

The Future ForgeBiologics.com Experience

Website Design and Development Proposal

Hello Forge Biologics Team!

Dear Hannah and the Forge Team,

We're excited to be considered as your partner for your new website. At MX, we're driven by B2B because we're passionate about the impact our clients make on the world. You have a powerful and exciting mission and we would be thrilled to be a part of helping you tell your brand story.

For over 35 years, we have been at the forefront of B2B marketing, helping clients connect the dots between brand, demand and engagement. We're trusted by our clients for our deep understanding of B2B buyers and their needs – especially in a digital world.

You have a compelling and exciting brand. One that deserves to come to life in a website that empowers you as marketers to tell Forge's story and engage with your prospects and customers. We're confident that our experience creating websites that bring brands to life online makes us the right partner for your needs.

Together, we can create a new website experience that speaks with relevance to your customers, manifests your innovative perspectives and enables your sales and marketing to achieve ambitious goals.

Thank you for your consideration. We can't wait to get started!

Very Truly Yours,

Brennen Roberts
VP, Marketing and Growth

Why We're Excited

- Opportunity to help you advance your compelling and important mission
- Ability to bring your exciting new brand identity to life online
- Brings together our expertise on B2B buyers, digital experiences, brand building and storytelling
- Potential to support your team with a website that empowers you to turbocharge your marketing
- Ability to support your growth goals with a site that shapes perceptions and drives pipeline

What You'll See In This Response

Initial Thoughts

CMS Recommendation

Our Approach

- Our Process illustrated with client examples
- Case Studies

What It Will Take

- Your Core Team
- Pricing
- Timeline

Why MX

Appendix (Digital Media Capabilities, References)

More About MX



For more background and supporting materials to this proposal, please visit:

TheMXGroup.com/Forge

Password: Forge-portal

- Company Profile
- Standard MSA
- Agency Sizzle Reel
- Case Studies
- Selected Client Websites
- Relevant Thought Leadership

Initial Thoughts

Proactive Thinking About Forge Biologics Current State

Extended Digital Presence

"Core" and CDMO sites

Given our experience with multiple search engine advertising and promotional policies (including Google), we are familiar with the circumstances that led to your site/domain split.

However, to avoid competing sites (of which we've already seen some impact) and enabling a cohesive brand experience for your target users, we would recommend working with you to consolidate to a single site and domain in support of your unique business model and deploying targeted landing pages optimized for individual promotion on a specific subdomain.

We'd also recommend a review of your advertising campaigns to better leverage this type of setup.

Search Engine Optimization Roadmap and Ongoing Optimization

Significant opportunity to improve following a focused search engine optimization (SEO) effort.

In our review, there were a collection of technical issues that are putting a ceiling on the current site's visibility and ability to attract high-intent search traffic.

Additionally, a more comprehensive review of the industry and competitors would support expansion of organic search as a traffic and lead generation channel.

CMS Platform Recommendation

CMS Recommendation: WordPress

Flexibility & Scalability

- Customizable themes and plugins: easily customize website to specific aesthetic and functional needs.
- Performance optimization: built to handle small and large-scale sites. Paired with the right hosting environment and optimization techniques (caching, image optimization, etc.) can manage high traffic volumes.
- Modular architecture: can add new features and expand functionality as needed.
- User-friendly admin interface: WordPress's admin interface is user-friendly, enables non-technical users to easily manage content, customize designs, and oversee site functionality.

3rd Party Integrations

- API Integration: supports REST APIs, allowing it to communicate with other systems and services seamlessly.

Extensive Plugin Ecosystem

- Diverse plugin library: There's a plugin for almost every functionality you can think of. This ecosystem allows you to enhance and customize your website according to your exact needs.
- Custom plugins: If a plugin doesn't exist for your specific requirement, custom plugin development is an option.

Adoption by Best-in-Class Tools

- Compatibility and support: you can often find ready-made connectors or plugins provided to simplify the integration process.
- Plugin and play solutions: You can choose the best-in-class solutions for analytics, marketing, CRM and more, and integrate them into your WordPress site effortlessly.

We recommend WordPress as the CMS. Our expertise in WordPress equips us with the skills and insights needed to architect and scale solutions that are both robust and flexible. By leveraging our deep knowledge and hands-on experience, we ensure your WordPress site is not only aligned with your current business needs but also primed for future growth.

Paired with your team's existing WordPress foundation, we believe our approach will maximize your efficiency, empower your marketers and seamlessly integrate with your existing workflows. This approach ensures that the platform not only meets your unique needs but also amplifies your team's existing strengths and expertise.

Our Approach

Our process with samples of client work and case studies

Creating Websites That Deliver Brand Experiences

MX doesn't create websites. We create a brand experience that benefits your customer and your business, with an underlying content and data structure that's optimized for SEO and GEO (generative engine optimization).

Your website is a pillar of your brand experience — the nexus through which prospects, customers, promoters, and current and future employees encounter your brand. We believe your website should be a signature experience, a consistent symbol of your brand's position, purpose and values.

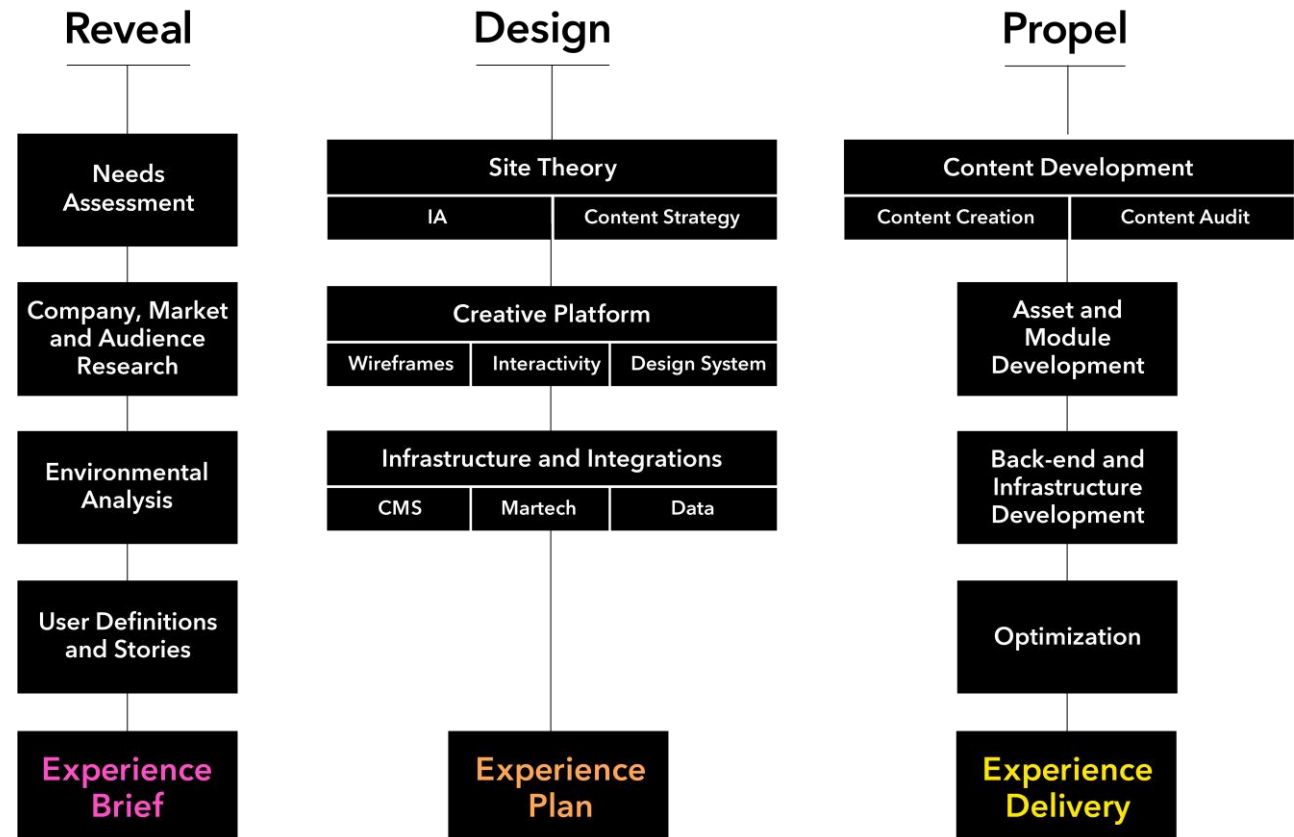
Your website and tech stack are powerful, living things. Their ability to seamlessly adapt to evolving customer needs while presenting complex information in a simple, intuitive manner is crucial for aligning the customer experience with your business goals.

