

The Mx Group

Case Studies for TerraCotta Group

January 2020

To present you with a full picture of our capabilities and experience, we have included three case studies for your review.

Case Study

Business Challenge

The world of manufacturing is at a crossroads. The current generation of distributed control systems (DCS) is reaching obsolescence, but the correct path to replacement is unclear — and virtually all manufacturers rely on them for their operations. Uncertainty about the choice of technology, the pace of replacement and the reality of ROI has many manufacturers clinging to the status quo, even as they know they should be making a change. Compounding the issue, the decision-makers with the most knowledge about DCS issues are not the ones holding the purse strings.

Our client MAVERICK is a multinational process manufacturing consultant with the expertise to help manufacturers of any size find the right path to a DCS upgrade and ensure a major return on the investment. They just needed a way to get their customers to see it, believe it and act on it.



Our Approach

In our discovery sessions, we learned that there were two distinct personas we needed to gain the trust of in order to be the lead partner in their migration effort, and to persuade in order for MAVERICK to win business — the Project Engineer and the Strategic Business Leader.

We also learned that much of the audience was self-conscious, or even ashamed, to not already be ahead of the DCS challenge, and they were hungry for both strategic and tactical information. As much as they knew they should be moving, no one was sure of the direction. As such, an all-in-one DCS solution seemed most attractive, since

the very idea of an upgrade struck the audience as a disjointed process. Simply put, they wanted “one back to pat, one butt to kick.” This was a key insight to build the campaign platform around and was a key input into the creative execution of the campaign.

Marketing and Media Management	2-Jan	9-Jan	16-Jan	23-Jan	30-Jan	6-Feb	13-Feb	20-Feb	27-Feb	5-Mar	12-Mar	19-Mar	26-Mar
DCS Next Campaign	2-Jan	9-Jan	16-Jan	23-Jan	30-Jan	6-Feb	13-Feb	20-Feb	27-Feb	5-Mar	12-Mar	19-Mar	26-Mar
DCS Next Press Kit Development													
Q1 DCS Next Whitepaper													
DCS Next Wiki Page Development													
DCS Next Print Ad													
Ad Placement in Publication													
DCS Next Channel Changer													
DCS Next Page on MavTechGlobal.com													
DCS Next Banner Ads													
DCSNext.com													
DCS Next Brochure													
Dan the DCS Man Facebook/Twitter page development													
DCS Migration Calculator													
DCS Next Sales PPT													
DCS Next BDM Talking Points													
Vast Team Meeting													
Text Ad Refinement													
DCS Next Text Advertising													
Q1 DCS Next Whitepaper Syndication													
Q1 DCS Next Banner Advertising													
Q1 DCS Next Lead Acquisition email													
Q1 DCS Next Lead Acquisition Direct Mail													
DCS Next Web Video													
DCS Migration Calculator Promotion email	2-Jan	9-Jan	16-Jan	23-Jan	30-Jan	6-Feb	13-Feb	20-Feb	27-Feb	5-Mar	12-Mar	19-Mar	26-Mar
Priority Q1 Projects													
Miscellaneous Marketing Activity													
Personas													
Mav-Care Campaign Creative													
Site Architecture Project													
Site Content Development													
Corporate Brochure Structure and Content Update													
Corporate Sales PPT Hierarchy and Development													
Q1 LinkedIn.com Package Update													
Q1 LinkedIn Profile Review													
Q1 External Newsletter													
Q1 Internal Newsletter													
Maverick Automation Index													
Cyber Security Channel Changer													
Cyber Security Web Page													
Keyword Implementation													

Creative and Messaging Strategy

The Mx Group turned MAVERICK's broad and deep set of capabilities into one simple "product" package, and we named it **DCSNext**. The logo we developed features a bold red arrow that represents taking action to move forward, combined with the tagline **Don't replicate.**

