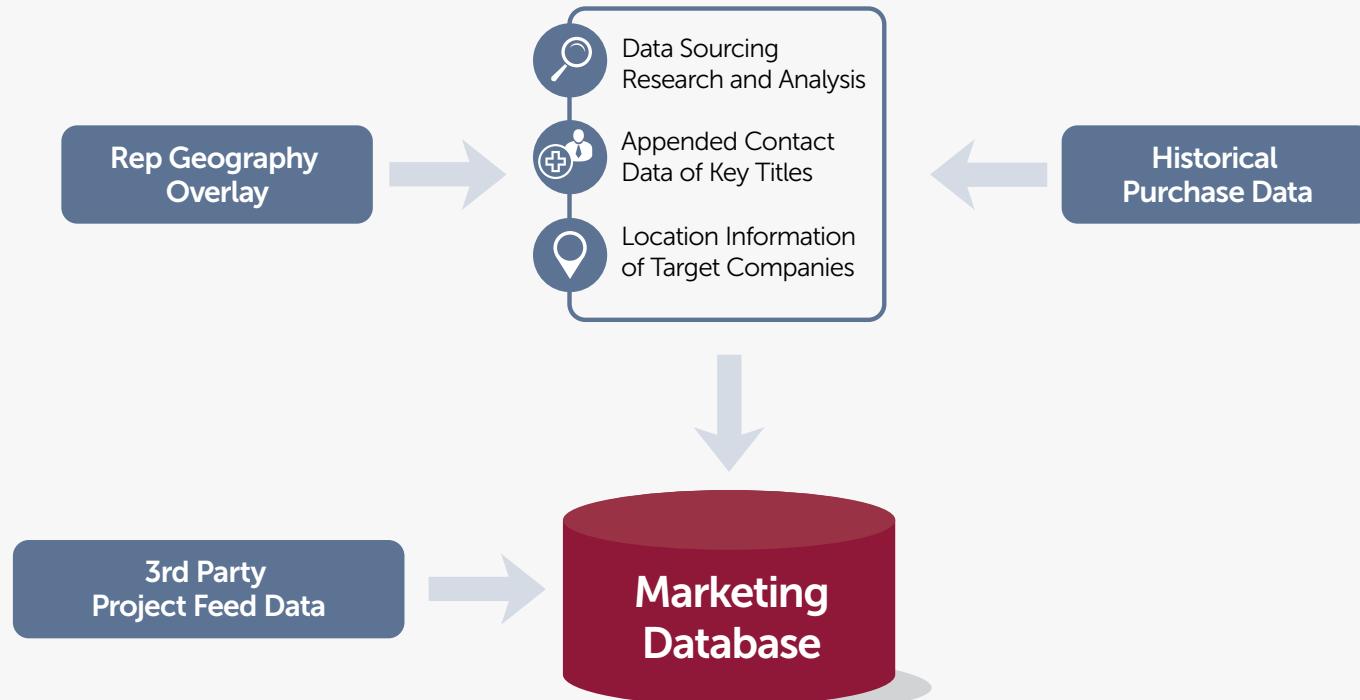
Demand Generation Programs

Siemens Demand Generation Campaign—Audience Definition

<h2>Larry Leader</h2>  <p>Core Persona Information</p> <p>KEY DIFFERENTIATORS I'm your primary customer. I work for the end customer who's paying the bills, so the "long term" is important to me. I have the most ownership of the purchase and the final say on the drives we buy. I'm an engineer by training, and a business leader by experience. I know why VFDs matter. Tell me why yours is the best choice for years to come.</p> <p>ROLE IN DECISION PROCESS I work with EPCs to ensure that they develop the justification for internal a reliable drive for our money.</p> <p>Core Persona Information</p> <p>Key Takeaway: You can prove reliability to Larry by showcasing Siemens dominant market share stats.</p> <p>"Reputation speaks to reliability. A company doesn't earn that market share by doing something wrong."</p> <p>"We need to know the total lifecycle cost. So we look at the overall cost, including maintenance, rebuilds, as well as operational cost."</p> <p>Key Takeaway: Larry thinks about the larger picture and takes into account the 20-year value of the drive. Use Total Cost of Ownership to justify price</p>	<h2>Chris Consultant</h2>  <p>Core Persona Information</p> <p>KEY DIFFERENTIATORS <i>I'm contracted by the end customer to make the best recommendations for their site expansion or new construction. I won't benefit from the drive chosen in the long term, but my reputation will. And even though I need to serve my client well, my own business needs to make its margin, too.</i></p> <p>ROLE IN DECISION PROCESS I do all the back-end work of designing buyouts. I can influence the list of appr</p> <p>Core Persona Information</p> <p>Key Takeaway: Chris specs large volumes of drives. The drives he's evaluating fit within much larger projects.</p> <p>"It's worth its weight in gold when you can actually reach a manufacturer's technical specialist instead of waiting a week for some guy who doesn't know anything to call you back."</p> <p>Key Takeaway: Chris is informed and must get the info he needs for his firm to win the business and select the drive.</p> <p>"In the last six months I've spec'd about seven drives."</p> <p>Key Takeaway: Chris is informed and must get the info he needs for his firm to win the business and select the drive.</p>	<h2>Frank Finance</h2>  <p>Core Persona Information</p> <p>KEY DIFFERENTIATORS I control the purchasing process and ensure my organization gets the best-quality product our budget can buy. Price is my primary concern because I work within the reality of capital constraints. Even though the lower-priced option is easier to buy, I will only select that product if it delivers equal value at lower cost.</p> <p>ROLE IN DECISION PROCESS I coordinate the purchase of man available; use that information to</p> <p>Core Persona Information</p> <p>Key Takeaway: Frank is not trying to be cheap. He is balancing the reality of capital constraints and request of engineering.</p> <p>"If our team REALLY wants the premium product, I will go back to the vendor and give them an opportunity to lower their margin."</p> <p>Key Takeaway: If Frank tells you your bid is high, it's because his organization wants your product — not because he is looking out for his own interest.</p>	<h2>Mike Maintenance</h2>  <p>Core Persona Information</p> <p>KEY DIFFERENTIATORS I'm in charge of maintenance at my facility so downtime is my worst enemy. I'm not responsible for developing specifications for VFDs. Instead, my focus is on maintaining them once installed. I have strong opinions on which manufacturers provide the best support.