Creating Websites That Deliver Brand Experiences

The MX Website Process

Our website process is designed to create compelling website experiences that deliver business impact, by eliminating complexity and centering the experience on goals and insights.

Through the process, your business goals and customer needs are paramount. This approach has been honed through 35 years of creating digital experiences that deliver growth for clients throughout the B2B landscape, from professional services, to manufacturers, to SaaS firms.



In **Reveal** we assimilate existing insights, conduct any additional research needed and define requirements. The insights revealed in the phase culminate in an **Experience Brief**, a statement that provides a single source of truth for the project and transforms complexity to clarity.

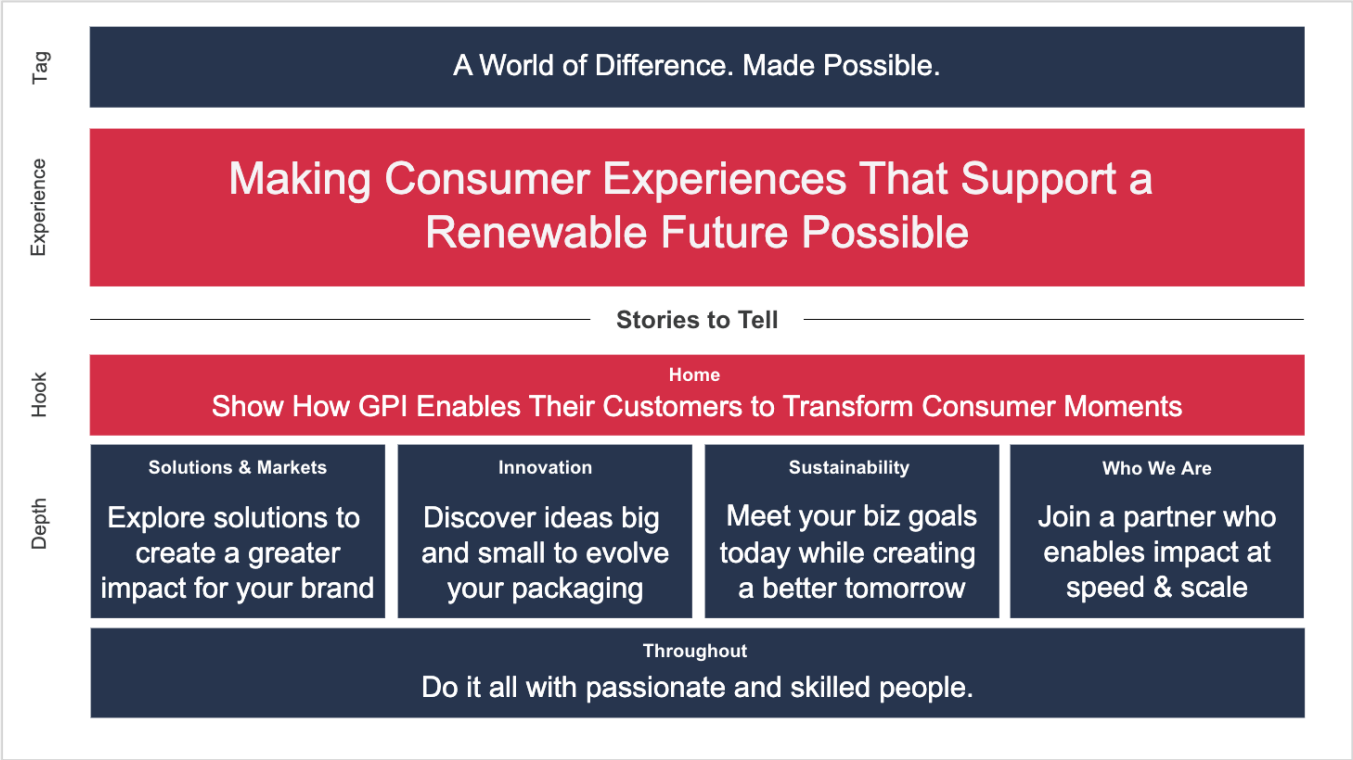
At the core of the brief is the **Experience Idea**, the north star that guides our decisions and lights the way to creating a compelling brand experience on the website.

Client Example

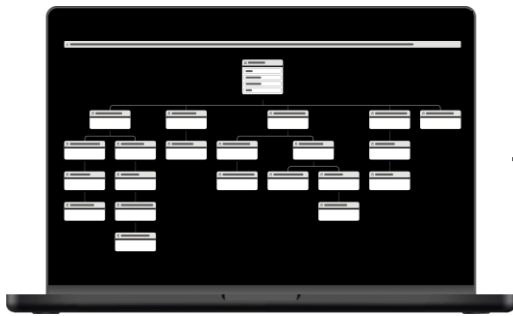
Graphic Packaging International (GPI) is a global, fiber-based-packaging company serving the largest CPGs and food service companies, including Starbucks, Kellogg's, Anheuser Busch and Coca-Cola.

After developing a new brand for GPI, we partnered with them to develop a new website that would bring it to life.

The Experience Idea connected the brand purpose to site goals in the context of audience, competition, etc., guiding how the brand would show up through the experience.



Design



Information Architecture

We apply the understanding of the buyer's and brand's needs to define the structure and organization of content for users and SEO/GEO strategies.



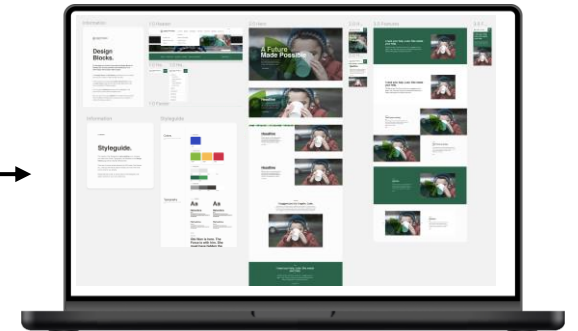
Site Theory

Culmination of buyer journeys, information architecture and high-level content strategy.



Wireframes and Interaction

Building upon site theory, we develop comprehensive content models and create detailed wireframes and interactive prototypes that visualize the buyer journey.