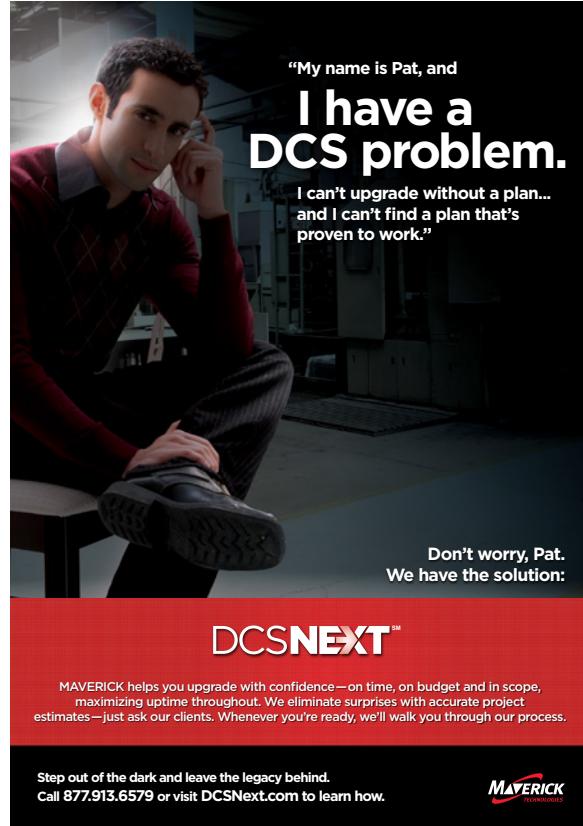
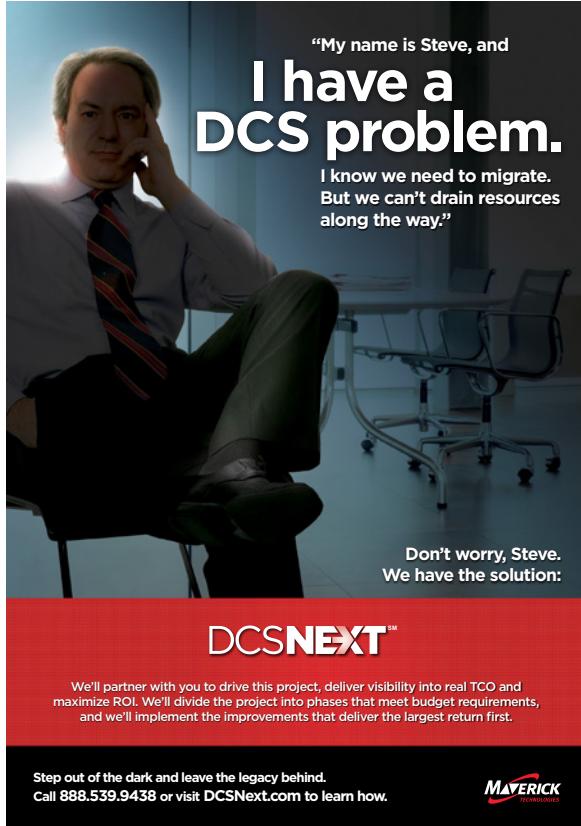
Innovate. Together, the lock-up tells MAVERICK's customers, "This is not about a machinery upgrade, this is an investment that will change the way you do business."

To kick off a well-integrated, multi-media channel campaign, we launched the campaign with full-page print advertising in manufacturing trade publications. Because so much of the real-world emotion about this topic was self-consciousness, the concept centered around a series of hidden-identity confessionalals. A subject, in heavy shadow, states his name and admit he has "a DCS problem."

MAVERICK responds, "Don't worry. We have the solution: DCSNext."

This microsite was the hub for the content marketing effort, serving as the center for engagement of the prospect – providing the educational material they sought and access to experts.

The screenshot shows the DCSNext microsite homepage with a dark header featuring the DCSNext logo and the MAVERICK Technologies logo. The top right corner has a "CALL 888.917.9109 TODAY!" button. The main content area includes a video player showing two men in a meeting, a "Straight Talk on DCS Migration" section with a "WATCH NOW" button, and sections for "DCS Gap Identification" and "DCS Top 10". Each section has a download button ("Download white paper now" or "Download PDF now") and a "Click to chat live with an expert" button. The footer contains links for "Call us today" (888.917.9109), "About Us", "Services", "Partners", "Industries", and "Latest Thinking", along with social media icons and copyright information.

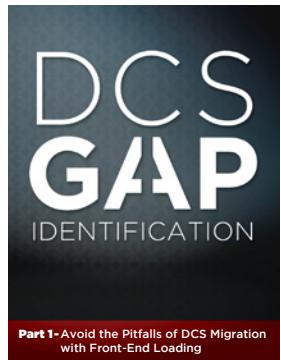


The ad series addressed multiple buyer personas by customizing the nature of the problem to resonate more with the Project Engineer or the Strategic Business Leader. The campaign drove responders to a microsite dedicated to DCSNext that delivered in-depth thought leadership of real value to manufacturing decision-makers. The content portfolio included white papers, articles in major trade publications and expert videos.

The content marketing platform was very comprehensive, spanning digital assets from white papers to ROI tools and interactive platforms like webinars and chats with experts. A multi-channel demand generation program leveraged a wide range of thought leadership assets, including webinars and white paper downloads to deliver a steady flow of leads. Tactics encompassed print and online advertising as well as SEO and paid search.