</p> <p>TITLES I MAY HAVE: Maintenance Technician / Manager, Utility Mechanic, Tech Crew Chief, Electrician, Engineer I-III, I&E Technician, E&I Specialist, Operations Specialist, Reliability or Application Engineer, Facilities or Service Coordinator</p> <p>MEDIA HABITS</p> <ul style="list-style-type: none">Reads only critical email and doesn't use social media or attend webinars.Checks vendor publications like: Automation World, Maintenance Technology, Electrical Construction and Maintenance, Plant Services and Plant Engineering.Would gladly use sites or applications to identify parts quickly, find the right technical support team, identify manuals or receive updates to firmware. <p>WEB & TECHNOLOGY HABITS</p> <ul style="list-style-type: none">Technology proficient — not technology dependent.Good at part numbers, manuals, suppliers, etc.Would gladly use sites or applications to identify parts quickly, find the right technical support team, identify manuals or receive updates to firmware. <p>RELEVANT STATS</p> <ul style="list-style-type: none">60% view a "manufacturer's rep" as the primary source of information.Over 70% do not have budget authority.Almost all go to peers within the industry for drive advice. <p>MEASURES OF SUCCESS</p> <ul style="list-style-type: none">Success is measured by the ongoing reliability of a drive and the ease of maintaining it.Major source of success is installing a drive from a manufacturer that provides support for maintenance and unplanned outages. <p>PRIORITY INITIATIVES</p> <ul style="list-style-type: none">Upgrade of technology from mechanical to electricReplacement of old or obsolete drivesChange in process requiring increased capacityExpansion of pipelines across pumping stationsExpansions to the plant to increase productionNew construction of mines, compressor stations and cement plants <p>STRATEGIC PRIORITY</p> <p>My top priority is to eliminate downtime. This means that I need the knowledge and resources to do so.</p> <p>It is also important for me to keep up with all of the advancements in technology. A lot of this stuff is new to me and it's hard to stay up to speed when you are busy fighting fires.</p>
---	---	---	--

The Siemens SINAMICS Perfect Harmony campaign began with identification, prioritization and analysis of the target market. This process culminated in the development of detailed personas that give dimension to key decision-makers, ensuring that the campaigns resonate with their audience.

Siemens Demand Generation Campaign—Database Development



With a full understanding of the target market, we built an information-rich marketing database, leveraging internal data along with multiple third-party data sources. The database serves as the core of the demand generation program, facilitating effective promotions across the entire sales funnel.

Siemens Demand Generation Campaign—Market Activation

SIEMENS

Because downtime is not an option.

SINAMICS PERFECT HARMONY delivers uptime, all the time.

usa.siemens.com/perfectharmony

The perfect drive for imperfect conditions

With more than a half of three million people relying on you for power, shutdowns are serious business. When you're on a rig anchored 20 miles offshore without a speck of land in sight, service calls aren't simple. And when hazardous chemicals keep you on your toes anytime you're on the clock, uptime is everything.

Operations will never be perfect—but at least your drives can be.

Siemens equipped the SINAMICS PERFECT HARMONY medium voltage variable frequency drive (VFD) with 50+ patented technologies proven to increase the reliability of critical processes. Available in liquid-cooled and compact direct-cooled configurations, its modular design provides a scalable solution that achieves 99.99% availability, resulting in a significantly longer lifespan. It's also the first VFD available today that features Advanced Cell Protection, which prevents process interruption in the event of a cell fault.

With more than 10,000 drives sold, it's the No. 1 selling drive in the world because it's the most trusted. Experience uptime all the time with SINAMICS Perfect Harmony.

Answers for industry.

Provides 200,000 hours MTBF in extreme operating conditions for superior reliability.

SIEMENS

Because downtime is not an option.

SINAMICS PERFECT HARMONY VFDs deliver uptime, all the time.