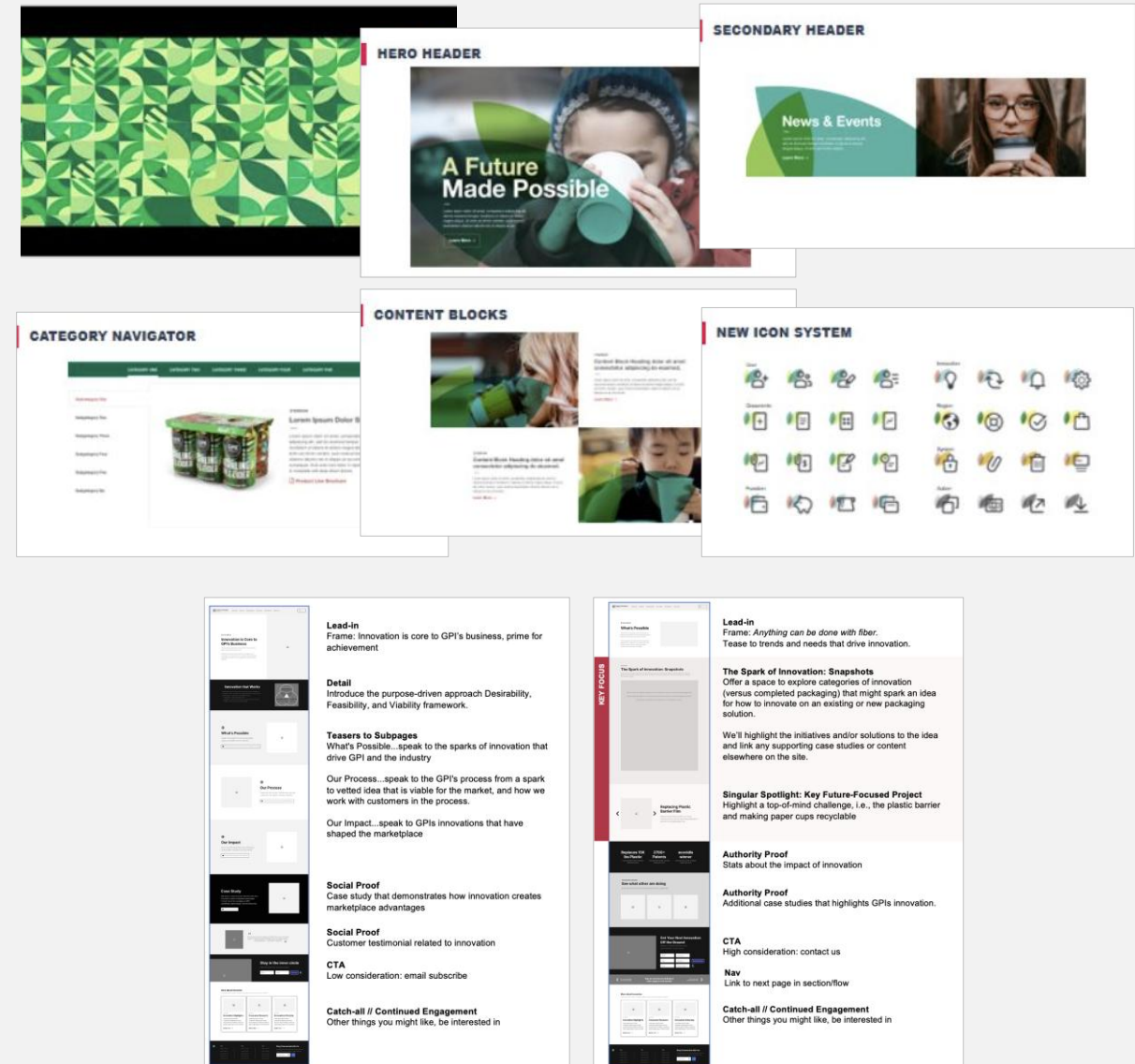
Design System and Technical Architecture

This is where brand experience and technology converge. We design and deliver aesthetic options that create a cohesive design system, which then informs and integrates into modular development.

In **Design** we decide how the Experience Idea should manifest in strategy, IA, design and technology.

Client Example

For Graphic Packaging International, the brand idea is "Made Possible." Made Possible suggests the never-ending nature of our innovative solutions, implies the hands-on approach we take with every problem faced, highlights our deep heritage built on human craft and signals that we make the future happen today. The design brings this to life with a custom pattern, leaf design elements, engaging photography and clean, innovation-signaling layouts.



Our Approach: Design

We also identify the moments in the experience where a higher level of engagement is required and determine how those can be delivered through interactive experiences or other elements.

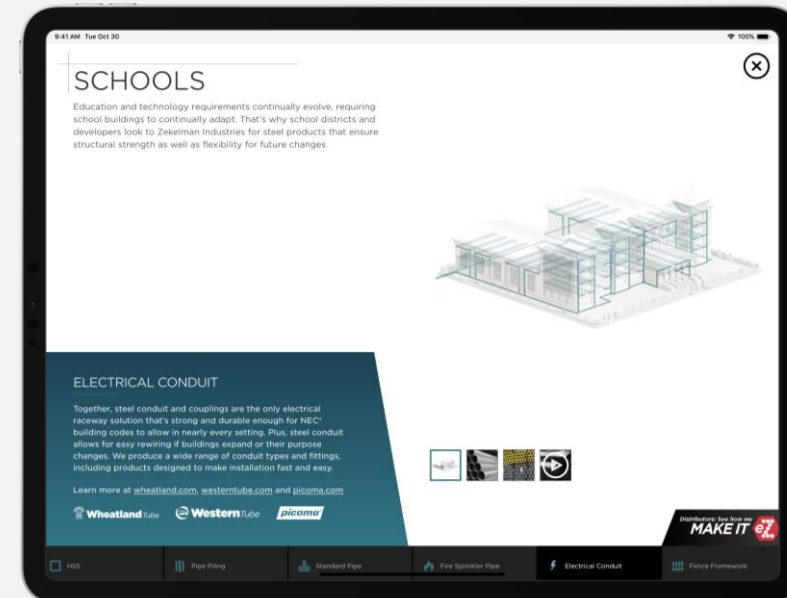
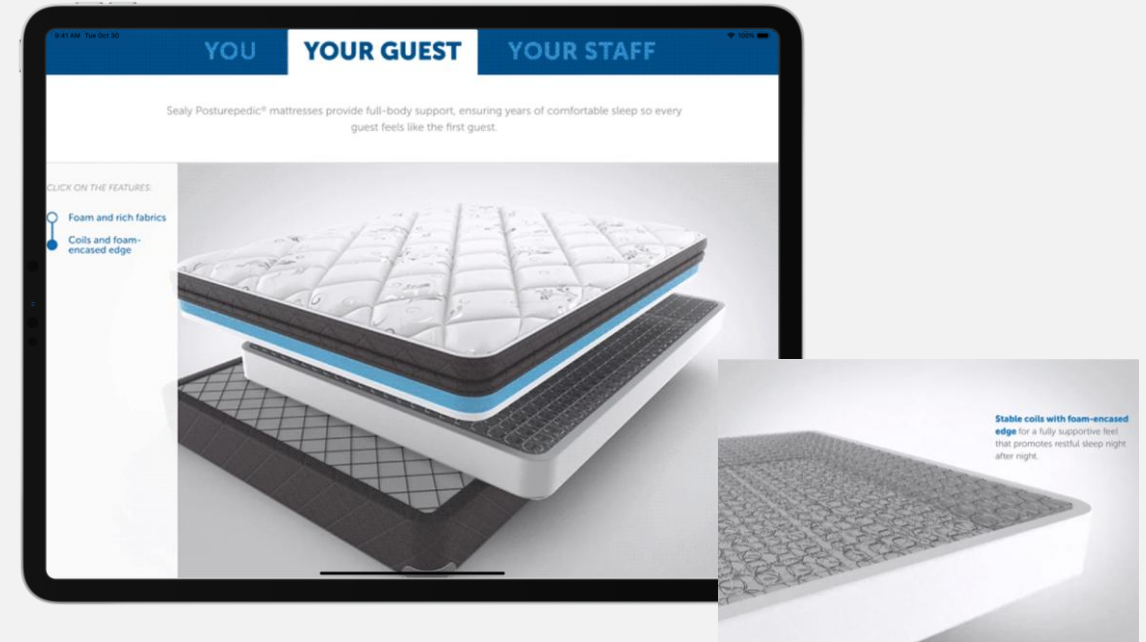
Client Examples

For mattress maker Tempur Sealy, we created an interactive sales tool for reps and their website. Our team custom-developed a 3D model of each mattress with animations that pull back the layers to reveal the inner construction of the mattress — all driven by a tap or click. [Read more and see it in action.](#)

We also created "The World of Zekelman" as an interactive website experience that allows architects and builders to explore where and how Zekelman's steel pipe and tube products support, protect and enable the structures where we all live, work and play.

