

Hello SEEBURGER!

Agency Capabilities

A B2B Growth Partner

2nd
largest independent
U.S. B2B agency

110+
integrated
marketers



BEST AND
BRIGHTEST®
TO WORK FOR
IN THE NATION
WINNER 2024

Sixth Largest Global B2B Offering



 MISSION
PARTNER



**Technology
and SAAS**



Financial Services



**Industrial and
Manufacturing**



**Packaging and
Consumer Goods**



Trade Associations



Additional



“They Know Our Business as Well as We Do.”

Agency Capabilities



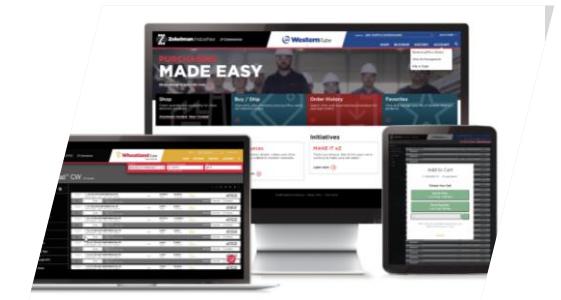
Strategy
and Insights



Creative
and Production



Content
Marketing



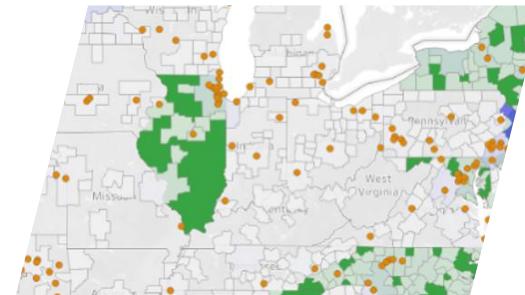
Digital
Experience



Digital Marketing
and Media



Demand Gen
and ABM

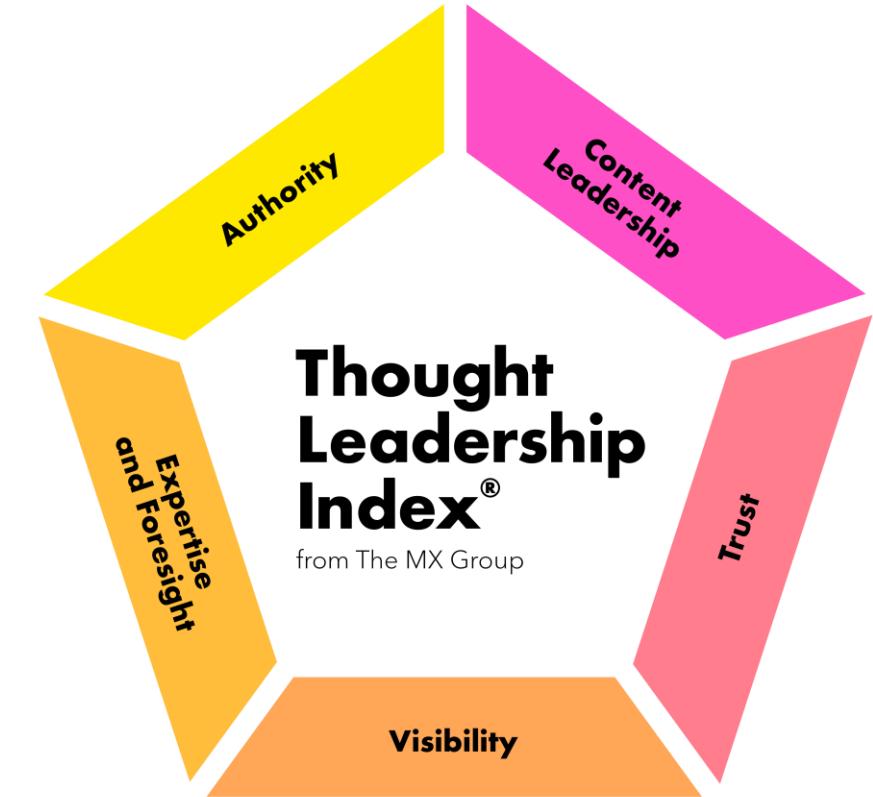


Martech
and Data



Sales and Channel
Enablement

Thought Leadership Index®



Developed in
consultation
with:

Northwestern
MEDILL
Spiegel Research Center

Digital Scan Metrics

Trust	Authority	Visibility	Expertise + Foresight
Website Trustworthiness	Brand Authority	Content Engagement	Search Ranking by Target Topics
Content Engagement and Sharing	Domain Authority	Social Media Mentions, Connections and Followers	Industry Citations
Net Promoter Score	Keyword and SEO Leadership	Media Citations	Audience Engagement
Customer Feedback and Reviews	Branded Search Volume		Keyword and SEO Leadership

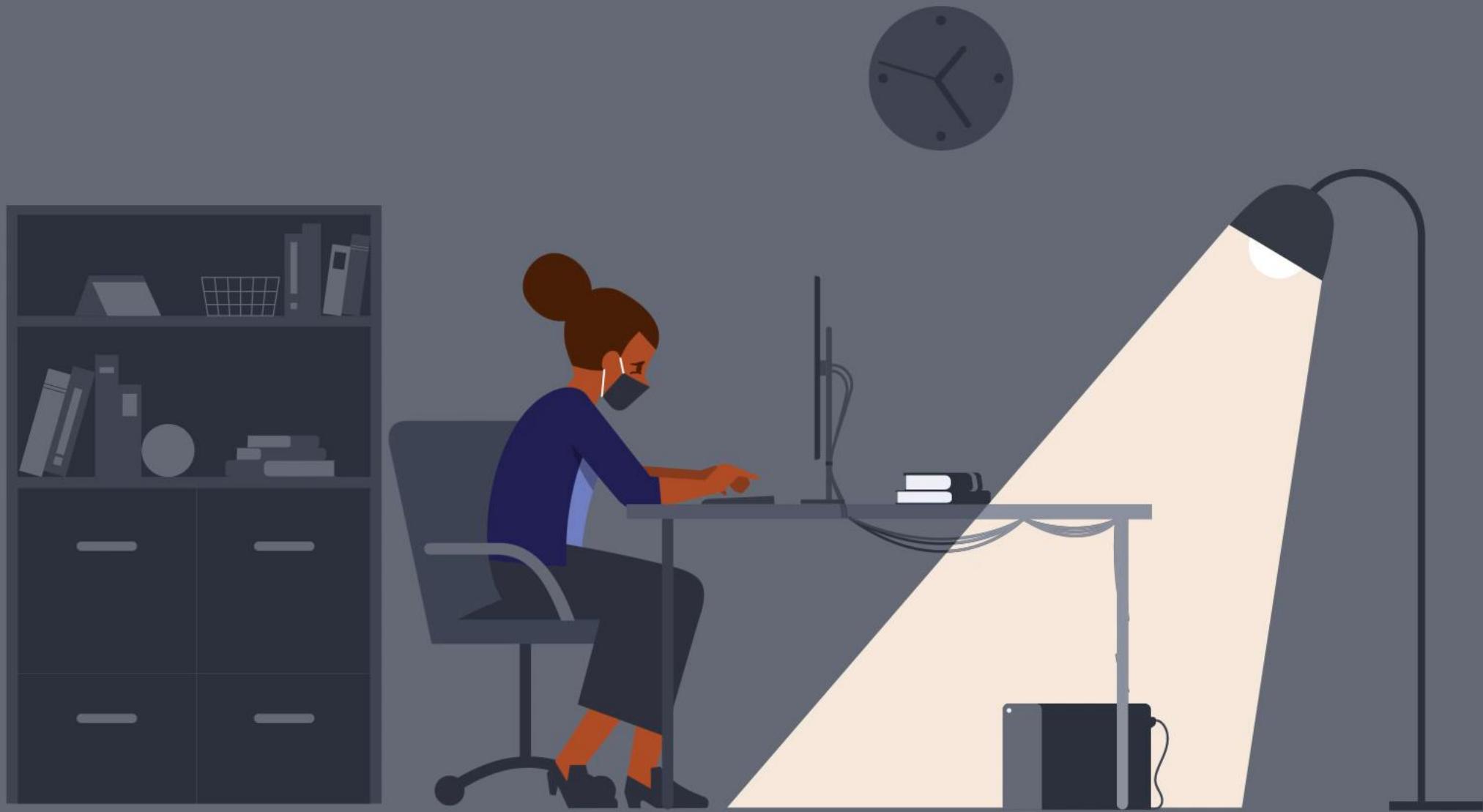
Brand Sentiment Analysis	Content Quality	Content Distribution	Content Quality
		Share of Voice	Innovation