Ad series depicting decision-makers anonymously expressing the reality of their migration dilemma.

Thought leadership and a byline created by The Mx Group for the campaign.



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 industries.²
- Connectivity - exchange process information with business systems.
- Security - meet new control system security requirements.
- Process control or HMI (Human Machine Interface) functionality improvements.

Watch a panel of DCS experts discuss the biggest DCS migration challenges and how to overcome them. The webinar includes:

- A preview of trends across industries
- Principals of DCS migration, including front-end planning
- A case study on a recent legacy platform migration
- A Q&A session to hear real questions from the audience

CONSULTING - SPECIFYING engineer

LOGIN Username Forget password?

Subscribe
Manage Account

[Research](#) [Webcasts](#) [Newsletters](#) [Magazine](#) [Advertise](#)

[Trending](#) [New Products](#) [Power](#) [Fire, Life Safety](#) [Electrical, Lighting](#) [Building Types](#) [Codes and Standards](#) [HVAC](#) [Education and Training](#)

Sponsored by:

Developing automation talent

Implementing process-focused automation talent development can have a significant impact on the future of manufacturing in the U.S.

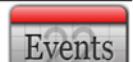
Mike Gavin, Maverick Technologies
10/22/2012

The current shortage of skilled automation professionals in the U.S. is a problem the manufacturing industry can't afford to ignore. Without bold action, this gap will likely continue to grow, and eventually reach the point of irreversibility. It is a vicious cycle: The lack of talent encourages outsourcing of work. And the loss of work encourages a lack of interest in the profession.

But there's good news: It's not too late to reverse the course of this trend—perhaps enough to create a virtuous cycle that helps American manufacturing on the whole.

"Talent is the key," said Paul J. Galeski, CEO and founder of Maverick Technologies, a global manufacturing automation services firm. "Without the domestic talent to help U.S. manufacturers transform and compete more efficiently in a global economy, the jobs will go elsewhere. Or companies will fail and the jobs will disappear. Either way, talent is the linchpin in the potential American manufacturing renaissance."

Reversing this decline requires a thorough understanding of the underlying causes: loss of our current talent base and a lack of an established way to correct it. We're losing the talent we've always had. As time passes, people retire. However, the trend toward implementing early-retirement packages as a cost-cutting measure is accelerating the natural attrition rate. Early retirees



Recent News

- Top 5 Consulting-Specifying Engineer articles, July 14-20: NFPA 72-2016, commissioning, LED lighting, more
- Power for fire pumps
- Arup Thoughts: Making the most of daylight
- LED lamps with retrofit options
- Weekly merger, acquisition, deal update: July 18
- The history and mystery of the Nehru-McGrath formula

DCS MIGRATION: YOUR OPPORTUNITY TO REALIZE THE FULL PROMISE OF THE PLATFORM

You know the situation. Your legacy distributed control system is central to your business, but it's not working like it should. It was state-of-the-art 20 years ago. Now it's limping along with patches, compromises and short-term solutions. To make matters worse, your vendor has stopped support. No new parts, no more software patches, no long-term plans.

You have no choice but to migrate. But it's a scary undertaking for most oil refineries and petrochemical plants. There's the fear of spending millions of dollars, losing weeks to shutdown and potentially risking your entire business. Can you assure that your migration will succeed? And with MAVERICK Technologies, you can get much more than that.

DCS NEXT: MORE THAN MIGRATION

MAVERICK knows the first rule is to realize that DCS migration can do more than just keep operations moving the same way they always have. It's an opportunity for a manufacturer to innovate an entire enterprise through next-level features and efficiencies.

Having completed more than 1,000 successful projects in 45 countries, MAVERICK offers DCS platforms for oil refineries and petrochemical plants worldwide. MAVERICK has honed its experience and know-how in the true DCS migration breakthrough solution called DCS Next.

THE POWER OF PLATFORM INDEPENDENCE

When it's time for DCS migration, manufacturers often look to the OEM as assistance. This route makes sense in some cases, but only a few manufacturers have the insight and expertise needed to deliver the full impact of the latest DCS technology. That's why many manufacturers depend on MAVERICK.

MAVERICK takes a platform-independent approach to DCS migration. By focusing on business needs instead of merely swapping out I/O, MAVERICK provides a migration plan for your facility that integrates with your other operational systems—maximizing the positive impact on the bottom line. With this level of assistance, you won't just survive the migration process, but will become more powerful because of it. In essence, DCS Next has a painful necessity into an exciting opportunity for advancement.

HOW IT WORKS

DCS Next combines a comprehensive study of business needs, a wider approach to engineering and design, and support—all to ensure that the upgrade doesn't just bring you to the future, but gets you ahead of the competition for years to come. MAVERICK looks at your needs from every angle to find the right migration plan for the business, with minimal disruption and downtime.