[Enter The World of Zekelman.](#)

Reveal | Design | Propel



The culmination of design is a comprehensive **Experience Plan** that guides design, development and content teams, ensures fidelity to the project goals and drives toward delivering the desired results. This also includes the “Execution Plan,” which details the road map through development waves or sprints, to testing, QA, migration and launch.

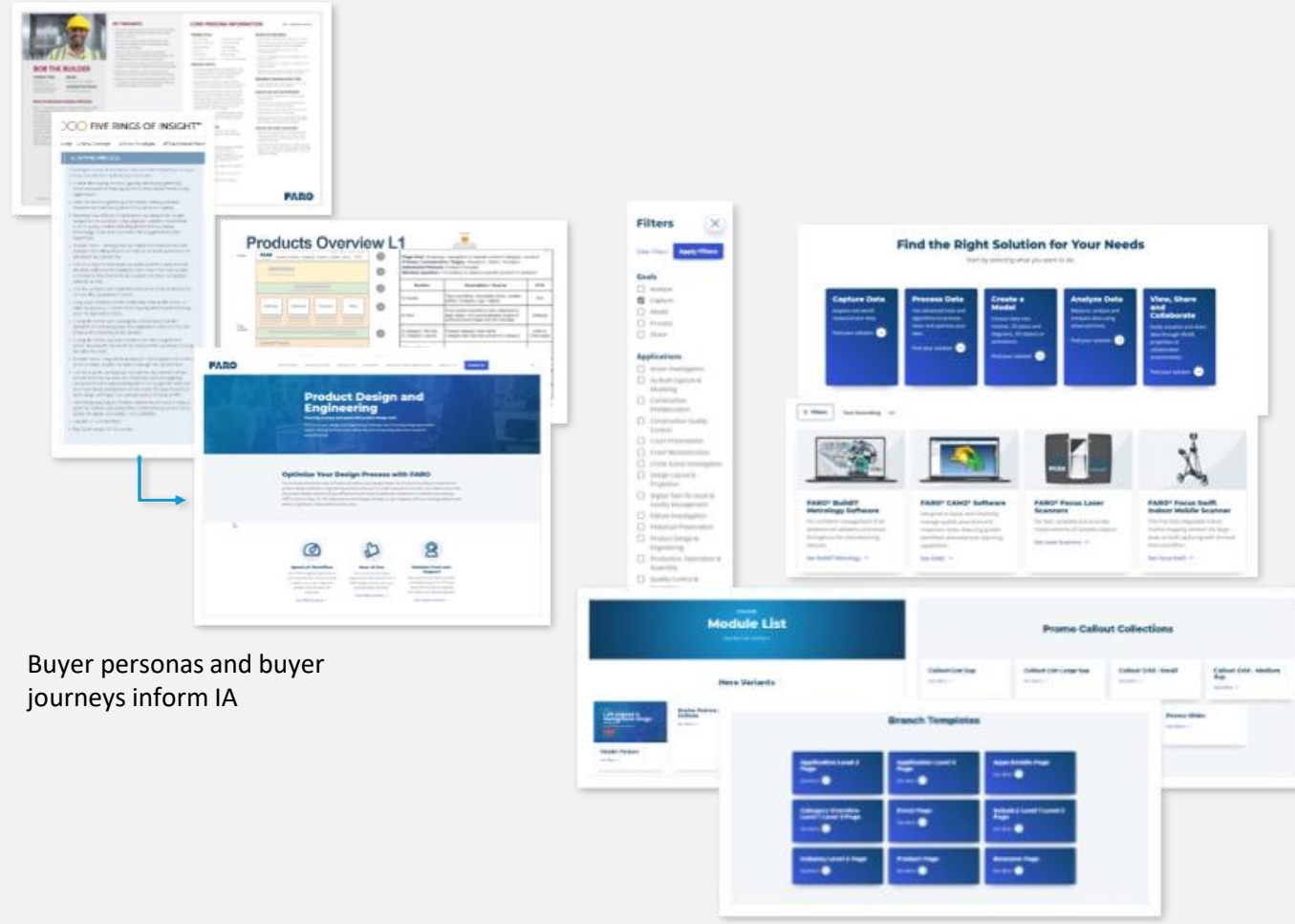
Client Example

FARO Technologies is the global leader of hardware and software for 3D measurement, imaging and realization.

They needed a website to enable their pivot from the previous sales-driven, product approach to a more modern solutions and marketing focus.

To accomplish this, we centered our approach on personalized, audience-centric content. Informed by our extensive buyer persona research, we developed detailed user journeys that identified where and how we needed to personalize the experience for visitors across industries, personas and stages of the buyer's journey.

These insights allowed our writers to create high-performing SEO copy that paid off the choices we made through IA, CMS selection, AI integration and design.



Buyer personas and buyer journeys inform IA

Module design and content support personalized experiences

Propel: Putting it all together

Content Creation and Audit

We create assets and content for all the pages on the site, applying the right level of SEO support and strategy for the project.



Development and Integration

Our integrated development team can bring your site to life through a series of waves managed as agile sprints.



Launch and Optimization

Go Live is an exciting milestone. But the work doesn't stop there. Post launch we employ research tactics and analytics to continually measure and optimize your site to enhance performance, understand user behavior and drive conversions.



Our Approach: Propel

In **Propel**, we prioritize the needs of website administrators/authors, content creators, and end-users. Our focus on ease of use ensures that every step — CMS configuration, module design and integration — meets functional requirements.

Ease of use: A customized authoring environment combined with the built-in content editor are designed to be easy to use for your team. This makes it possible for non-developers to create and edit content.