Thought Leadership Index® Digital Scan Results

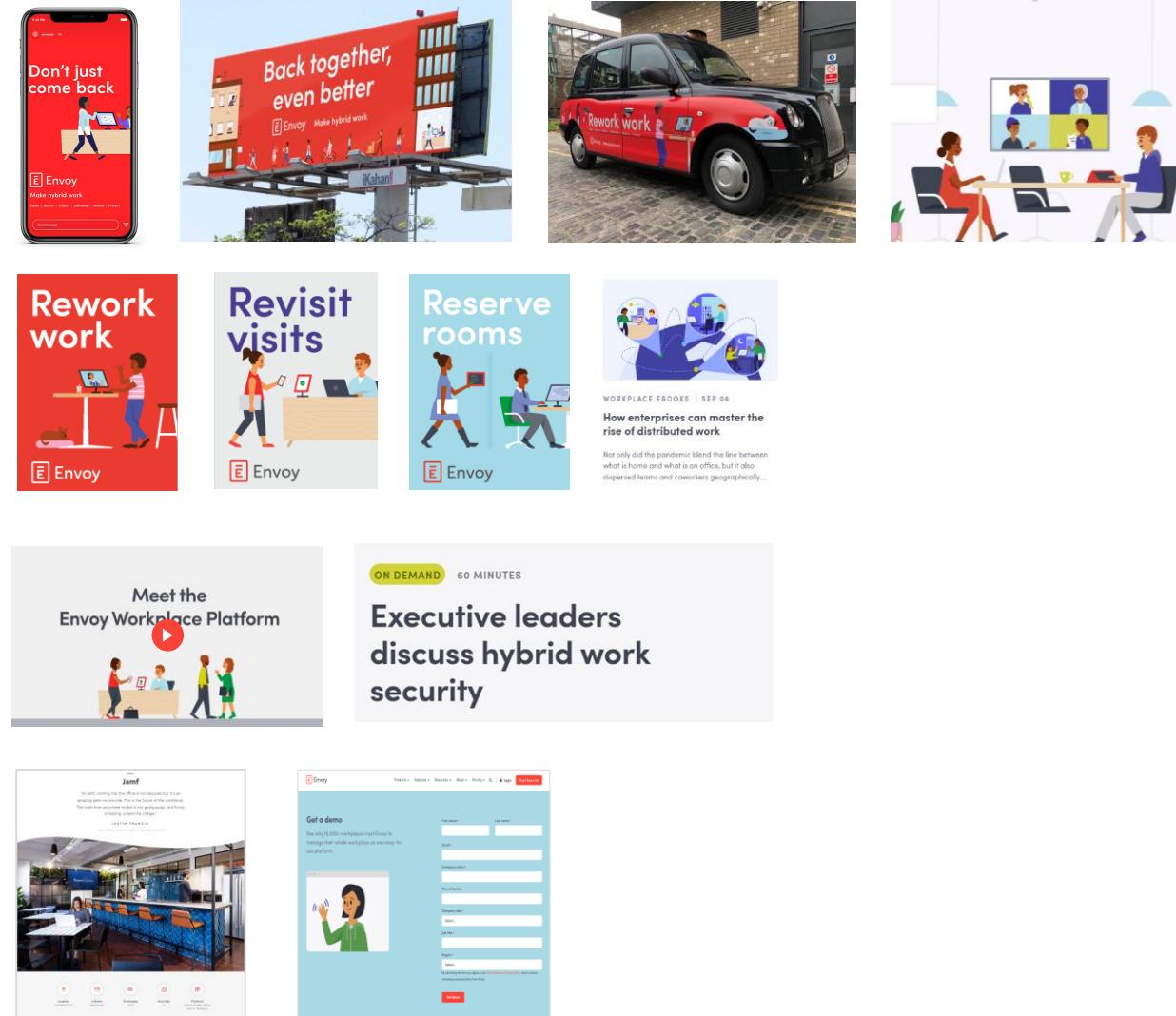
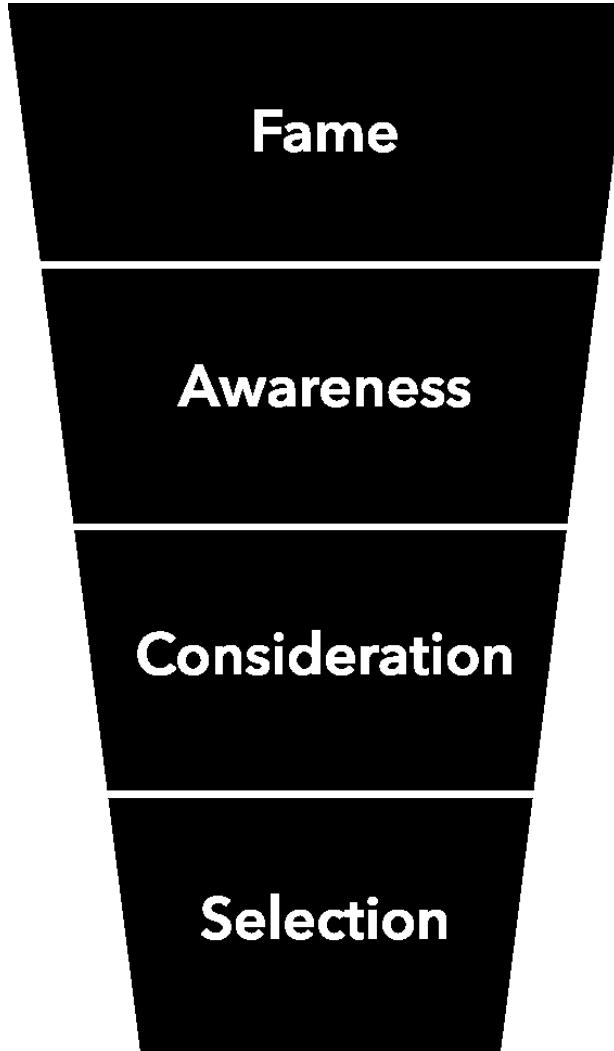
Company	Overall Metrics Score	Trust	Authority	Visibility	Expertise + Foresight
		25%	25%	25%	25%
SEEBURGER	1.5	0.3	4.5	0.0	1.1
MuleSoft	2.1	1.0	5.8	0.4	1.3
Tibco	2.8	-1.1	6.3	5.1	1.1
Axway	2.0	1.0	5.8	0.1	1.2
Boomi	1.9	0.7	5.6	0.2	1.1
Zapier	5.9	0.3	8.2	8.9	6.2