DCS Next is a turnkey solution with three phases:

1. Plan: Because every enterprise is unique, each DCS Next education begins by identifying specific needs in a four-step comprehensive study to define system boundaries, understand I/O, refine system detail and develop a project plan. The end result is visibility into the real total cost of ownership (TCO), allowing MAVERICK to identify parts of the project that yield the highest return first.

SPONSORED CONTENT



The Plan phase of DCS Next involves a four-step comprehensive process.

2. Deliver. With experienced DCS experts located around the globe, MAVERICK is continuously available on-call throughout the migration process. MAVERICK serves as the single point of contact.

MAVERICK works closely with your staff right on the plant floor. While work moves forward according to budget and scope, MAVERICK can also flex with the day-to-day needs of the facility. DCS Next solution keeps the plant operating efficiently during and after migration, minimizing downtime and costs.

Platform independence allows MAVERICK to work closely with any DCS vendor or OEM, handling all the details and leveraging every resource to optimize the performance of the facility. No benefit of the new technology is compromised or under-exploited.

3. Sustain. DCS Next is not a "replace-and-run" solution. MAVERICK believes that a migration to the next level of DCS technology should return long-term benefits for the investment.

MAVERICK offers a full range of sustaining services that include a 24/7 call center, remote assistance and training for staff on the latest tools and software — helping you lock in the gains achieved through DCS migration.

MAVERICK has launched a new website about the solution. DCS-Next.com is loaded with detailed information on the process. Any business thinking about DCS migration now has a new place to get started.

DCSNEXT[™]

Don't replicate. Innovate.

CONTACT INFORMATION

265 Academy Street
PO Box 470
Columbia, MO 65236
877-913-6579
Fax +1 612-811-6191
info@maevtechglobal.com
maevtechglobal.com

HIGHCARBON PROCESSING GLOBAL TURNAROUND AND MAINTENANCE 2012 173

INTEGRATOR VIEW

Tidal Wave of DCS Replacement On the Horizon

ON THE WEB

Find an Integrator CSIA offers an online directory that can help manufacturers find the right integrator for their migration project. Visit csia.csia.org

DELIVERABLES EXPECTED

Planning needs to be a continuous cycle of assessing business requirements, developing a migration plan, defining system boundaries, understanding inputs and outputs, and refining the system details. Automation service providers can be expected to deliver a complete plan for DCS migration, including the business case, project budget, I/O list reconciliation, detailed project execution plan, defined interfaces with information systems, vendor comparisons, plans for commissioning and documenting the work, training and transfer of ownership. As the project develops, manufacturers can expect detailed design drawings and functional specifications.



Once the initial migration has occurred, manufacturers will want to lock in the gains achieved by implementing a preventive maintenance program and ongoing staff training on the new tools and software. DCS migration is not a "replace-and-run" solution. Continuous improvement is necessary to sustain the gains and contribute to key productivity indicators.

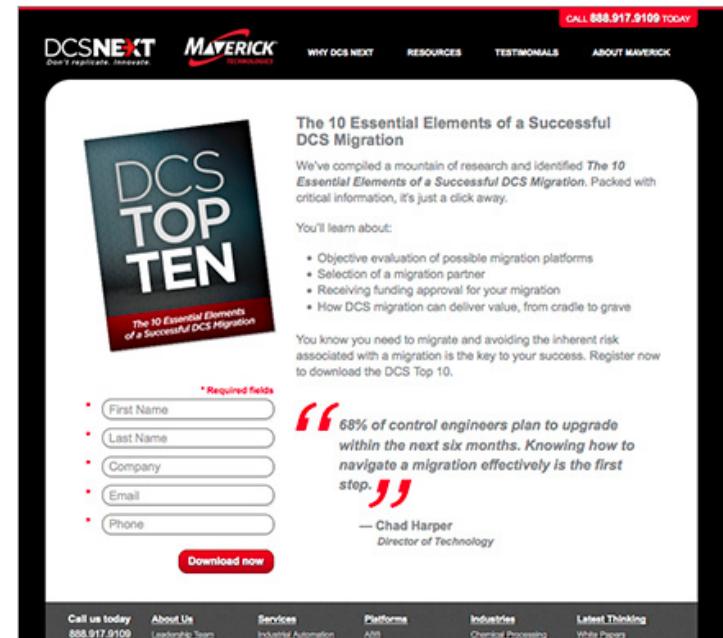
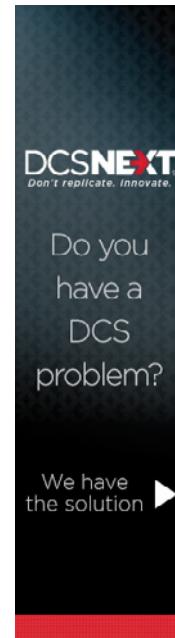
The control system is the manufacturer's primary tool for running the operation. Profit margin, quality control, production and human safety all depend on the reliability of process control systems. A DCS migration is a once-in-a-generation opportunity to make your manufacturing business better.