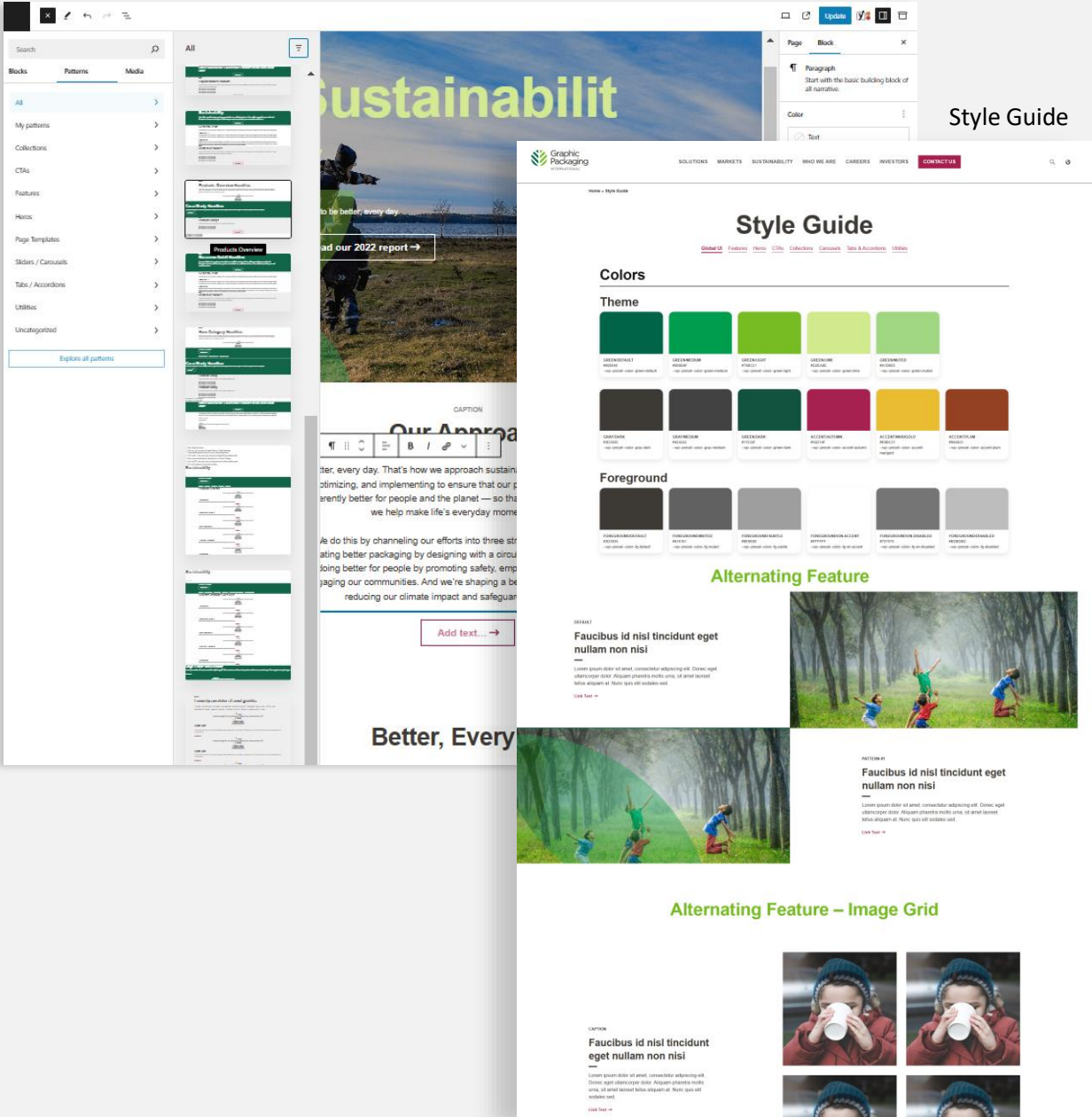
Digital style guides: Style guides serve as invaluable reference points for marketers when creating content within WordPress. They promote consistency in brand messaging, visual identity and overall user experience.

Recorded trainings: Trainings cover specific tasks and workflows, allowing marketers to revisit them as needed.

Client Example

To help GPI maintain consistent branding across their WordPress website, we developed a digital style guide and organized it into categorized content blocks. When creating or editing pages, administrators could simply select pre-designed blocks by name, making page creation easier while ensuring adherence to GPI's brand guidelines.

WYSIWYG Editor



Our Approach: Propel

Continuous measurement and optimization are essential for enhancing performance, understanding user behaviors and driving conversions for sustained growth. Additionally, ongoing SEO/GRO optimization and regular content updates help maintain relevancy and attract organic traffic.

Client Example

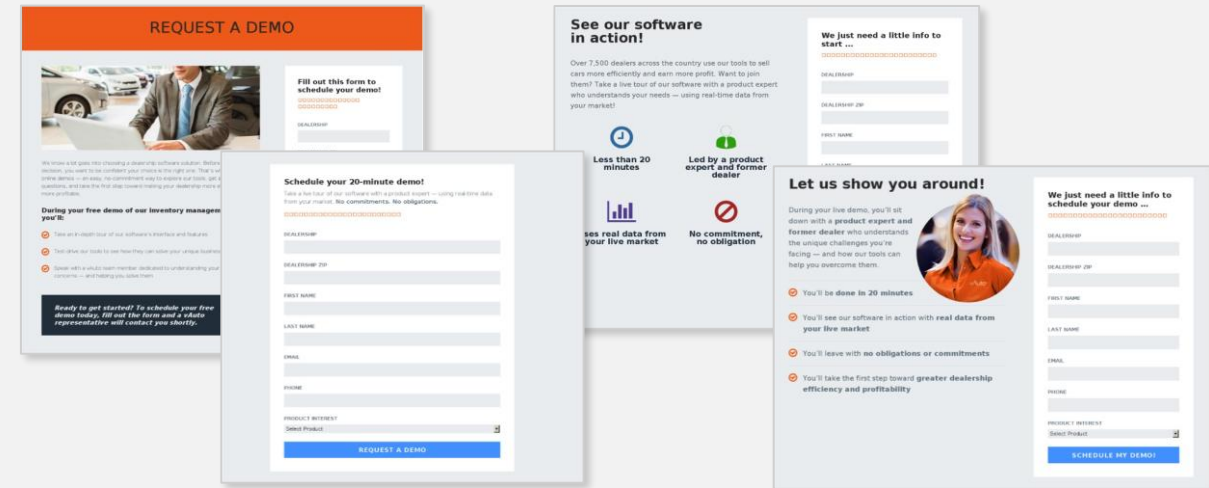
vAuto is a SaaS company whose products help car dealerships manage new and used vehicle inventory from purchase to pricing to sale.

An important aspect of our work on their website has been ongoing CRO. Analysis of heatmaps and user behavior helped identify optimization needs, such as conversion points with high levels of hesitation and abandonment or confusing navigational paths leading users to irrelevant content for their identified persona.

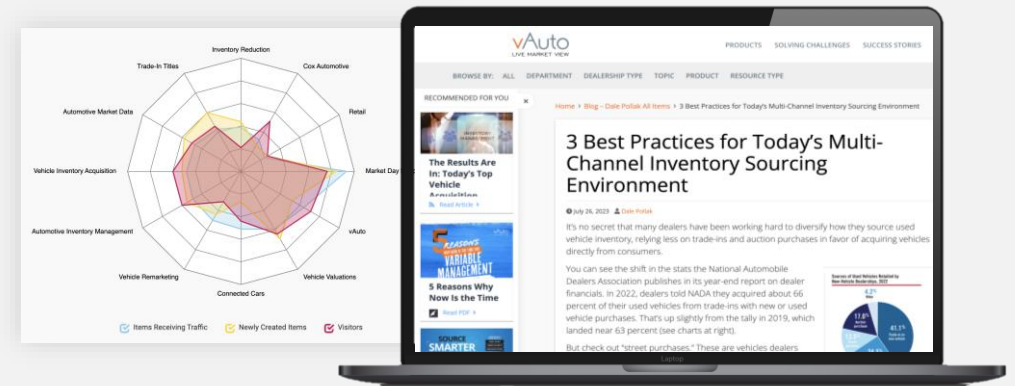
Through our optimization efforts, we found a 7.5% lift in conversions on the page when visitors were given more information about what to expect during the demo. And through optimizing placement of CTAs, we found a 4% lift in traffic to the “Request a Demo” page and a 25% increase in demo form submissions.



