LEAD GENERATION PROPOSAL

MAY 3, 2023

The Mx Group | powerflex
EDF Renewables

WHAT WE HEARD

o This is an important moment in time for PowerFlex with the ability to capitalize on the market's need for renewable energy solutions and the solutions you offer.

o With ambitious goals for 2023, PowerFlex is poised to grow the EV Charging line of business, capitalize on state and local incentives and launch the proprietary software as a standalone offering.

o To achieve this growth, PowerFlex needs to drive a significant number of leads for the remainder of the year – most critically for the EV Charging pipeline.

o To generate these leads, Powerflex needs an agency partner to augment its small team.

o It is critical that this agency can move quickly, work collaboratively and flexibly, provide expert guidance and ultimately impact the business.

o The Mx Group believes we are that partner!

A STRONGER PROPOSAL

o Reduced agency fees 21% and overall costs 24%
  o Expected efficiencies in campaign execution over time
  o Subsequent campaigns will be able to version content from prior campaigns
  o Removed BDR from proposal
o Shifted to a hybrid pricing model for more flexibility
  o Marries the benefits of a consistent core team with the cost flexibility of individual projects
  o Allows for more flexibility to shift strategy and approach as we gain learnings
o Smaller up front and committed investment
  o Initial commitment to only cover immersion, initial campaigns, core team
  o Let results from initial campaigns influence overall plan and subsequent budget
o Maintained expected results
  o Maintained media spend rate ($10k/month/campaign)
  o Expected conversion results improvement for each campaign month-over-month based on historical experience with similar campaigns
o Removed BDR costs

OUR GOALS

- Deliver impact
  - Generate 2,328 MQLs (Level 2)
  - Leads to influence $20,809,00 in EV Booking
  - Reach new audiences beyond owned DB
  - Cost Per Lead (media + agency costs) that exceeds industry benchmarks
- Move quickly
  - Start in May and be in market June/July
  - Build a demand engine impacting 2023 and setting up 2024 for success
- Partner not vendor
  - Continuously optimize
  - Minimize time for PowerFlex team needed to manage the agency

COST PER LEAD: B-TO-B RANGES

Forrester Lead Spectrum

LEVEL 1	A response from an individual to a marketing campaign, or someone who has taken proactive steps to demonstrate interest in your message, product or service	$25–$200
LEVEL 2	A meaningful interaction (via phone or email) with an individual meeting the requirements of a fully qualified company and audience.	$200–$650
LEVEL 3	Level 2, plus the individual demonstrates a specific need for and interest in your product or service.	$650–$1,700
LEVEL 4	Level 3, plus the individual is in the process of defining a requirement for your product or service.	$1,700–$3,500
LEVEL 5	Level 4, plus the individual has the responsibility, budget and a defined timeline for purchase.	$3,500–$6,000

* Sample industry benchmark. We'll establish benchmarks specific to PowerFlex as part of our onboarding

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OUR APPROACH

1. ## Strategy & Planning
   o Onboarding and agency immersion to set up efficiencies for down the road.
   o Ways of working, brand and audience insights, Pardot setup, creative template definition and adjustments, media research/planning across all audiences
   o **Timing:** 4 weeks starting late May

2. ## Continual optimization
   o Lean hard into 1st 2 campaigns by running longer and more media spend
   o Finalize creative templates for key assets (landing page, email, social, paid media)
   o **Timing:** Kicks off in parallel with onboarding. In market 4-6 weeks after kickoff

3. ## Put the pedal to the metal
   o Apply learnings from test and learn to adjust master campaign plan, tactics and budgets
   o Accelerated campaign development/creation reaching broader audiences with different messaging using defined asset templates
   o On-going media testing and refinement
   o **Timing:** Kicks off as 1st 2 campaigns hit the market

PROGRAM PLAN (REVISED)

Legend: PREPARATION | IN MARKET | ## MQLs

Deliverable	May	June	July	August	September	October	November	December	Total MQLs
Build the foundation									
Planning and Setup		PREP							
Test and Learn									
Pilot Campaign #1		PREP	48	56	66	77			247
Pilot Campaign #2		PREP	48	56	66	77			247
Pedal to the metal									
Campaign #3			PREP	48	56	66			170
Campaign #4			PREP	48	56	66			170
Campaign #5				PREP	48	56	66		170
Campaign #6				PREP	48	56	66		170
Campaign #7				PREP	48	56	66		170
Campaign #8					PREP	48	56	66	170
Campaign #9					PREP	48	56	66	170
Campaign #10					PREP	48	56	66	170
Campaign #11						PREP	48	56	104
Campaign #12						PREP	48	56	104
Campaign #13						PREP	48	56	104
Campaign #14							PREP	48	48
Campaign #15							PREP	48	48
Total			96	208	388	598	510	462	2262

