

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													
Priority Q1 Projects	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
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													

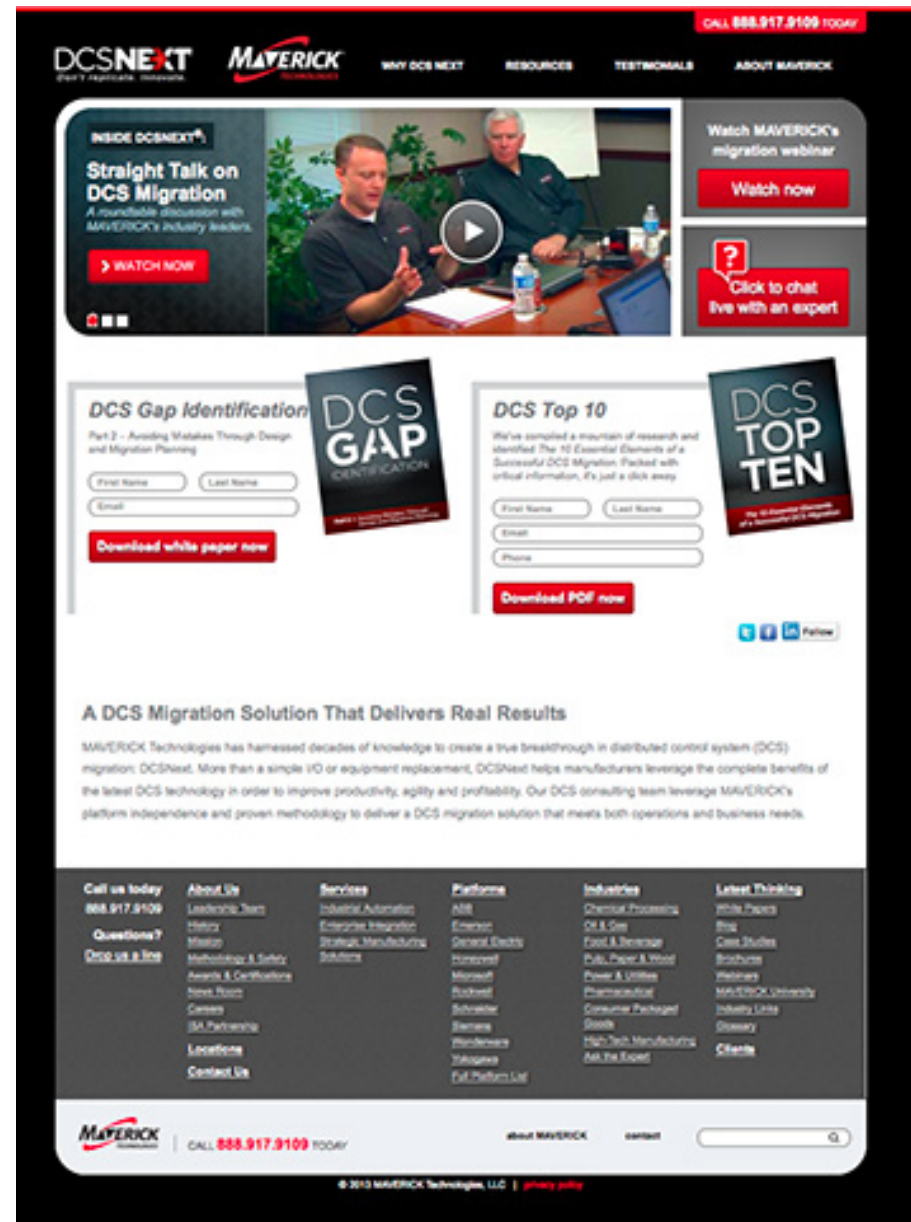
Creative and Messaging Strategy

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 confessionals. 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.



"My name is Steve, and
I have a DCS problem.
I know we need to migrate.
But we can't drain resources
along the way."

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

DCSNEXT™

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

Step out of the dark and leave the legacy behind.
Call 888.539.9438 or visit DCSNext.com to learn how.