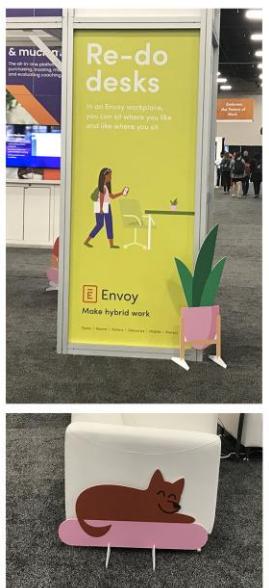


**Brand
Awareness to
Accelerate
Global
Demand**

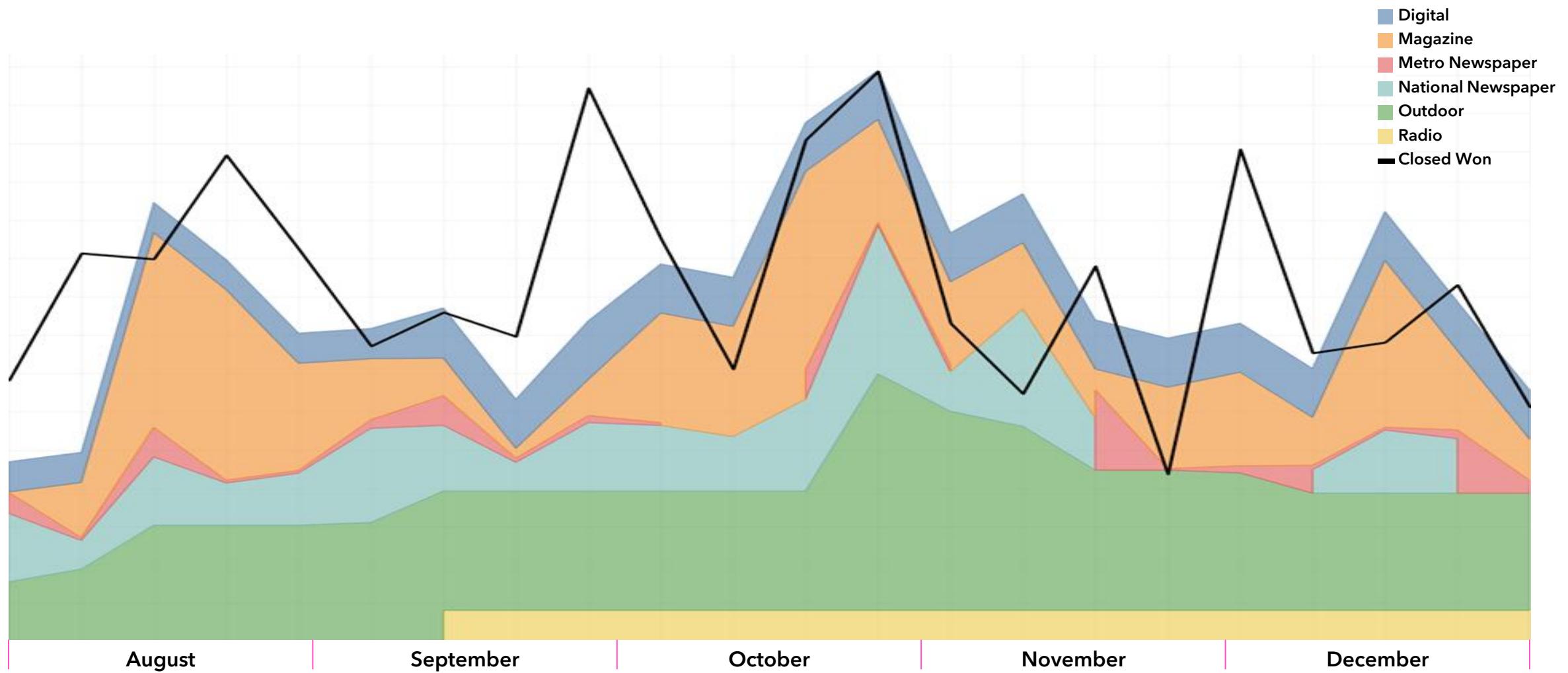


Unfolding Their Story Through the Funnel





Campaign Attribution



The Results

#1

Non-branded SEO
position for hybrid work

+98%

Lift in new website session

+249%

Increase in leads

+146%

Sales Qualified Leads

+84%

Lift in deal size during campaign window

+13%

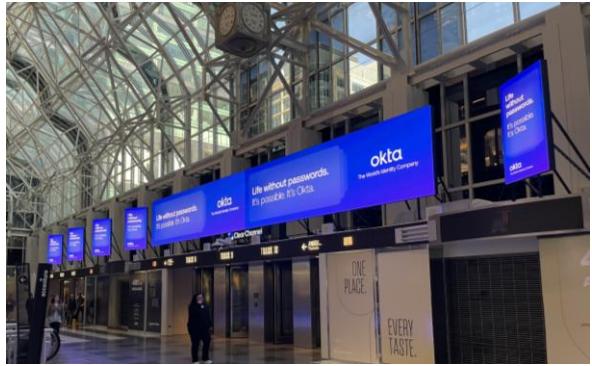
Lift in brand awareness

+4.5%

Trust of the Envoy brand



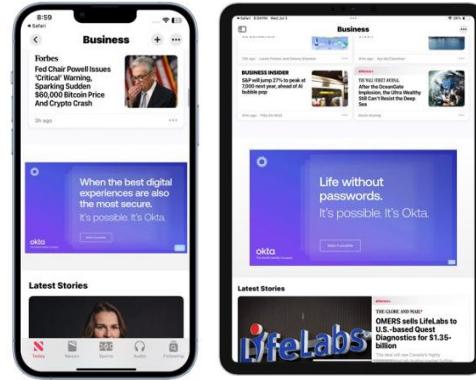
Building Brand Awareness for the Identity Company