Paul Galeski, P.E., paul.galeski@maevtechglobal.com is chief executive officer at Maverick Technologies and a Control System Integrators Association (CSIA, <http://csia.csia.org>) certified member. Galeski also is a Certified Automation Professional and ISA Fellow.

Success Metrics

Our campaign produced:

- **8,357** total visits to DCSNext.com
- **777** asset downloads
- **3,197** leads, with **816** sent to MAVERICK's salesforce
- **45 major editorial placements** in 2013
- **12 million impressions** with an advertising equivalency of more than \$400,000



A screenshot of a Google search results page for the query "DCS migration". The results include several ads and organic search results. Two ads from MAVERICK Technologies are visible: one for "Time to Migrate Your DCS?" and another for "DCS Migration - MAVERICK Technologies". An organic search result for "DCS Migration Solutions from Rockwell Automation" is also shown.

The lead generation program was comprehensive and optimized for search and social engagement of the prospect to attract qualified prospects to put into MAVERICK's funnel.

U.S. Cellular's business direct team was limited in the exposure for their group by a web presence buried as a section of the company's consumer website. This business section was both difficult to find and difficult to navigate, while offering no ability to tell a compelling B2B-focused narrative to attract the type of leads the business team was looking for.

A shift in focus brought the business area a dedicated web presence focused on lead generation through the development of business-to-business content, search-optimized content structure and search engine marketing, and digital advertising programs to drive awareness and conversion on the site for multiple buyer personas.

Case Study

Business Challenge:

U.S. Cellular needed to rebalance marketing dollar investments to drive leads. Historically, U.S. Cellular's B2B marketing efforts and budget investments were focused primarily on driving awareness. We realized a shift was needed to optimize the mix between awareness, demand gen and sales enablement.

U.S. Cellular for Business needed an identity. Many business customers didn't know that U.S. Cellular offered more than just wireless connection.



Our Approach:

Our recommendation consisted of:

1. Reevaluating the existing B2B webpages, specifically focusing on the customer journey and how the information architecture of the site would need to support that.
2. Implementing SEM and digital advertising programs structured to send users at all stages of the customer lifecycle to relevant content on the new website.
3. Building a framework for data-driven optimization of the website, its content and the digital advertising programs driving traffic in order to increase the quantity but also the quality of the leads entering the U.S. Cellular sales cycle.
4. Reengaging with existing subscribers to U.S. Cellular email programs by creating new persona and solution focused journeys leading prospects to more relevant content and ultimately conversions.

Activities:

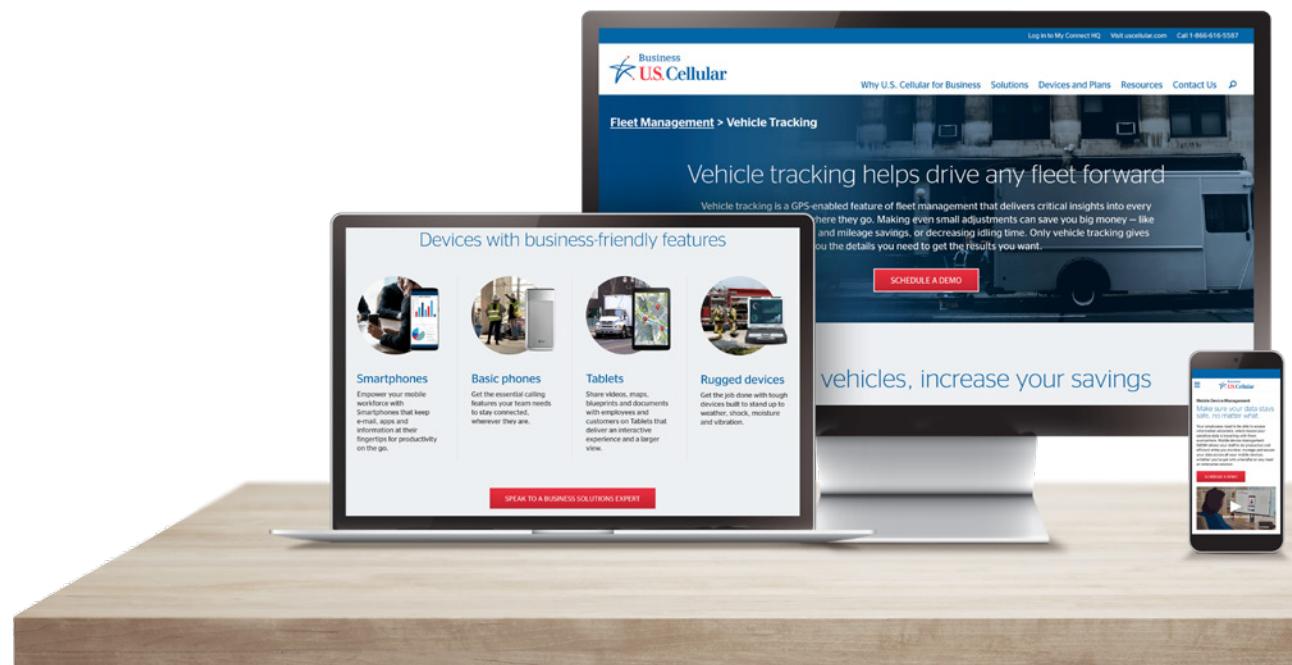
Microsite: The Mx Group led the strategy, design and development of a content-managed, B2B-focused microsite to serve as the content and conversion hub for dedicated campaigns around U.S. Cellular's business-focused solutions.