Reveal | Design | Propel



A/B Testing of Conversion Forms



AI Powered Content Hub Personalization

Full Case Studies



FARO, a global 3D imaging company for the manufacturing, construction and public safety industries, worked with MX to create a new global website with highly personalized experiences and transform FARO's DX strategy with more cutting-edge technologies and tailored CX approach.

[Read the Case Study](#)

Key Capabilities:

- Digital Marketing Strategy
- MarTech Integration
- Buyer Personas and Journeys
- Website Development
- SEO
- Content Creation



Graphic Packaging International is a Fortune 500 fiber-based packaging manufacturer. Following multiple acquisitions, we helped GPI articulate a new brand position based on their purpose-driven brand.

Then we consolidated multiple websites into a new, unified WordPress website that brought their sustainability-focused brand to life for all their audiences.

[Read the Case Study](#)

Key Capabilities:

- Brand Strategy and Expression
- Website Design and Development
- MarTech Integration
- SEO
- Content Creation



WHOOP, a wearable technology company, is revolutionizing health and resilience. It partnered with MX to build a B2B brand, architect a complete digital experience and activate their key audiences on social media, search and beyond.

We designed and built a robust tech stack, centered on Optimizely to enable extensive personalization.

[Read the Case Study](#)

Key Capabilities:

- B2B Brand Development
- Digital Marketing Strategy
- Website Development
- MarTech Implementation
- SEM, Paid Social
- SEO

Additional relevant case studies can be found on your portal: TheMXGroup.com/Forge

What It Will Take

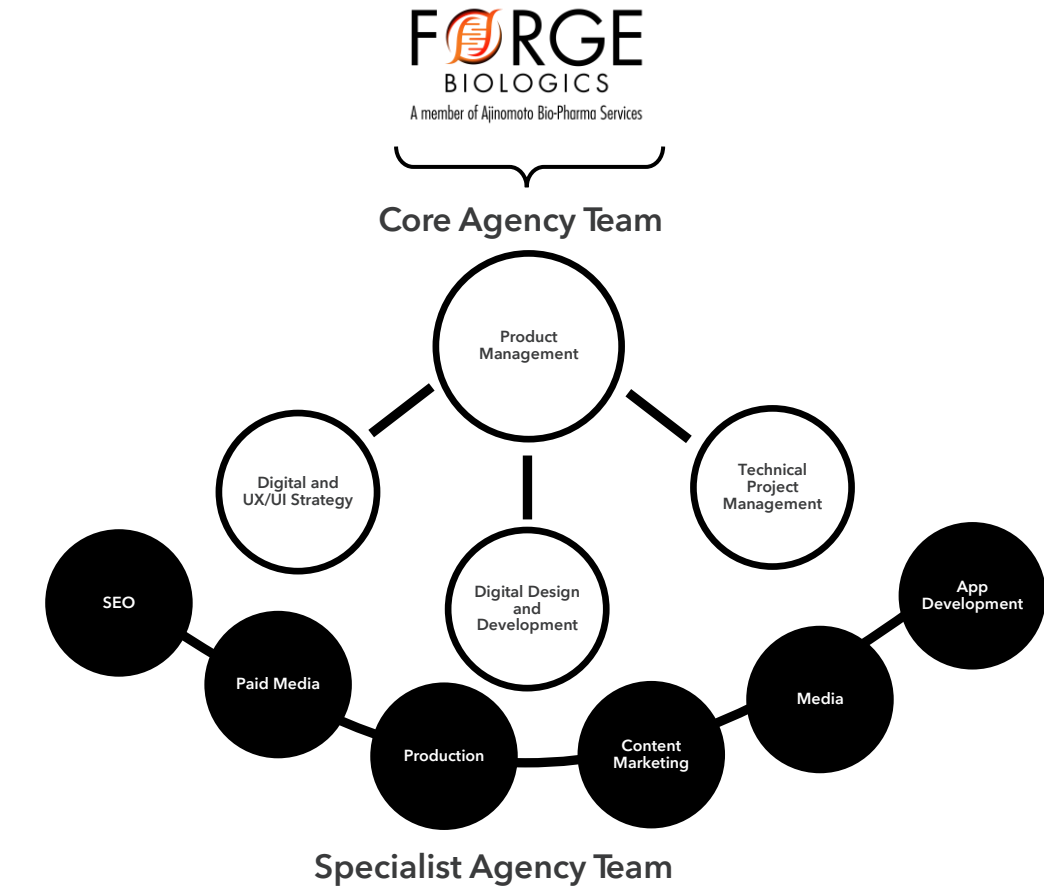
Our expert team, pricing and timing

We structure our teams to match our clients’ preferred ways of working, provide flexibility, access agency expertise and ensure efficient and timely delivery.

For digital projects, we appoint a Product Manager to lead product delivery along with a Technical Project Manager and executive leadership, forming the heart of the core team for your website.

The Product Manager will shepherd the website project through the process, managing requirements, timeline and budget and acting as the primary point of contact for you with the MX team. The core team manages our deep bench of digital strategists, designers and developers — many of whom you will work closely with through the project.

During the onboarding process, we’ll define a communication and collaboration approach that works for you. We have an ecosystem of tools, but we can also discuss working within your platforms (if different) if it is necessary for access, security or ease of use.



Common MX and Client Tools



Your Core Team

Project Leadership



Brendan Turner

Sr. VP, Digital Experience

Project Role: Overall program lead

About Brendan: Brendan has been at the convergence of marketing and technology for 30 years and is passionate about elevating customer experiences and driving ROI for clients. As the head of MX's Digital Experience practice, he works to bring together data-informed, user-centric insights with groundbreaking creative and cutting-edge technologies and AI. Brendan holds a B.A. in philosophy from the University of Minnesota and has long participated in marketing and technology groups and committees focused on fluid team structures, digital transformation, creative and emerging technologies, AI enablement and XR.



Bill Hayes

Sr. Product Manager

Project Role: Leads product delivery and success

About Bill: Bill brings over 15 years in software development to his role on the Product Management team. He has extensive skill sets across project, program and product management. He's worked at agencies for most of his career, gaining exposure to dozens of unique industries (most notably FinTech, CPG and Logistics) across many Fortune 500 clients. His experience has led him to work on software types from e-commerce to native apps & wearables, to monetized SaaS platforms. Bill holds a B.S. in Marketing & Management Information Systems from Purdue University.



Amanda White

Sr. Technical Project Manager

Project Role: Organizes project teams, schedules and delivery

About Amanda: Amanda is a seasoned Technical Project Manager for marketing technologies and app development, specializing in organizing cross-functional teams and enhancing efficiencies across the project lifecycle. She's adept at using project management tools to ensure that teams can visualize progress, prioritize tasks and adapt to changing requirements swiftly. She's also experienced in strategic staffing and scope management over annualized programs and campaigns. Known for a keen eye for detail and a results-driven approach, Amanda excels in bridging the gap between technical teams and business stakeholders to ensure project alignment with strategic goals.

Your Core Team

Strategic Guidance



Matt Binz

Sr. Director, MarTech and Applied Intelligence

Project Role: Leading data analysis, segmentation and Martech implementation

About Matt: Matt leads the MarTech and Data & Insights teams at MX, which includes strategy and implementation in areas such as digital strategy; data research and analysis; martech implementations; analytics and reporting; and conversion optimization. His digital marketing experience crosses multiple industries, including manufacturing, construction, retail, nonprofit, education, technology and hospitality. He has led Martech integrations for Zekelman, WHOOP, US Cellular and many other B2B brands.