[Tour the drives](#)

CONTROL ENGINEERING

International Editions

Subscribe

SIEMENS

Fill out the registration information below to download the SIEMENS white paper!

Name *

Title *

Company *

Zip Code *

Email *

Do you use any of the following automation and control products? (choose all applicable)

Programmable Relays

Micro PLCs

Campaign messaging focuses on the reliability of Siemens drives in critical applications, centering on what keeps the buyer up at night. Online and offline advertising are supported by a content marketing initiative involving white paper content that educates the audience on the total cost of ownership (TCO) of variable frequency drives.

Siemens Demand Generation Campaign—Real-World Opportunities

	Name: [REDACTED] Title: Power Plant Technician Company: [REDACTED] Industry: Power Generation Persona: Larry Leader	Need assistance: Yes Why are you evaluating: Replacement of an old or failed drive Evaluation stage: Evaluation Application: Steam turbines Time of purchase: 8–12 months Info needed: General Telemarketing notes: [REDACTED] explained that they are currently exploring the feasibility of retrofitting and/or replacing one or two medium voltage drives in their [REDACTED] location 8–12 months from now. The [REDACTED] provides both water and power to the [REDACTED] municipal district, using gas and steam turbines. This particular power plant in [REDACTED] already has a large number of Allen-Bradley manufactured VFDs in the low-voltage range, but they were open to what Siemens could offer in the medium-voltage range.	Source: EC&M TCO white paper	TM Campaign: Tier 1/Tier 2 follow-up	MQL: Date: 3/10 Assigned to: Tom Shearer Replacing two drives in 12 months	Current Status: Date: 3/14 Action: Forward to local LDAP rep *Note: Follow-up status not selected in Lead Central
---	--	--	---	--	---	---

	Name: [REDACTED] Title: Maintenance Supervisor Company: [REDACTED] Industry: Chemical/Petrochemical Persona: Mike Maintenance	Need assistance: Yes Why are you evaluating: Replacement of an old or failed drive Evaluation stage: Evaluation Application: Pumps Time of purchase: Immediately Info needed: Price Telemarketing notes: [REDACTED] was very aggressive on information about the current drives they have at their facility. He oversees the operational/maintenance responsibility for the VFDs. This is a mining, warm-surface mining facility. Their VFDs are 4160 V and up to 10,000 hp. Currently they have Cutler Hammer drives at their location only because of history or what was already installed on the pumps. MQL because [REDACTED] stated that if the drives were cost-effective, they would go with Siemens drives IMMEDIATELY. This would make their facility "run economically," he stated. He said cost has always been an issue at their location. [REDACTED] would be the person involved in the decision-making process. [REDACTED] or [REDACTED] also confirmed that [REDACTED] the main electrical engineer, would be involved with the process at [REDACTED]. He sounded very open to speaking with someone about upgrading.	Source: Purchased list— Tier 1/Tier 2 contact append	TM Campaign: Tier 1 follow-up	MQL: Date: 3/14 Assigned to: Jay Mistri	Current Status: Date: 3/17 Waiting for FAM follow-up
---	--	--	--	---	---	--

	Persona Type: [REDACTED] Title: Electrical Engineer Company: [REDACTED] Industry: Offshore Engineering Persona: Chris Consultant	Need assistance: Yes Why are you evaluating: Replacement of an existing drive Application: Compressors Time of purchase: Immediately Previous sales history: Amana Motor—Quantity—1 Info needed: Price Telemarketing notes: FIRST ATTEMPT 02/19/2014 : He said he hasn't read the WP as yet, but thanked me for calling and reminding him to read it! They are currently looking to replace 8 medium voltage VFDs, 2 are for compressors but couldn't remember what the other 6 are for. They talked to the client last week and are pulling numbers together and should be looking seriously within a week. Please call. He is there Mon–Thurs., 8–5, and Fri. 8–1. Call anytime during those hours.	Source: Previous sales history contact append	TM Campaign: Tier 1/Tier 2 follow-up	MQL: Date: 2/19 Assigned to: Nick Kitto Replacing 8VFDs	Current Status: Date: 2/26 Project handed to sales *Note: Follow-up status not selected in Lead Central
---	---	---	---	---	--	--

This campaign has taken demand generation to a new level, delivering hundreds of fully qualified leads—not just raw inquiries, but real opportunities—many of which have already closed. The campaign has already generated a 172% ROI from closed sales. The opportunities in the pipeline provide realistic potential for much greater ROI.

MAVERICK DCSNext Demand Generation Campaign—Branding

A photograph of a man named Pat, wearing a maroon sweater over a light-colored collared shirt. He is sitting in what appears to be a control room or industrial setting, with various equipment and monitors visible in the background. He is looking directly at the camera with a slight smile.

"My name is Pat, and I have a DCS problem."

I can't upgrade without a plan... and I can't find a plan that's proven to work."

Don't worry, Pat. We have the solution:

DCSNEXT™

MAVERICK helps you upgrade with confidence—on time, on budget and in scope, maximizing uptime throughout. We eliminate surprises with accurate project estimates—just ask our clients. Whenever you're ready, we'll walk you through our process.