Marketo database assessment and configuration: We evaluated existing nurture streams and optimized for best practice, adding additional custom fields and standardization across all fields such as persona, industry, job function, etc. to leverage in future marketing.

Email journey creation: We created solution interest journey streams with persona-based messages that resonate with the core audience and their unique pain points.

Search engine optimization: The Mx Group has set a framework for ongoing search engine optimization of the new microsite, both in its standalone form as well as techniques that can be leveraged when the site is eventually merged back into the larger U.S. Cellular website as part of a corporate initiative.

Attribution and reporting setup: We've leveraged our broad expertise with data attribution and reporting to build a set of reporting dashboards for U.S. Cellular stakeholders, each focused on KPIs for specific stages of the customer journey. These dashboards are configured to pull live data, giving the U.S. Cellular team a live view of the various campaigns and efforts, with additional insight from The Mx Group team for key analysis and decision points.



Search engine marketing program: The Mx Group set up, manages and optimizes a dedicated search engine marketing program (SEM) for U.S. Cellular through the use of pay-per-click ads displayed on search result pages (SERPs). This program is designed to capture interest at all stages of the customer lifecycle, sending users to various destinations based on their intent. These destinations include everything from business need content for top of funnel, to solution detail and resource pages for middle funnel, to conversion forms for demo requests at the bottom of the funnel.

Conversion optimization program: The Mx Group has built an ongoing conversion optimization program for the microsite in order to further tune both the microsite and content direction over time. Using a data-driven approach, The Mx Group works with key stakeholders at U.S. Cellular to prioritize website changes based on actual experiments measured through a series of metrics and performance indicators.

Content creation: We worked with key stakeholders and product owners at U.S. Cellular to develop new content to support the customer-centric architecture of the website as well as direct linked assets from digital media campaigns.

Media content syndication: We distributed persona-based content through relevant media partner channels to drive leads into custom nurture programs.

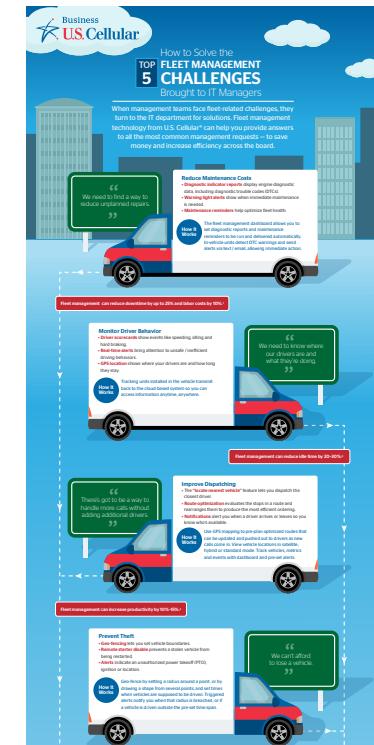
The screenshot shows the 'Public Safety Solutions' page under the 'Business U.S. Cellular' header. The main headline is 'Public Safety Solutions Now with Data Priority for Emergency Response Teams'. It features three circular callouts: 'GENERAL DATA USAGE: 18X INCREASE in mobile data traffic over the past 5 years!', 'DISASTER SITUATIONS: 20 MILLION social media postings during Hurricane Sandy.', and 'HIGH-TRAFFIC EVENTS: 19.8 MILLION LTE data connections during Milwaukee's 2018 Summerfest.' Below these is a section titled 'Public Safety Data Priority Pulls Your Data Out of the Crowd' with a sub-section 'Consistent High Quality of Service'. At the bottom, there's a contact message: 'Contact your local U.S. Cellular® representative or call 1-866-616-5587 today. Visit uscellular.com/business/publicsafety for more information.'