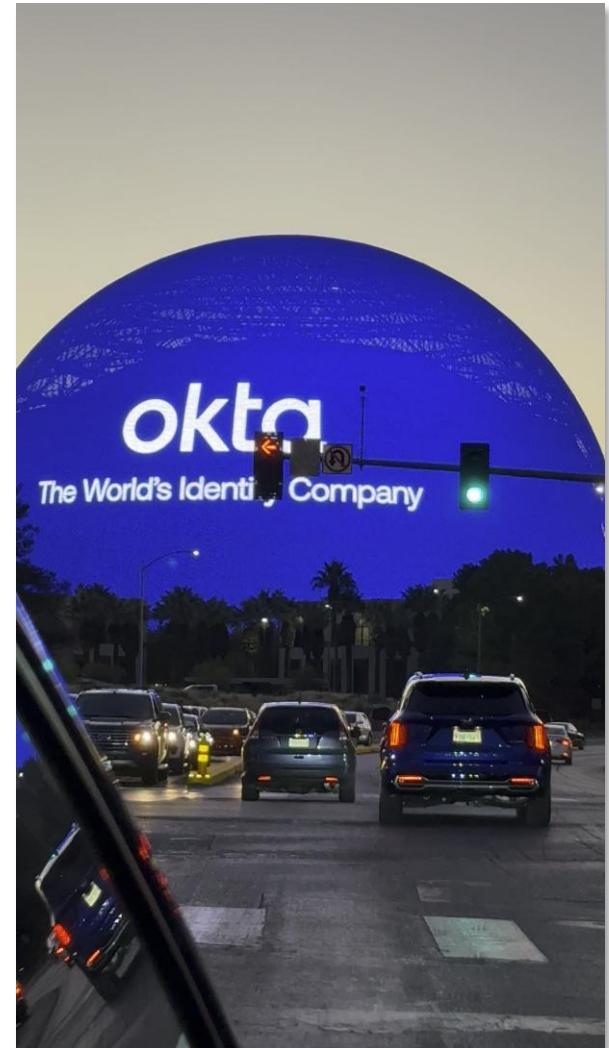
Chicago Union Station



WSJ



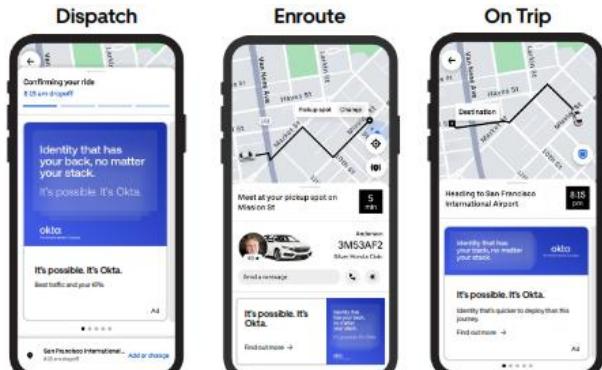
Forbes



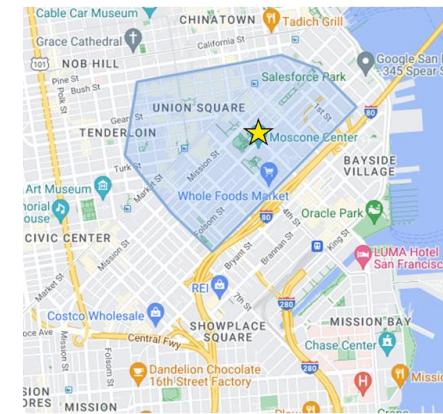
The Sphere



San Francisco Transit



Uber



Geo Digital

The Results

31%

Top of mind awareness in authentication, identity and access management, an impressive second position in unaided awareness, right after Microsoft

60%

Aided awareness in authentication, identity and access management

+17%

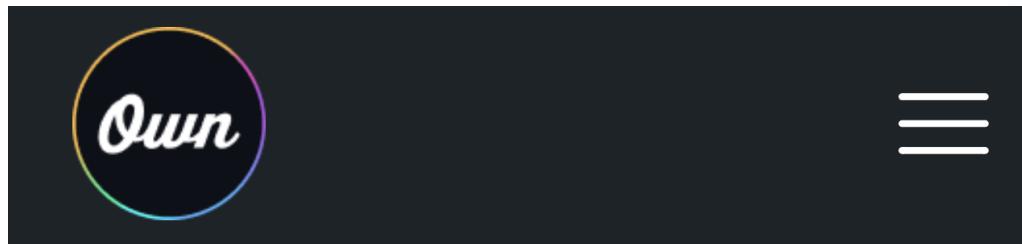
Increase in branded search

+38%

Increase in high value unique conversion



Creating Awareness For A New Category Of Software



OUR VISION

The promise of simplicity propelled SaaS into the mainstream but that promise of simplicity never extended to data.

The collage includes:

- A screenshot of the Salesforce AppExchange listing for "Own Recover - Salesforce Data and Metadata Backup & Recovery". It shows a 4.96 average rating from 512 reviews.