MAVERICK

"My name is Pat, and
I have a DCS problem.
I can't upgrade without a plan...
and I can't find a plan that's
proven to work."

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

DCSNEXT™

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

Step out of the dark and leave the legacy behind.
Call 877.913.6579 or visit DCSNext.com to learn how.

MAVERICK

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

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.

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

DCS GAP

IDENTIFICATION

Part 1 - Avoid the Pitfalls of DCS Migration with Front-End Loading

DCS TOP TEN

The 10 Essential Elements of a Successful DCS Migration

Straight Talk on DCS Migration Webinar

Drivers for DCS Upgrades

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



7:25 / 1:25:08

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

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

[Subscribe](#)
[Manage Account](#)

[LinkedIn](#)
[Twitter](#)
[Facebook](#)
[Google+](#)
[YouTube](#)

Trending
New Products
Power
Fire, Life Safety
Electrical, Lighting
Building Types
Codes and Standards
HVAC
Education and Training

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

Events

Next Month

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 Neher-McGrath formula

[MAVERICK TECHNOLOGIES]

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 just dropped support. No new parts, no more software patches, no long-term plan.

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. Before you start, you need assurance that your migration will succeed. And with MAVERICK Technologies, you can get much more than that.

DCS NEXT: MORE THAN MIGRATION

MAVERICK was among the first 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 10,000 successful projects in 45 countries, and implemented major DCS platforms for oil refineries and petrochemical plants worldwide, MAVERICK has harnessed its experience and know-how into a 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 for assistance. This route makes sense in some cases, but only a third party has 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 discovers new areas for improvement and ensures full integration with other operational systems—maximizing 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 turns 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 execution and ongoing support—all to ensure that the upgrade doesn't just bring you up to speed, but propels you ahead of the competition for years to come. MAVERICK looks at your operations 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 solution begins by identifying specifics in a business 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 will yield the highest return.



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

2. **Deliver.** With experienced DCS experts located around the globe, MAVERICK is continuously onsite or 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. A DCS Next solution keeps the plant operating efficiently during and after migration, minimizing disruptions to operations.
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, preventive maintenance 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.

DCS NEXT

Don't replicate. Innovate.

CONTACT INFORMATION
265 Admiral Test Road
P.O. Box 470
Columbus, IL 62236
877-913-6579
Fax: +1 618 281 9191
info@maverickglobal.com
maverickglobal.com

SPONSORED CONTENT
HYDROCARBON PROCESSING GLOBAL TURNAROUND AND MAINTENANCE 2012 173

INTEGRATOR VIEW

Tidal Wave of DCS Replacement On the Horizon

MANY INDUSTRIES ARE FACING A "TIDAL WAVE" of distributed control system (DCS) replacement in the next five to 10 years. Manufacturers are either phasing out, or no longer supporting legacy DCS systems, and the cost of maintaining legacy systems is outpacing the cost of migration. (This column is based on a presentation the author gave at The Automation Conference, hosted by *Automation World* in May.)

A DCS migration yields a positive return on investment by increasing uptime, improving operator visibility, lowering maintenance costs and reducing product switchover time. Companies are looking for solutions that improve operation, don't break the bank, and can be sustained and improved for a generation.

Manufacturers attempting migrations have discovered that the piecemeal approach to retrofitting older systems is riddled with problems. Project paths are determined by input/output (I/O) tag counts. Manufacturers focus on hardware and software replacement, resulting in increased downtime. Current code is converted, for better or worse. Finally, responsibilities are divided among stakeholders, resulting in little buy-in overall.

The piecemeal approach to retrofitting older systems is riddled with problems. Project paths are determined by input/output (I/O) tag counts. Current code is converted, for better or worse.

A DCS migration process that starts with building the business case, then incorporating planning, delivery and sustainability into one cohesive solution—a process that Maverick Technologies calls "DCS Next"—shows better returns.