Step out of the dark and leave the legacy behind. Call 877.913.6579 or visit [DCSNext.com](#) to learn how.

Connect with Dan the DCS man at [DanTheDCSMan.com](#)

DCSNEXT™ Don't replicate. Innovate. MAVERICK TECHNOLOGIES © 2012 MAVERICK Technologies, LLC.

The MAVERICK DCSNext campaign takes a major manufacturing technology issue and brings it to the surface, presenting a vision for the future through high-impact, persona-based branding.

A photograph of a man named Steve, wearing a light blue button-down shirt and a striped tie. He is sitting in a modern office chair, looking off to the side with a thoughtful expression. The background shows a bright office environment with other chairs and some foliage.

"My name is Steve, and I have a DCS problem."

I know we need to migrate. But we can't drain resources along the way."

Don't worry, Steve. We have the solution:

DCSNEXT™

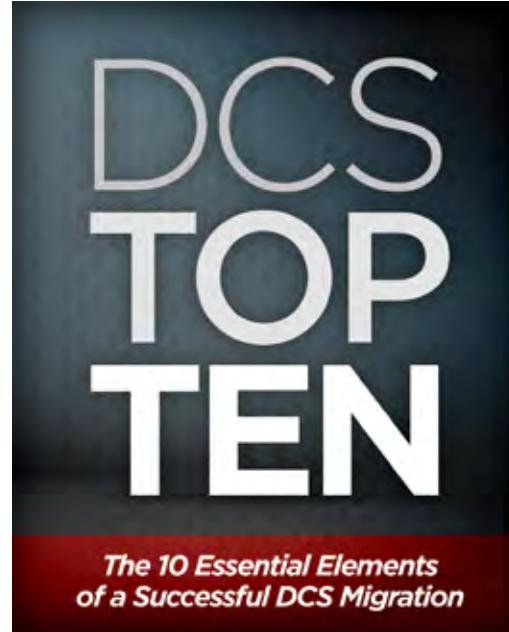
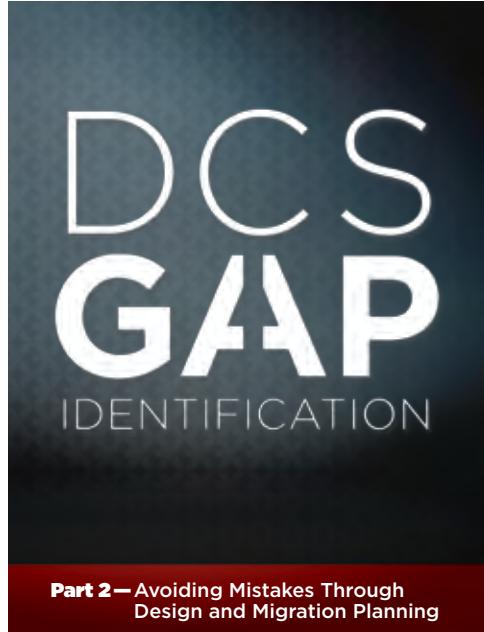
We'll partner with you to drive this project, deliver visibility into real TCO and maximize ROI. We'll divide the project into phases that meet budget requirements, and we'll implement the improvements that deliver the largest return first.

Step out of the dark and leave the legacy behind. Call 888.275.9391 or visit [DCSNext.com](#) to learn how.

Connect with Dan the DCS Man at [DanTheDCSMan.com](#)

DCSNEXT™ Don't replicate. Innovate. MAVERICK TECHNOLOGIES © 2012 MAVERICK Technologies, LLC.

MAVERICK DCSNext Demand Generation Campaign—Thought Leadership



The screenshot shows the MAVERICK Technologies website with a prominent banner for "DCSNext". The banner includes a video player showing two men in a studio setting, a "WATCH NOW" button, and a "Click to chat live with an expert" button. Below the banner are sections for "DCS Gap Identification" and "DCS Top 10", each with download buttons for "white paper now" and "PDF now". The footer contains links for "Call us Today" (888.917.9109), "About Us", "Services", "Partners", "Industries", and "Latest Thinking".

The article discusses the trend of DCS replacement in the industry. It highlights the challenges of retrofitting older systems and the importance of planning, including stakeholder buy-in, vendor selection, and system integration. It also mentions the role of automation service providers in helping companies navigate this transition.

This campaign involves in-depth thought leadership that delivers real value to manufacturing decision-makers. The DCSNext content portfolio includes white papers, articles in major trade publications and expert videos.

MAVERICK DCSNext Demand Generation Campaign—Lead Capture

Straight Talk on DCS Migration Webinar

Drivers for DCS Upgrades

- Obsolescence- \$65 Billion of automation systems¹ towards the end of useful life.
- Failure Rate - Unscheduled shutdowns and upsets cost \$20B or almost 5 percent of production in the process industries².
- Connectivity – exchange process information with business systems.
- Security – meet new control system security requirements.
- Process control or HMI (Human Machine Interface) functionality improvements.

1 – ARC Advisory Group
7:25 / 1:25:08

DCSNEXT
Don't replicate. Innovate.

You're Agile or You're Dead.