Source: 1. Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2016-2021, 2017. 2. Federal Emergency Management Agency (FEMA), "National Preparedness Report," 2013. 3. U.S. Cellular research, 2016.

Preliminary Metrics

Based on 9-months of data collected since launch of the new microsite, projected increases in key conversion actions versus the previous year will be:

- +200% increase in website sessions
- +71% increase in conversions
- +30% increase in MQLs (marketing qualified leads)



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.

Case Study

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:

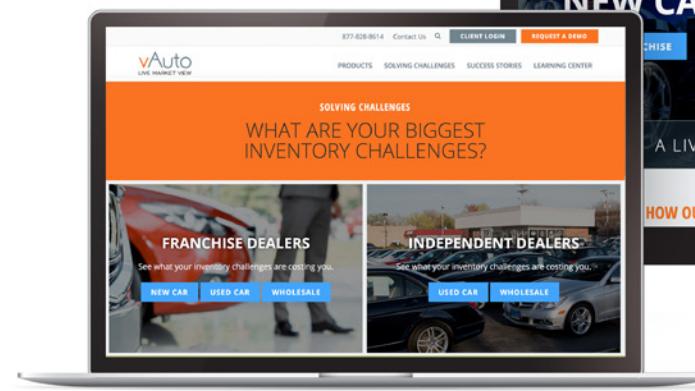
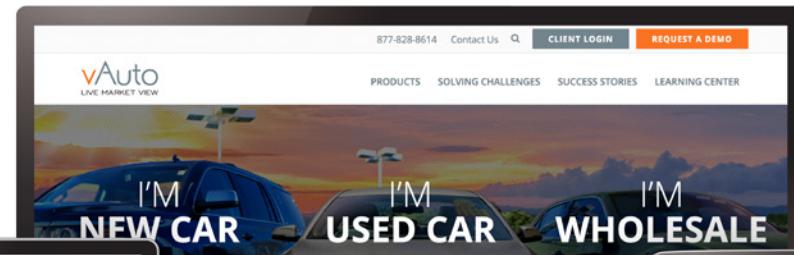
Marketo database assessment: vAuto already had an instance of Marketo set to sync with their instance of Salesforce.com. The Mx Group set up the fields required to profile and score prospects, and ensured the appropriate information would sync to the SFA once a prospect met the threshold of a sales-ready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



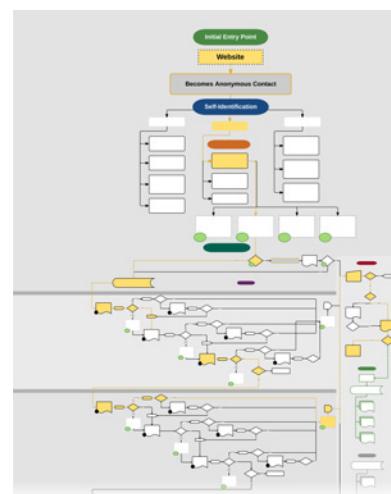
Scoring model development: New content and conversion paths allowed for more sophisticated scoring models that triggered different automation-enabled responses depending on a prospect's place in the buy cycle. For example, prospects who interacted with certain content on the site were scored for additional 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	SOLUTION	SELECTION		
Time Explaining the status quo / Committing to change	Customer Explaining possible solutions / Committing to a solution	Customer Justifying the decision / Making the selection		
Expectation Interaction Key Activities Lorum sed diam eget risus virus blandit ut amet non magna.	Customer Preferred Source of Info: Maecenas sed diam eget risus virus blandit ut amet non magna. Cras mattis consectetur purus sit amet neculae.	Customer Preferred Source of Info: Maecenas sed diam eget risus virus blandit ut amet non magna. Cras mattis consectetur purus sit amet neculae.		
Experience Lorum ipsum Lorum sed diam eget risus virus blandit ut amet non magna.	Customer Preferred Source of Info: Maecenas sed diam eget risus virus blandit ut amet non magna. Cras mattis consectetur purus sit amet neculae.	Customer Preferred Source of Info: Maecenas sed diam eget risus virus blandit ut amet non magna. Cras mattis consectetur purus sit amet neculae.		
Expectation vs. Experience Buyer's Questions Lorum ipsum Lorum sed diam eget risus virus blandit ut amet non magna.	Customer Positive: Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Negative: Maecenas faucibus mollis interdum. Customer Needs: Positive: Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Negative: Nullam id dolor id nibh ultricies vehicula et id elit. Maecenas faucibus.	Customer Positive: Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Negative: Maecenas faucibus mollis interdum. Customer Needs: Positive: Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Negative: Nullam id dolor id nibh ultricies vehicula et id elit. Maecenas faucibus.		
Content / Proof Points Required Lorum ipsum Lorum sed diam eget risus virus blandit ut amet non magna.	Customer Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula et id elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam. Fauci dapibus, tellus ac cursus commodo, tortor massa. Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula et id elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam. Fauci dapibus, tellus ac cursus commodo, tortor massa.	Customer Positive: Nullam id dolor id nibh ultricies vehicula et id elit. Maecenas faucibus.		
INSIGHTS AND KEY TAKEAWAYS				
5 RINGS OF INSIGHT				
PRIORITY INITIATIVES	SUCCESS FACTORS	PERCIEVED BARRIERS	BUYING PROCESS	PERSUASION CRITERIA
• Condimentum Sem • Adipiscing Inceptos / Lorum Consectetur • Pellentesque Etiam / Pharetra Magna Sem	• Condimentum Sem • Adipiscing Inceptos / Lorum Consectetur • Pellentesque Etiam / Pharetra Magna Sem	• Condimentum Sem • Adipiscing Inceptos / Lorum Consectetur • Pellentesque Etiam / Pharetra Magna Sem	• Condimentum Sem • Adipiscing Inceptos / Lorum Consectetur • Pellentesque Etiam / Pharetra Magna Sem	• Condimentum Sem • Adipiscing Inceptos / Lorum Consectetur • Pellentesque Etiam / Pharetra Magna Sem