Jen O'Brien

User Experience Manager

Project Role: Leading UX/UI strategy and design

About Jen: Jen joined MX in 2006. Over the years she has served many clients and worked on a wide range of projects. Jen has a diverse background in design and front-end development and a passion for great user experiences. More recently, she has served as the design lead on many web and mobile apps. Jen holds a BFA and B.A. from Carthage College in Kenosha, Wisconsin.



Kevin Quinn

SEO/SEM Strategist

Project Role: SEO Strategy

About Kevin: Kevin joined The Mx Group in 2019, and he happens to be a happy former client of the agency! With over 20 years of marketing experience, he brings in-depth ideas and insights to his role as a digital marketing strategist. He is an expert in SEO, SEM, social media, and multiple tech and creative platforms. Kevin is a big proponent of testing to optimize customer-facing online experiences. Currently he is working on our major telecom and industrial accounts, informing strategies and optimization recommendations across websites, SEM, SEO, and paid and social media. Kevin is a graduate of the University of Notre Dame, with a BBA in accounting.

Your Core Team

Development, Analytics and Creative



Anne Marie Purdy

Creative Director

Project Role: Leading creative execution

About Anne Marie: Driven by an insatiable appetite for disrupting the status quo, Anne Marie leverages her expertise in brand development and content marketing by unlocking impactful creative solutions and strategies for clients across the B2B landscape. She has led projects for clients like Zekelman, Cox Automotive, Powerflex, Boeing and Samsung. At MX, she has led campaigns and websites for clients including Lexis Nexis Risk and Lexis Nexis IP, US Cellular, V3 Grundfos and more. She has earned national and international 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."



Butch Liebscher

ACD

Project Role: Visual design

About Kevin: For over 20 years, Butch has been creating meaningful and cohesive end-to-end experiences through a deep understanding of clients' user's needs with exceptional design execution. He has led creative efforts across teams of designers, marketing, sales and engineers to generate ideas and turn them into beautiful and useful seamless experiences. In his work at MX, Butch aligns client's business goals with the end user through user-centered design and strategy, working with cross-functional teams to drive brand and creative work, and develop brand identities through multi-channel marketing.



Miro Zugovic

Director, Front End Development

Project Role: Leading front end design and execution

About Miro: Miro joined The Mx Group in 2006 as a digital practitioner with a background in web development, graphic design, video, 3D and content management systems. He now leads teams of award-winning digital experts, ensuring high-quality results in both front end web development and video, often integrating both to create interactive experiences with impact. A content management system expert, he is devoted to architecting intuitive, highly functional user interfaces clients truly appreciate. Miro holds dual degrees in multimedia production and design and in interactive media.

Our Approach To Pricing

- Transparency and flexibility on efforts and costs
- Pricing provided as fixed fee, plus or minus 15% (Variance reduces by 5% at the completion of each phase)
- Pricing for interactive components assumes existing assets (videos, renders, etc.) provided by Forge
- Does not include platform/plugin licensing costs
- Structured as two Statements of Work: SOW 1 covers the website redesign and development, SOW 2 covers ongoing maintenance and support.

Investment Summary

Project

PHASE	ACTIVITIES/DELIVERABLES	BUDGET
REVEAL	<ul style="list-style-type: none">Agency immersion, needs assessment, research, environmental analysis, user storiesExperience Brief	\$30,000
DESIGN	<ul style="list-style-type: none">Site theory (IA, Content strategy), Creative Platform (Concept, Wireframes, Interactivity, Design System), Infrastructure and Integration Plans (CMS, Martech, Data)Experience Plan	\$50,000
PROPEL	<ul style="list-style-type: none">Content DevelopmentTech DevelopmentMAP/Data/IntegrationsTraining	\$105,000
LAUNCH	<ul style="list-style-type: none">Migration, testing, launch	\$5,000
TOTAL		\$190,000

Post-Launch

PHASE	DELIVERABLES	BUDGET/MO
MAINTENANCE /OPTIMIZATION	<ul style="list-style-type: none">SEO	\$3,500
	<ul style="list-style-type: none">CRO	\$3,500
	<ul style="list-style-type: none">WP MAINTENANCE/UPDATES (2/mo)	\$1,500
TOTAL		\$8,500/mo

PHASE	DELIVERABLES	BUDGET
Paid Media Support	<ul style="list-style-type: none">Annual Planning Fee (1-time)	\$2,500
	<ul style="list-style-type: none">Media Management (media buying, trafficking, analysis, media optimization, reporting) – ESTIMATED PER MONTH	\$2,000/mo

Phase/Deliverable	Dec				Jan				Feb				Mar				Apr				May			
Reveal																								
Needs Assessment Validation																								
Assimilate Company, Market and Audience Insights																								
Environmental Analysis																								
User Definitions and Stories Development																								
Design																								
Develop IA and Content Strategy																								
Creative Platform Design																								
Infrastructure and Integrations Definitions and Design																								
Propel																								
Content Integration																								
Asset and Module Development																								
Back-end and Infrastructure Development																								
User Testing/UAT																								
Launch																								
Optimization																								

The above represents our project timeline based on the structure of our proposal. A more detailed timeline will be developed at the onset of the engagement that incorporates specific dates aligned to specific requirements.

Note: MX offices are closed between the week of December 24–January 1.

- Allowance for variances in Phase 1: Assumes that client agrees to a +/- 10% variance in billing compared to estimate. MX to bill client based on actual effort expended. If actual effort exceeds estimate by more than 10%, MX will not charge for those overages, unless a written change order SOW was pre-approved by client. If actual effort falls short of the estimate by more than 10%, client agrees to not request a refund, unless a written change order SOW was pre-approved by client.
- Scope and estimate for Phase 1 (Reveal + Design) includes a 1-day guided workshop between MX and Forge (face-to-face or virtual), covering guided discovery and onboarding of existing audience and user research, personas, requirements, etc.
- Estimates do not include travel, which would be billed at cost and follow Forge's travel guidelines¹
- Assumes Forge will be licensing any technology directly with the solution provider
- The CMS (Content Management System) for the website to be built will be WordPress
- Development includes the engineering of a custom front-end and configuration of a back-end codebase (in WordPress) for the website, including admin functionality, and an integration between WordPress and HubSpot.
- Launch includes the following items:
 - Authoring of a user guide, and MX's training of client personnel therewith (1 virtual face-to-face meeting, recorded).
 - Installation of secure certificates.
 - Deployment of site code and managed content database to the production environment.
 - Configuration and subsequent testing of 301 redirects for SEO purposes, against all URLs of the previous website, to be replaced by MX's solution.
 - Final integration testing across the entire website.
 - Configuration and testing of site backups, site monitoring and security checks.
 - Planning and execution of DNS cutover from the existing servers to the new servers.
 - Execution of live site smoke testing after launch, to ensure the final production environment is fully functional.
 - Close review of site analytics during the first week after launch, to ensure that the launch was fully and successfully executed.
- Content Development is a budget for image creation and copywriting for a site similar in depth of the existing site and assumes the Forge team will provide all technical content for initial site launch (perspectives, blog) and will provide direction for content home, about, services, work, careers content.
- Pricing for Interactive components assumes existing assets (videos, renders, etc.) provided by Forge to be manipulated and developed by MX.
- Interactive piece is not inclusive of AR, VR, or 3D interactivity. Forge + MX will refine the scope to this as part of the Reveal phase.
- Media fees are based on a commission rate for your media budget (15% for less than \$100k media budget; 12% for \$100k-\$1M budgets). The agency has a minimum fee to cover ongoing media buying, trafficking, measurement and optimization of \$2k per month if the commission fees to meet that threshold.