DCS TOP TEN
the 10 Essential Elements of a Successful DCS Migration

download the white paper

* Required fields

• First Name
• Last Name
• Company
• Email
• Phone

Download now

CALL 866.917.9109 TODAY

MY DCS NEXT | RESOURCES | TESTIMONIALS | ABOUT MAVERICK

The 10 Essential Elements of a Successful DCS Migration
We've compiled a mountain of research and identified The 10 Essential Elements of a Successful DCS Migration. Packed with critical information, it's just a click away.

You'll learn about:

- Objective evaluation of possible migration platforms
- Selection of a migration partner
- Receiving funding approval for your migration
- How DCS migration can deliver value, from cradle to grave

You know you need to migrate and avoiding the inherent risk associated with a migration is the key to your success. Register now to download the DCS Top Ten.

“68% of control engineers plan to upgrade within the next six months. Knowing how to navigate a migration effectively is the first step.”

—Chad Harper
Director of Technology

CALL US TODAY
866.917.9109 | ABOUT US | LOCATIONS | CAREERS | SERVICES | PARTNERS | INDUSTRIES | CONTACT US | LATEST THINKING | WHITE PAPERS

A multichannel demand generation program leverages a wide range of thought leadership assets, including webinars and white paper downloads, to deliver a steady flow of leads. Tactics encompass print and online advertising, as well as SEO and paid search.

Google DCS migration

Web Videos Shopping Images News More Search tools

About 1,750,000 results (0.33 seconds)

Planning DCS Migration - arcweb.com
www.arcweb.com/control-system-upgrade/ • (781) 471-1175
Selection Criteria, Generate RFI, Shorten Project Cycle Time & Save

DCS Migration - MAVERICK Technologies
www.mavtechglobal.com/services/.../dcs-migratio... • Maverick Technologies
Maverick offers expert DCS consulting and migration services, helping you leverage the right DCS system for your needs with your DCS Next automation ...

Upgrading A Legacy DCS?
mavtechglobal.com/Legacy-DCS-Report
Get Valuable Tips from DCS Experts.
10 Keys to a Successful Migration.

DCS Migration Solutions from Rockwell Automation
www.rockwellautomation.com/.../dcs-migration-sol... • Rockwell Automation
Our migration solutions encompass many legacy DCS systems and include tools that ease migration, such as scanners, cables, wiring harnesses, database ...



2014 B2 Award-Winning Work

Catamaran PBM 20/20 Video



The Catamaran PBM 20/20 video weaves together the stories of three people—patient, provider and payer—to communicate the company's vision for the future of health care and pharmacy services. The video is a centerpiece of Catamaran's Innovation Center in downtown Chicago.



WATCH THE VIDEO: TheMxGroup.com/CatamaranPBM2020

Siemens Perfect Harmony Brochure



The brochure spread features a large image of an offshore oil rig on the left. The right page contains text and a timeline of milestones from 1969 to 2013. The timeline includes the following entries:

- 1969: Siemens SIMA
- 1970: introduces the first variable frequency drive system
- 1974: Siemens first global sales organization established in the U.S.
- 1994: introduces the first variable frequency drives with built-in fieldbus interface
- 1996: introduces the first variable frequency drives with built-in fieldbus interface
- 1998: introduces the first variable frequency drives with built-in fieldbus interface
- 2001: adds first variable frequency drives with built-in fieldbus interface
- 2003: introduces the first variable frequency drives with built-in fieldbus interface
- 2005: introduces the first variable frequency drives with built-in fieldbus interface
- 2005: introduces the first variable frequency drives with built-in fieldbus interface
- 2007: introduces the first variable frequency drives with built-in fieldbus interface
- 2008: introduces the first variable frequency drives with built-in fieldbus interface
- 2012: adds 10 kW constant torque to the range
- 2013: achieves 10,000 drives worldwide

Text on the right page discusses the evolution of SINAMICS drives and their role in meeting tomorrow's challenges today.

The page features a large blue header with the text "SINAMICS has the optimal drive for every application." Below the header is a chart showing various SINAMICS drive models and their applications. A photograph of a drive system is shown on the left, and a detailed technical description of the SINAMICS product line is on the right.

SINAMICS has the optimal drive for every application.

The chart illustrates the range of SINAMICS drives, categorized by power and application:

Power Range	Applications
0.1 - 10 kW	Process industry, pump and fan drives, conveyor drives, material handling, mining, quarrying, construction, paper and pulp, textile, food and beverage, pharmaceuticals, chemical, petrochemical, pharmaceuticals, medical technology, HVAC, marine, wind energy, solar, industrial drives
10 - 1000 kW	Pump and fan drives, material handling, mining, quarrying, construction, paper and pulp, textile, food and beverage, pharmaceuticals, chemical, petrochemical, pharmaceuticals, medical technology, HVAC, marine, wind energy, solar, industrial drives
1000 - 10000 kW	Wind energy, solar, industrial drives

Innovation, meet integration.