PROGRAM PLAN ASSUMPTIONS

o Sample program for illustrative purposes.
   o Based on PowerFlex campaign plan. Actual number and focus of campaigns can be adjusted as we get into the program and see results
o Campaign assumptions:
   o 1 month to develop + 3 months in market
   o Initial pilot campaigns to be in market longer for more testing/refinement
   o Campaigns budgeted for $10,000/month paid media expenses
o MQL assumptions based on:
   o Improvement in results modeled conversion rates adjusted lower than estimates provided by Google and LinkedIn for PowerFlex's ICP
   o 30% uplift in results from Powerflex's Inside Sales teams
   o Average 17.5% month over month improvement within campaigns through optimization
o Does <u>NOT</u> include benefit of:
   o MQLs from owned DB and organic efforts
   o MQLS expected to be generated in Q1 2024 for work done in 2023
   o Ability to apply learnings from prior campaigns to generate better results against similar audiences.

PROGRAM BUDGET

BUDGET: STRATEGY & PLANNING

Deliverables:

o Ways of working and agency charter

o Audience, company, brand, solution training

o Overall media planning inclusive of audience and channel planning for all segments

o Agency setup in PowerFlex Pardot

o Data and content audit

o Template Audit and Adaption of PowerFlex's existing email, landing pages, organic social, paid media and other templates

Onetime Costs	Estimated Costs
• Deliverables as noted • ~4 weeks planning, work and workshops • Includes broader team as needed including Pardot, SF consultants, FED, design • 1.5 day on-site workshop at Mx office	$52,000
Total	$52,000

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BUDGET: CORE TEAM

o Core team is actively involved in all aspects of the program, acting as a seamless extension of the PowerFlex marketing team, developing marketing strategy with you, creating the communications plans, refining and optimizing the digital and data strategy.

o Requires a commitment through the end of the year to allow agency to provide a dedicated team

o Retainer is based on estimated hours by role required to deliver the work. Efforts may shift between roles as work evolves

o Retainer FTE calculations based on a 1,760 hour year.

o Hours would be actively managed and reported monthly.

o Core team time is focused on campaign and program management and time is not billed to campaign asset creation or strategy and planning.

o DELIVERABLES:

    o Daily, weekly, monthly client communications,

    o Program and project management,

    o Campaign planning including GTM planning, messaging by asset;

    o Data consulting

    o Audience acquisition strategies

    o Reporting and insights

    o Program strategy

Role	Allocation (FTE)	Hours	Rate	Retained Fee
Account Director	0.25	257	$239	$61,343
Project Manager	0.25	257	$175	$44,916
Sr. Director of Martech & Applied Intelligence	0.15	157	$260	$40,040
Strategic Planner	0.20	205	$239	$49,074
	Allocation (FTE)	Hours		Retained Fee
Total	0.85	873		$195,375*
Breakdown by Month	0.12	125		$27,911

*Assumes start in June

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BUDGET: PER CAMPAIGN

o Developed standardized campaigns with defined bills of materials that align with the identified PowerFlex marketing plan and content assets.

o This approach streamlines the project-based nature of campaigns and capitalizes on efficiency in planning and execution.

o Campaign budgets are distinguished by audience and subject and built from content provided by PowerFlex in the form of whitepapers, case studies etc.

o Inclusive of time for creative, front-end design, Pardot resources

o DELIVERABLES:

     o 3-5 emails (varies based on comms plan and amount of existing content)

     o 1 landing page (2-3 content sections + standard form)

     o 5 organic social posts

     o 5 paid media digital banners (standard 6 sizes)

     o Building journeys and email, landing page assets within PowerFlex's Pardot

     o Media buying,

     o Trafficking, analysis, optimization and reporting for each campaign

Campaign Type	Estimated Costs
ORIGINAL • New audience and new subject • Planning and strategy, channel testing, audience testing, • New template and/or original asset creations • NOTE: NO CAMPAIGNS CURRENTLY PLANNED THAT FIT THIS CATEGORY	$36,500 / campaign
PILOT • Campaign Creation Predicated on 2+ campaigns created in order to base learnings and efficiencies • NOTE: ONLY ANTICIPATE 1ST 2 CAMPAIGNS TO FIT THIS CATEGORY	$23,000 / campaign
ADAPTATION • A current campaign (content, comms plan) altered for a new audience	$19,100 / campaign
ITERATION • A current campaign that needs to be updated or refreshed - same audience, same purpose, updated copy. • NOTE: ANITICIPATE MAJORITY TO FIT IN THIS CATEGORY	$13,300 / campaign