Why MX

Experts in B2B and Understanding Buyers' Journeys

#1 B2B Marketing
Agency of the
Year 2022

2nd Largest
Independent B2B
Agency in US



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

Greg Cremeans,
Division Vice President

TEMPUR+SEALY

Trusted by Industry Leaders To Build Impactful Brand and Digital Experiences



"I'm absolutely thrilled to announce the launch of our brand new website. We couldn't be prouder of what we've accomplished together. Our digital home has been revamped and it's looking fantastic."

An Boon
VP, Global Marketing



Focused on Impacting Forge's Business

Our Company's Mission

We Impact the Marketplace For Companies That Impact the World.

The Type of Impact We Make:

4x site visitors

27% increase in demo requests

455% increase in lead gen conversion

335 leads in the first 60 days

+48% monthly MQL

+146% sales qualified leads

+84% deal size

96% pipeline contribution

\$29MM in pipeline value in first 3 months

18x growth in membership



A member of Ajinomoto Bio-Pharma Services

Partners for Growth

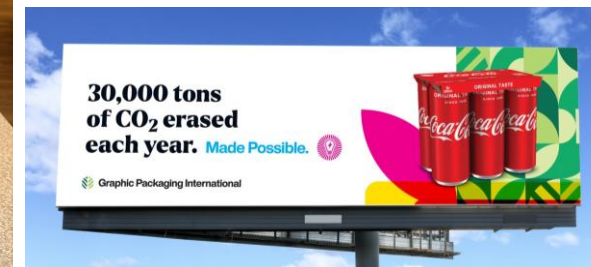
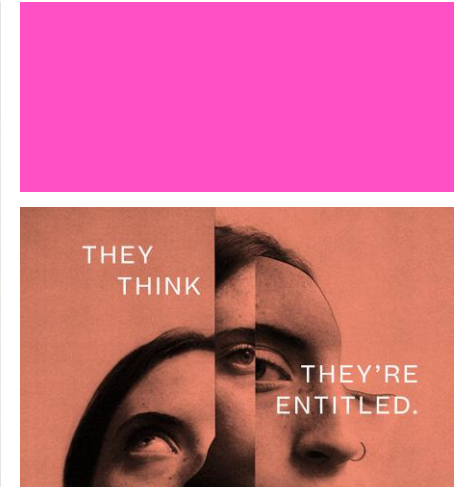
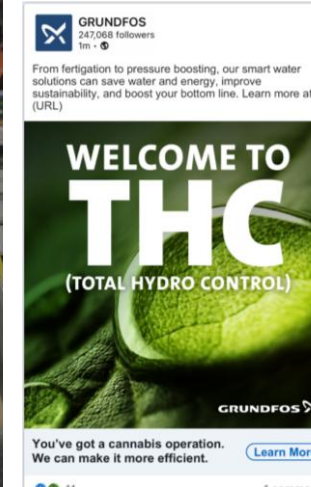
Appendix

Media and Activation Capabilities

We provide holistic paid media strategy, buying and analysis through a combination of in-house strategic and planning capabilities and partnerships for media buying. This keeps us channel-neutral in our approach, allowing us to find the right solution to the need, not one that plays to agency preferences.

How We Help

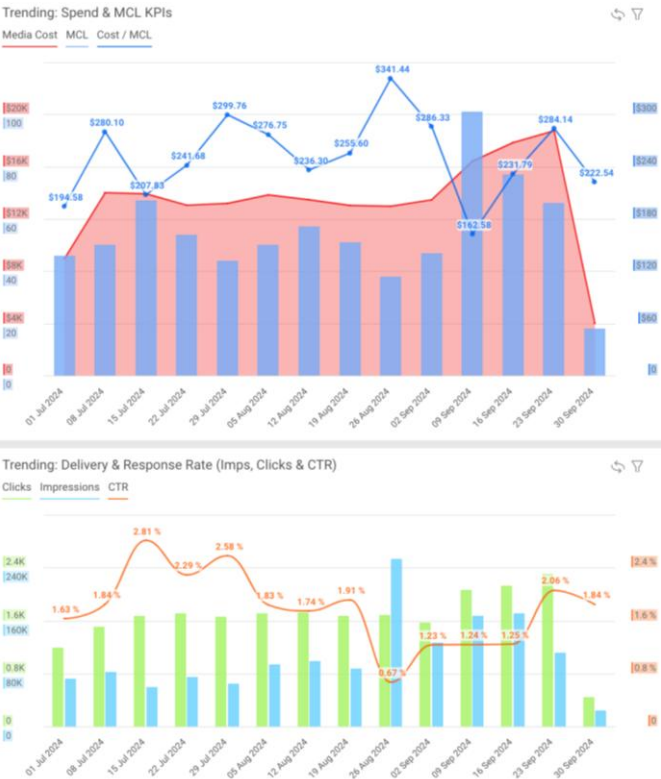
- Paid Media Strategy, Planning and Buying
- Full-service Campaign Management
- SEM
- Events
- Fulfillment and Telemarketing
- Email Marketing and Direct Mail
- Measurement



Measurement and Optimization

Similar to our websites, we believe in continual measurement and optimization for paid media programs, monitoring trends and forecasting, providing an agile response to performance shifts, and testing and tracking “micro adjustments” to programs.

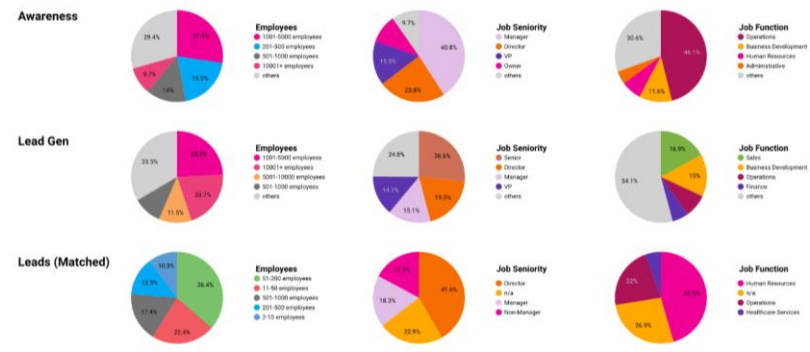
Campaign Dashboards



Message / Creative Asset Testing

Creative Message	Impressions	Clicks	eCTR	eCPM	eCPC
1. Stronger individuals. Stronger teams.	209,749	915	0.44%	\$8.46	\$1.94
2. Reduce burnout and turnover.	701,262	2,894	0.41%	\$8.46	\$2.05
3. Improve your team's holistic health.	80,533	332	0.41%	\$8.44	\$2.05
4. Raise each other up.	736,131	2,977	0.40%	\$8.46	\$2.09
5. Improve readiness and resilience.	89,085	355	0.40%	\$8.62	\$2.16
6. Support the people who support you.	141,255	541	0.38%	\$9.29	\$2.43
7. Help solve corporate burnout.	110,501	386	0.35%	\$9.51	\$2.72
8. Because turnover is expensive.	64,900	223	0.34%	\$9.50	\$2.76
9. Don't let each other down.	213,175	722	0.34%	\$9.61	\$2.84
10. Is your team as strong as it can be?	281,032	946	0.34%	\$9.56	\$2.84
11. If you don't support them, they can't support you.	206,243	690	0.33%	\$9.57	\$2.86
12. Burnout means turnover.	133,849	422	0.32%	\$9.60	\$3.04

Audience Analysis and Optimization



References



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Services Rendered:

- Website Design and Development
- Global regionalization



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Services Rendered:

- Broad range of digital marketing and lead generation programs
- CRO
- Content hub management and personalization
- Digital interactive tools