Reliability, safety and support—built in from the beginning

The Siemens Perfect Harmony brochure leverages the company's history of innovation, positioning the re-branded variable frequency drives within a broad product line. The brochure has become an important piece of collateral for Siemens sales teams across the globe.

vAuto Conquest Campaign



CONQUEST

NEW CAR INVENTORY MANAGEMENT & PRICING



The Conquest launch campaign positions the product as a revolutionary change in the new car market, creating excitement and momentum. The campaign has helped vAuto exceed sales goals by more than 300%.



WATCH THE VIDEO: TheMxGroup.com/vAutoConquest

JMC Steel Wheatland Fire Sprinkler 100% Steel Campaign



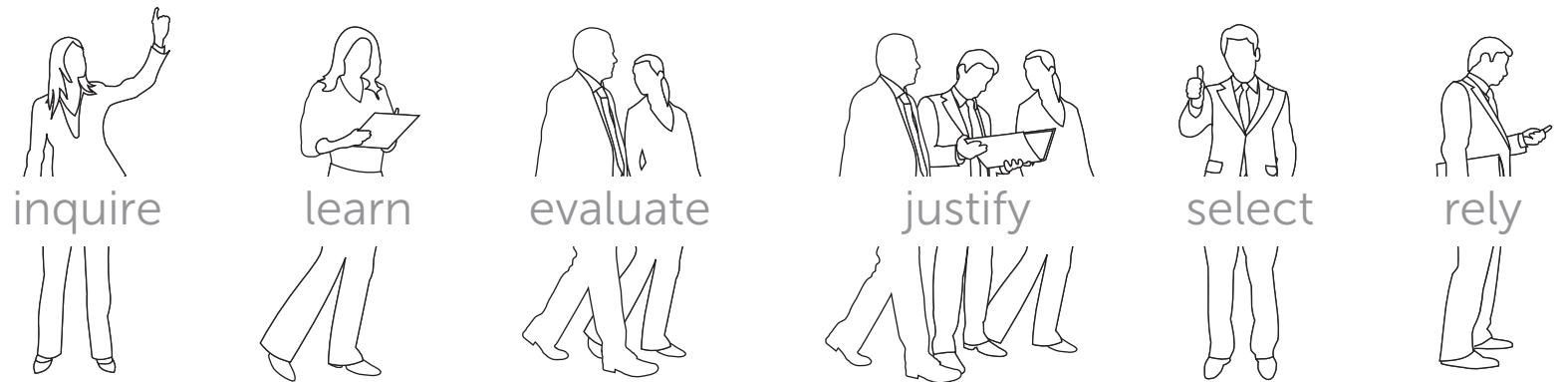
Steel	CPVC
Not compatible with the following:	Not compatible with the following:
<p>Acetone Antifreeze Dishwashing liquids Flexible wiring & cable Fragrances / perfumes Fungicides Mold inhibitors Grease Cooking oils Molten solder Solder flux Oil- or solvent-based paint Polyurethane foams Sleeping material Spray-on coatings Termiticides Insecticides Solvent cements Caulks Fire-stopping systems Leak detector Mold cleaners WD-40 Pipe clamps Pipe tape Thread sealants</p> <p>...Lava</p>	<p>Acetone Antifreeze Dishwashing liquids Flexible wiring & cable Fragrances / perfumes Fungicides Mold inhibitors Grease Cooking oils Molten solder Solder flux Oil- or solvent-based paint Polyurethane foams Sleeping material Spray-on coatings Termiticides Insecticides Solvent cements Caulks Fire-stopping systems Leak detector Mold cleaners WD-40 Pipe clamps Pipe tape Thread sealants</p>

This multi-channel campaign educates contractors and engineers in the fire suppression industry about the advantages of a 100% steel Wheatland fire sprinkler system, helping to drive double-digit sales growth.

Mx Group Overview

We help
companies
excite markets,
engage customers,
effect sales &
embed value.