MEDIA	Estimated Costs
Paid data and media budget planned per campaign inclusive of out-of-pocket costs plus 12.5% for ongoing media buying, trafficking, analysis, media optimization for each campaign, inclusive of paid search, paid social, trade publications and programmatic.	$10,000 / campaign / month

INVESTMENT SUMMARY

- o Initial commitment is Strategy & Planning, Core Team retainer + 2 Pilot campaigns:
  - o $294,000 agency fees
  - o $80,000 budgeted media/data costs
- o Ongoing Campaign and Media budget expected to be adapted as we test and learn
- o Summary assumes each campaigns run 3-4 months
- o 3rd party costs including media, travel, data, photo/image licensing passed along at cost
- o See separate "Powerflex_2023_Investment Summary.xlsv" for detailed breakdown

INVESTMENT SUMMARY	Estimated Costs
Strategy & Planning	$52,000
Core Team • 7 months core retained team (June – December)	$195,375
Total Campaign Budget • Inclusive of: all one time and set up costs, all campaign asset production, all media planning, trafficking and reporting • Assumes 2 Pilot Campaigns + 13 iterations	$218,900
Total Media and Data Costs • Inclusive of OOP media, media trafficking, analysis, optimization and reporting and potential list acquisition • Assumes $10k/campaign/month and 15 campaigns in market combined 41 months	$410,000
Total	$876,275

ASSUMPTIONS

o Overall project and program management of 2023 PowerFlex campaigns

o GTM plan building on PowerFlex campaigns provided and existing key assets and pillar pages (Media plan, audience acquisition, messaging by touchpoint

o Creation of campaign assets:

  o Email nurture for owned DB (copy and imagery using existing template)

  o Landing page (copy and imagery using existing template)

  o Organic social (copy and imagery using existing template)

  o Paid media assets (copy, imagery, production) as determined by media plan

o Campaign creation assumptions:

  o Assumes all assets kick-off together and are produced together

  o Assumes imagery and ads are static.

  o Assumes templates are already created in Pardot.

  o Assumes emails are image selection and copy only.

o Campaign execution

  o Creation of journeys, emails and landing pages within PowerFlex's systems (existing templates)

  o Trafficking of paid media assets

  o Overall campaign management over 8-12 weeks of campaigns in market

o Insights:

  o Reporting using existing PowerFlex dashboards

  o Ongoing campaign monitoring and optimization

  o Summary campaign results

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WHY Mx

1

ROI

A proven record of partner approach with clients to ensure we make an impact on their business.

2

SPEED

Highly experienced team ready to start and able to shift and adapt as needed. Minimal time needed for PowerFlex team to manage the agency.

3

TRUST

30+ years of demand generation experience for B2B business. B2B Marketing's 2022 agency of the Year.

YOUR AGENCY TEAM

YOUR TEAM

SARAH LAPALOMENTO
Account Director

Sarah joined The Mx Group with major agency experience in the telecom, finance and home services verticals, working with clients such as Cox Business, Scottrade and American Home Shield. She specializes in managing dynamic, data-driven campaigns across all digital and traditional channels — focusing on connecting specific audiences to their optimal journey to drive results. Sarah earned her BBA in marketing from Southern Methodist University, minoring in English.

MATT BINZ
Senior Director, MarTech & Applied Intelligence

Matt leads the MarTech and Data & Insights teams at The Mx Group, which includes strategy and implementation in areas such as digital strategy; data research and analysis; martech implementations; analytics and reporting; and conversion optimization. He has over 15 years of experience across hundreds of digital projects, starting as a web and application developer before moving into business analysis, digital marketing and project management. His digital marketing experience crosses multiple industries, including manufacturing, construction, retail, nonprofit, education, technology and health care. Matt holds a B.S. from Purdue University.

PETE BAUGHMAN
Senior Director, Media

Pete Baughman recently joined The Mx Group with the goal of building out its paid media capabilities as a way to further add value to current (and future) clients. As a Senior Director of Activation Strategy, Pete will enhance cross-team collaboration and bring new thinking in house at The Mx Group. Pete holds a B.S. B.A. in marketing from Washington University in St. Louis. His wide variety of agency experience and long tenure in media strategy bring along a lot of excitement with it.

STEVEN PICANZA
Strategic Planner

Steven Picanza is an award-winning brand strategist with a core purpose centered around helping businesses and organizations make smarter branding and marketing decisions. It's his "glass half full" type attitude coupled with his sheer candor and entrepreneurial spirit that drives him to bring authenticity back into the industry, serve as a catalyst for progress and inspire the next generation to do the same. Steven is also an adjunct instructor at Drexel University in Philadelphia as well as being a yearly guest instructor at IED - The European Institute of Design in Milan, Italy.