- A screenshot of the Own product page on G2, showing a 4.6 out of 5 stars rating with 79% for 5 stars, 19% for 4 stars, and 0% for 3, 2, and 1 stars.
- A badge for the "2022 WINNER" of the "Salesforce Partner Innovation Awards" for "Own{backup}".
- A badge for "Best Usability WINTER 2022" from G2.

Creating Category Awareness



Mobile Billboard



Airport Takeover



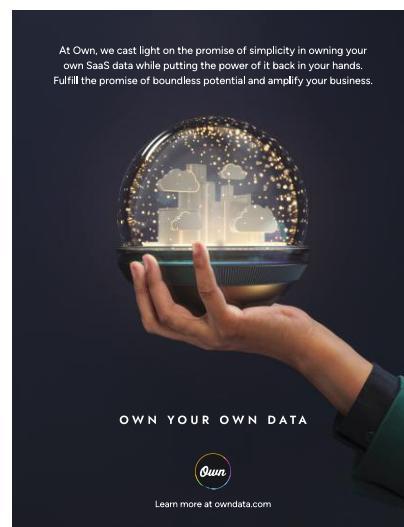
Laser Projection



Off-site Event

A screenshot of a LinkedIn post from "Own Company" (@Own). The post features a mobile billboard image with the text "Declare Your Data Independence" and "own{backup}". It includes a caption about retail cybersecurity challenges, a download link for a report titled "NAVIGATING RETAIL'S CYBERSECURITY CHALLENGES", and a link to a blog post titled "Data Fortification: Navigating Retail's Cybersecurity Challenges and Compliance Mandates in the Cloud". The post has 21 likes and 6 reposts.