*... creating a unified experience across
the prospect-to-customer spectrum*



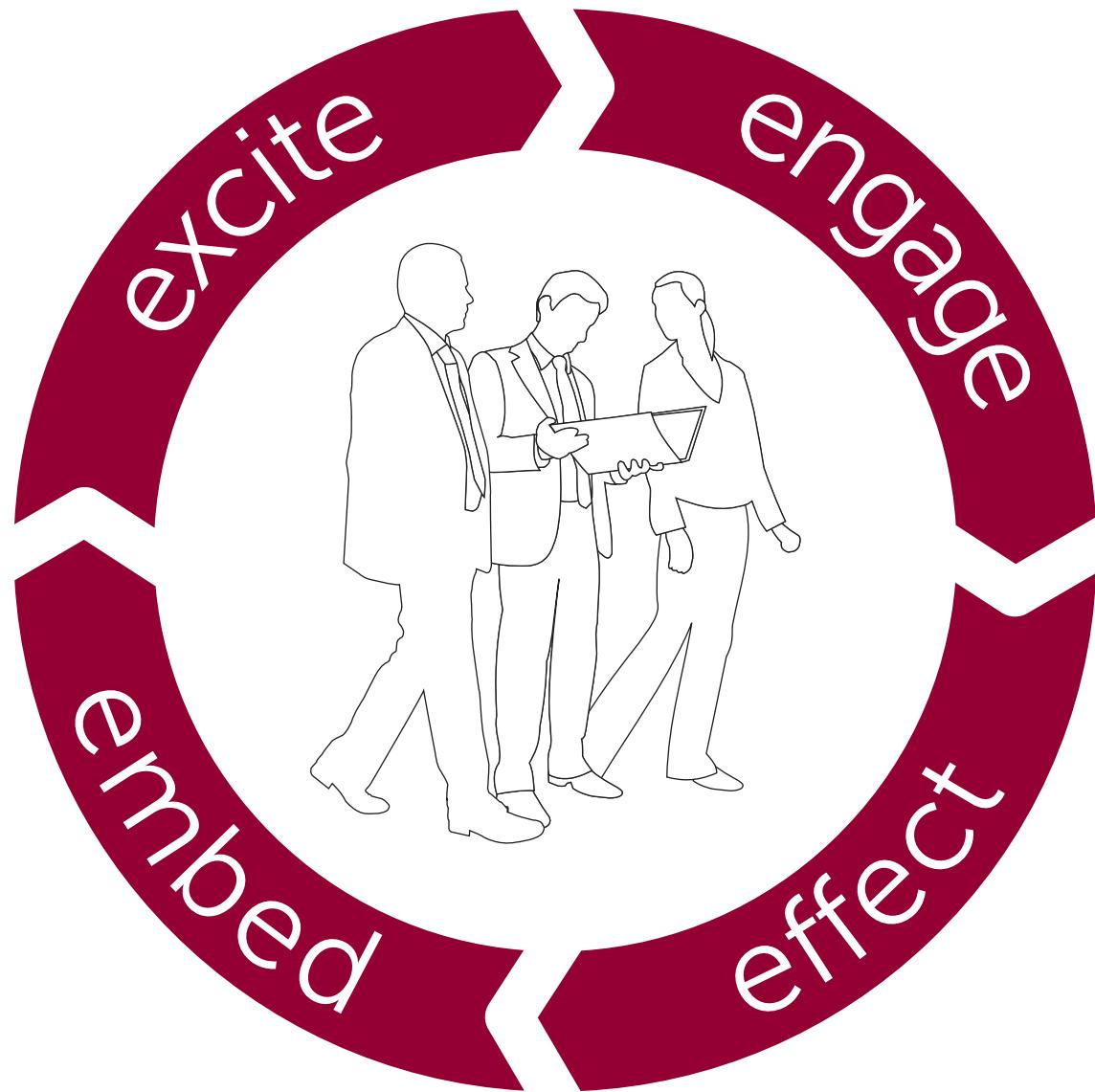
excite

engage

effect

embed

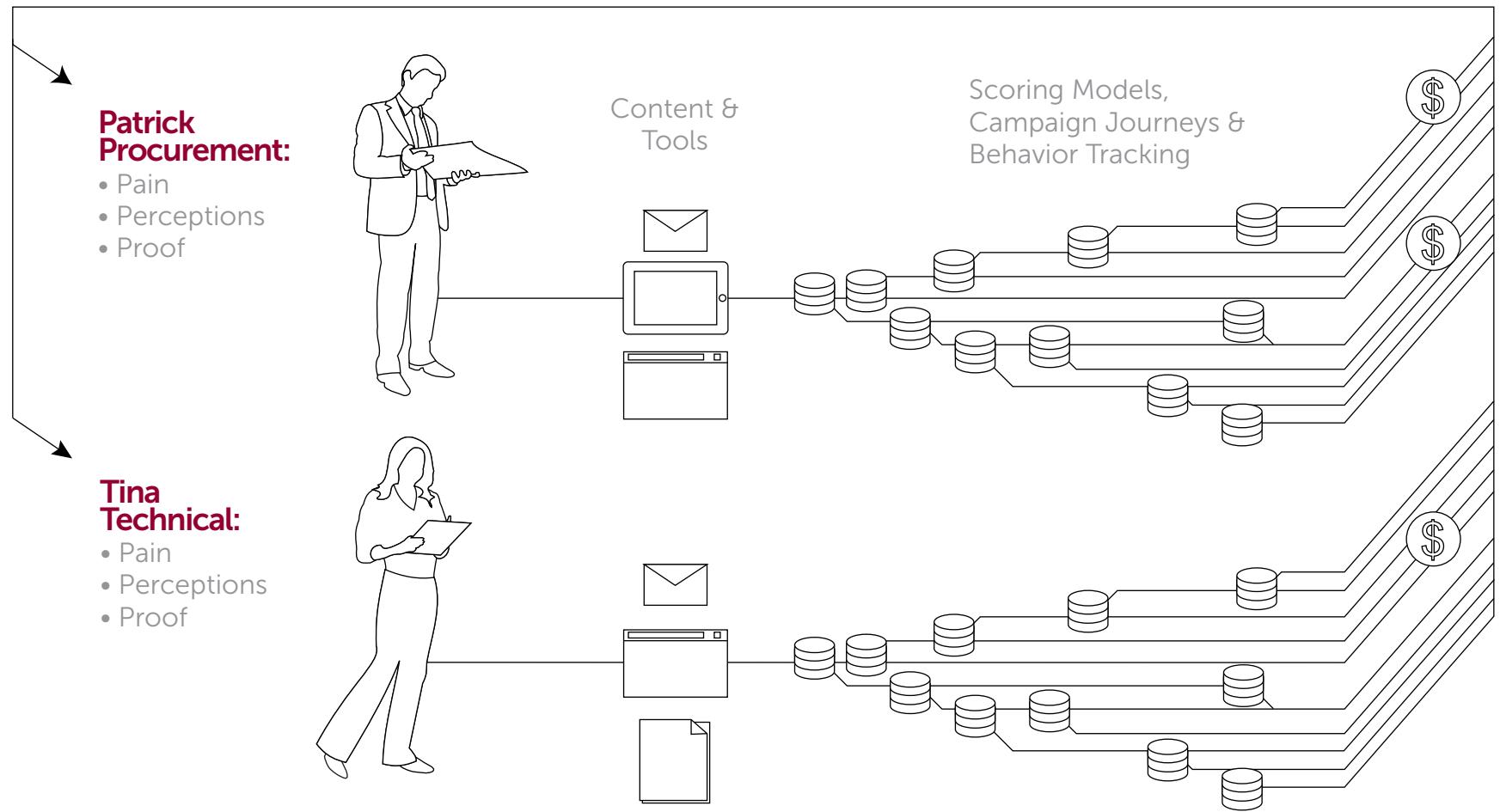
...resulting in a
Total Market Experience™