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YOUR TEAM

ANNE MARIE PURDY
Creative Director

Anne Marie brings over 15 years of design experience to The Mx Group. With an appetite for disrupting the status quo, she leverages her expertise in brand development and content marketing by unlocking impactful creative solutions and strategies for clients. Prior to joining The Mx Group, Anne Marie gained national recognition for her design work, winning awards from The One Show, D&AD, and Cannes, and in 2016 was included in the Chicago Design Museum's exhibit: "Unfolded, Made with Paper."

KAT KUDA
Senior Art Director

Kat has been part of The Mx Group since 2021, working with several different clients including Cox Automotive and SmileDirectClub. She has worked on projects that include multi-channel campaigns, video, print and digital. Kat's favorite projects to work on are the ones that are purpose driven and make the world a better place. When not behind a computer, Kat can be found behind a camera and hiking to new places with her beer-loving dog, @Samthebully.

BRANNON SMITH
Senior Copywriter

Brannon joined The Mx Group in October 2020. Prior to Mx, Brannon spent 10 years creating content for both B2B and B2C verticals, with account experience including HP, Audi, Outback Steakhouse, Metlife and Intel. Brannon's writing credits span print, digital and editorial, and he holds a B.A. in journalism from Indiana University-Bloomington.
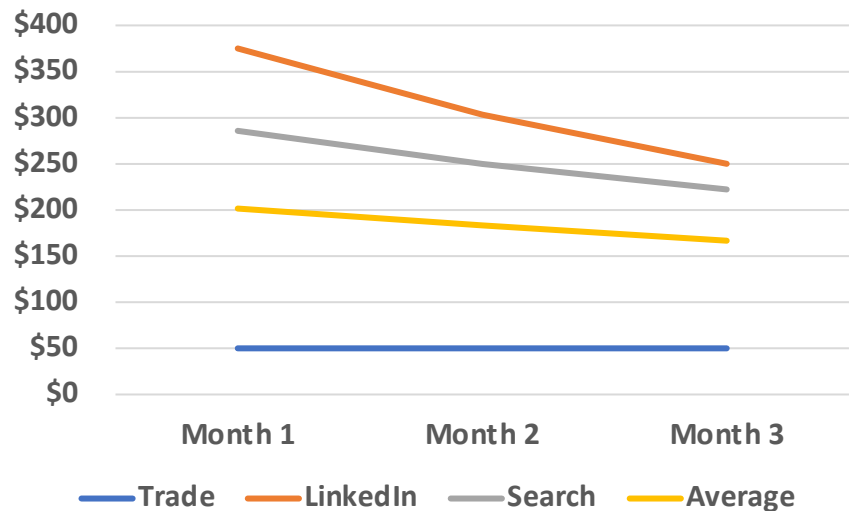
JEANNETTE RENTAS
Project Manager

Jeannette joined The Mx Group as a freelance project manager in December of 2020, where she learned the ropes quickly. After successfully supporting several large Mx accounts, she was hired full time in May of 2021 as a project manager. She brings over seven years of marketing project management experience and holds a Bachelor of Fine Arts in fashion design from The Illinois Institute of Art.

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MODELED CPMQL IMPROVEMENT

- Drawing from historic performance, we have modeled anticipated improvements to CTR and conversion rates for key channels.

- Improvements are seen over several months and are the result of placement optimization, not creative changes

- Trade optimization is dependent on optimization programs offered by publication partners and can not be modeled in the same way at this stage.

Channel	Metric	Month 1	Month 2	Month 3	Total
Example Campaign					
Trade	Spend	$5,000	$5,000	$5,000	$15,000
	MQLS	100	100	100	300
	CPMQL	$50	$50	$50	$50
LinkedIn	Spend	$20,000	$20,000	$20,000	$60,000
	Impressions	1,333,333	1,333,333	1,333,333	4,000,000
	CTR	0.40%	0.45%	0.50%	0.45%
	Clicks	5,333	6,000	6,667	18,000
	Conv Rate	1.00%	1.10%	1.20%	1.11%
	MQLS	53	66	80	199
	CPMQL	$375	$303	$250	$301
Search	Spend	20,000	20,000	20,000	60,000
	CPC	$5	$5	$5	20.00%
	Clicks	4,000	4,000	4,000	12,000
	Conv Rate	1.75%	2.00%	2.25%	2.00%
	MQLS	70	80	90	240
	CPMQL	$286	$250	$222	$250
Total	Spend	$45,000	$45,000	$45,000	$135,000
	Clicks	9,333	10,000	10,667	30,000
	MQLs	223	246	270	739
	CPMQL	$201	$183	$167	$183

THANK YOU