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.

Stockwave
be a profit finder

Learn how these results can improve your bottom line.

10% increase in monthly retail sales	25% increase in front-end gross	50% reduction in time sourcing vehicles
--	---	---

Just think of the difference it would make for your dealership if you could take back time spent sourcing vehicles, sell more auction-sourced vehicles faster, and earn more gross on every one of them. Dealers across the country are achieving all of this and more by sourcing auction inventory with Stockwave.

It's time to crunch the numbers with our online calculator. Learn how much Stockwave can improve your results!

[TRY OUR CALCULATOR!](#)

Want to see how it works? [Take a video tour of Stockwave!](#)

in f G+

vAuto
LIVE MARKETVIEW

1001 S. Meyers Rd., Suite 700
Oakbrook Terrace, IL 60181

COX AUTOMOTIVE

This email was sent to . If you no longer wish to receive these emails you may [unsubscribe](#) at any time.

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](#)

STEP 4

YOUR NEW NUMBERS:

\$1,036,000
NEW TOTAL ANNUAL GROSS

\$777,000
CURRENT TOTAL ANNUAL GROSS

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

Interactive gross profit calculator

Search engine marketing: The Mx Group designs, manages and optimizes a dedicated search engine marketing program (SEM) for vAuto through the use of pay-per-click ads displayed on search result pages (SERPs). This program serves two distinct objectives, to build awareness for vAuto's services via its growing asset library as well to drive request for demo of their software solution directly from search.

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

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.

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.

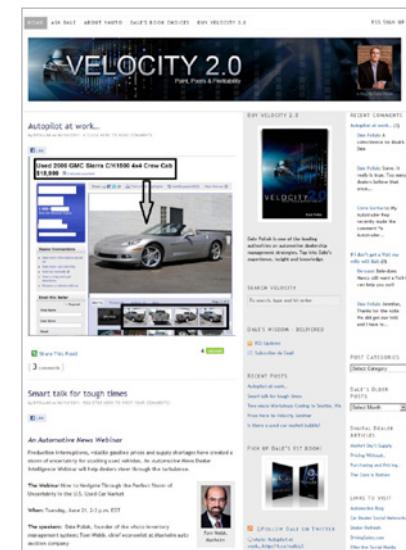
NOW, I NEVER GAMBLE.
I JUST WIN.

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

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.



Blog



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

We know it goes into choosing a dealership software solution. Before you make a decision, you want to be confident your choice is the right one. That's why we offer live online demos — an easy, no-commitment way to explore our tools, get answers to your questions, and take the first step toward making your dealership more efficient and more profitable.

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

- ➊ Take an in-depth tour of our software's interface and features.
- ➋ Test drive our tools to see how they can solve your unique business challenges.
- ➌ 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. >

DEALERSHIP
FIRST NAME
LAST NAME
EMAIL
PHONE
PRODUCT INTEREST
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