Social



Premium Print

Results

+290%

increase in site traffic

+25%

increase in organic traffic

10,000

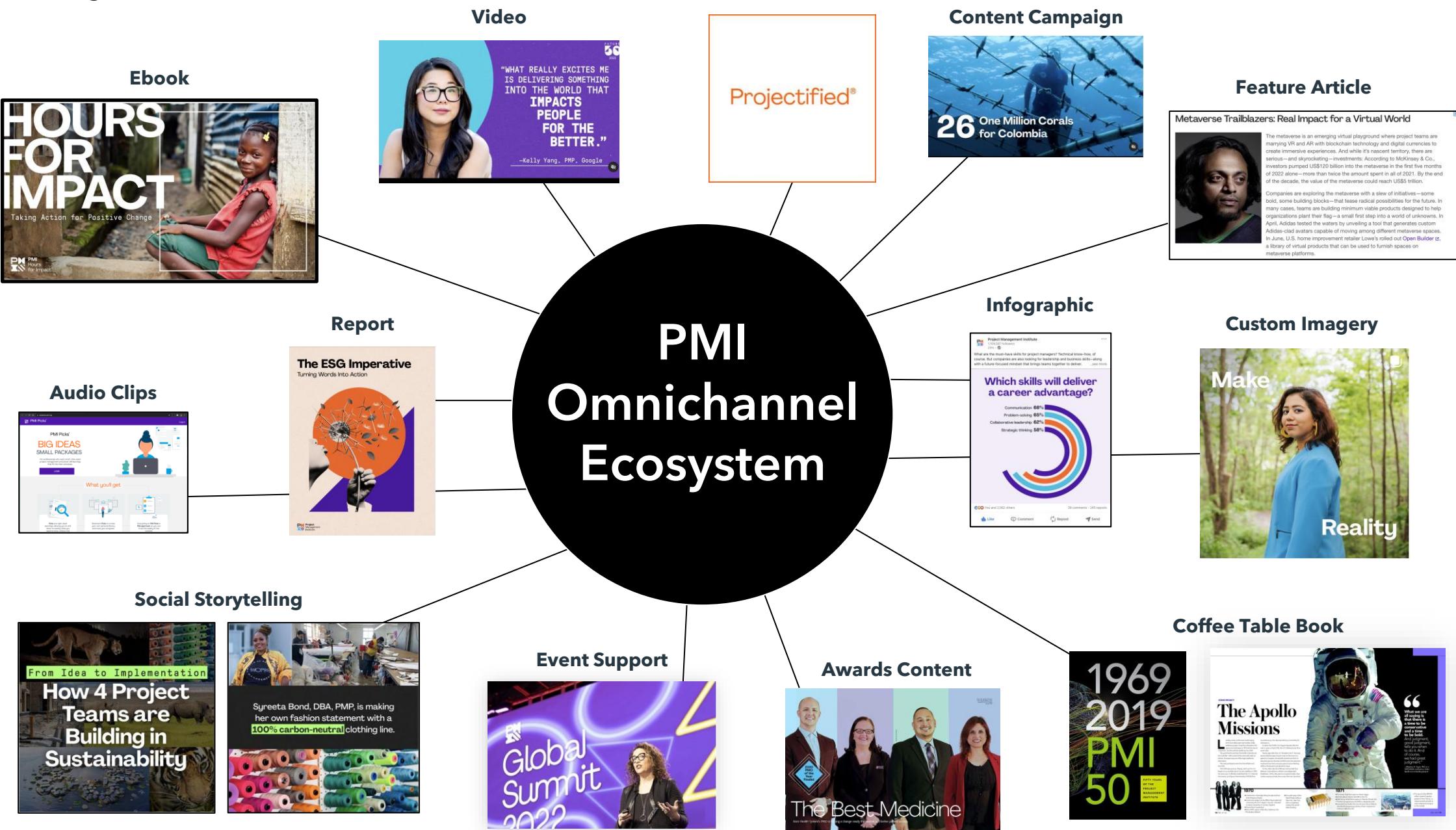
total increase in new users

6x

increase in demo requests

+200

mentions of campaign on calls



B2B Like It Oughta Be.