...offering a unique
mix of services



...delivered through a persona-based,
data-driven marketing automation platform



...to a diverse mix of B2B clients.



dyson



SIEMENS





The Mx Group

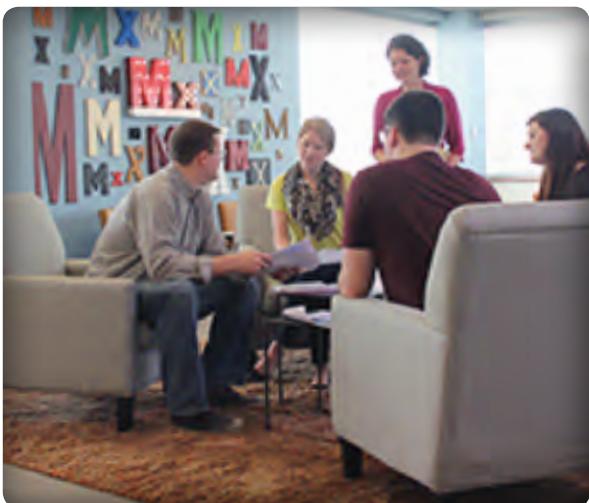
Established in
1989

Own facility near
CHICAGO

All services delivered
IN-HOUSE

Named 7 years to *BtoB Magazine*
"TOP AGENCIES"





A Space for Creativity & Collaboration

We designed our facility to provide an open floor plan, common areas and work rooms to facilitate creativity, collaboration and efficiency in our process.

The Mx Index

Aggregate Percentage of Client Contacts in Certain Status

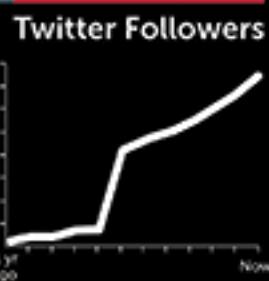
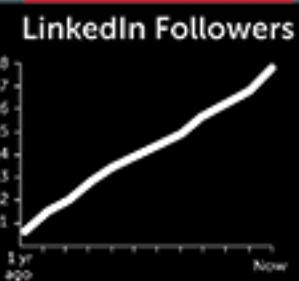
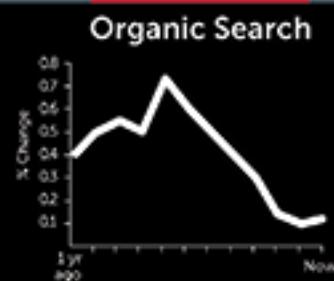
74%
Prospect

13%
Engaged

7%
Sales Ready

4%
Quoted

12%
Customer



Direct Mail Response Rate

1.85%

Email Clickthrough Rate

5.82%

Telemarketing Response Rate

15.65%

Average Marketing Investment Statistics

\$32
Cost / Lead

\$58
Cost / SRL

\$126
Cost / Quote

\$338
Cost / Sale

In the last

2:55

6,658,925
Google searches

137,200
Apple app downloads

67,025
Android downloads

291,725
Tweets

8,400
YouTube minutes

6,481,475
Facebook likes and comments

The Mx Index

Data and results are in our DNA. Continually projected on multiple walls throughout the workspace for all employees to see, The Mx Index is a live, aggregate view of critical metrics on client results and industry trends.



Our Recognition

We're not in it for the awards, but it's nice to be recognized.

And The Mx Group has had its fair share in recent years, including "Best in Show" at the BMA Tower Awards.



The Mx Group

TheMxGroup.com | 800-827-0170



twitter.com/mxgroup



linkedin.com/company/themxgroup



facebook.com/themxgroup