GETTING THE RIGHT FIT

As with any professional service relationship, the manufacturer and automation service provider need to meet and determine if there is a good fit between their organizations. Both the products required and the relative size of the project needs to be considered. For example, if the manufacturer has multiple systems and technologies, a control system supplier who offers a single technology platform may or may not be a good fit.

The size of the project also has a bearing on the automation service provider chosen. Does the automation service provider have the proven processes, access to resources, technical capability and process knowledge to execute a successful migration? If so, the manufacturer, you need to select a service approach that makes sense for your operation and fits your culture. Relationships that are built on trust provide more value in the long run.

ON THE WEB

Find an integrative CSM offers an online directory that can help manufacturers find the right integrator for their migration project. Visit bit.ly/csmdirectory

DELIVERABLES EXPECTED

Planning needs to be a continuous cycle of assessing business requirements, developing project plans, 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.

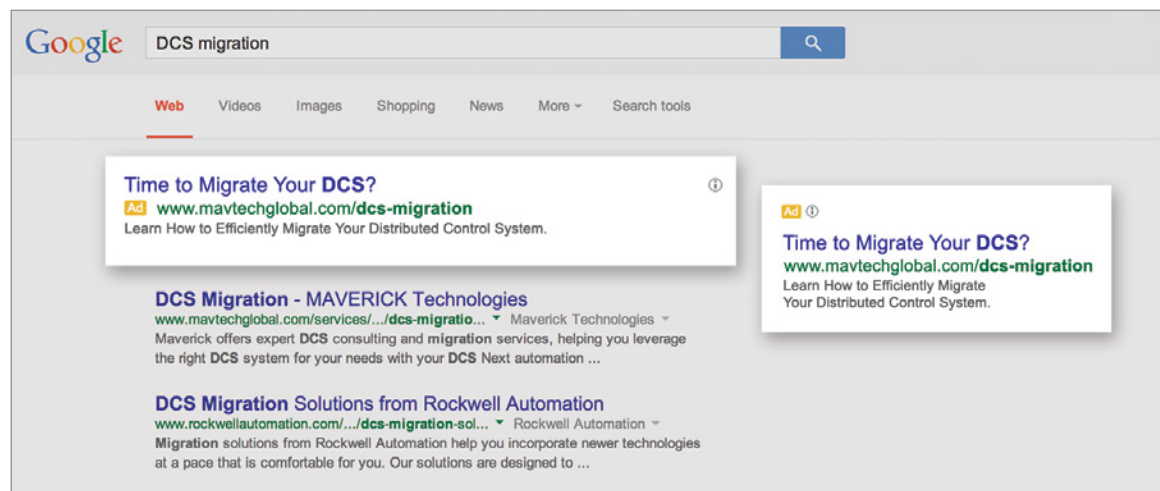
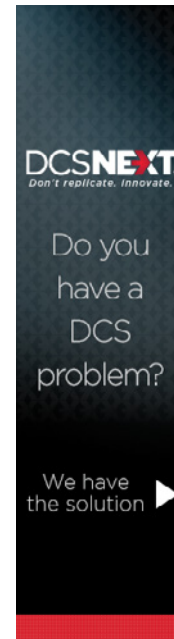
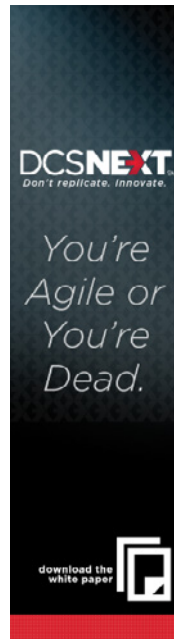
The control system is the manufacturer's primary tool for running the operation. Profit margins, quality control, production and inventory management, and safety all hinge on the process control systems. A DCS migration is a once-in-a-generation opportunity to make your manufacturing business better.

Paul Galeski, P.E., paul.galeski@maverickglobal.com is chief executive officer at Maverick Technologies and a Control System Integrators Association (CSIA) <http://csia.com> Connected Community.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



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:

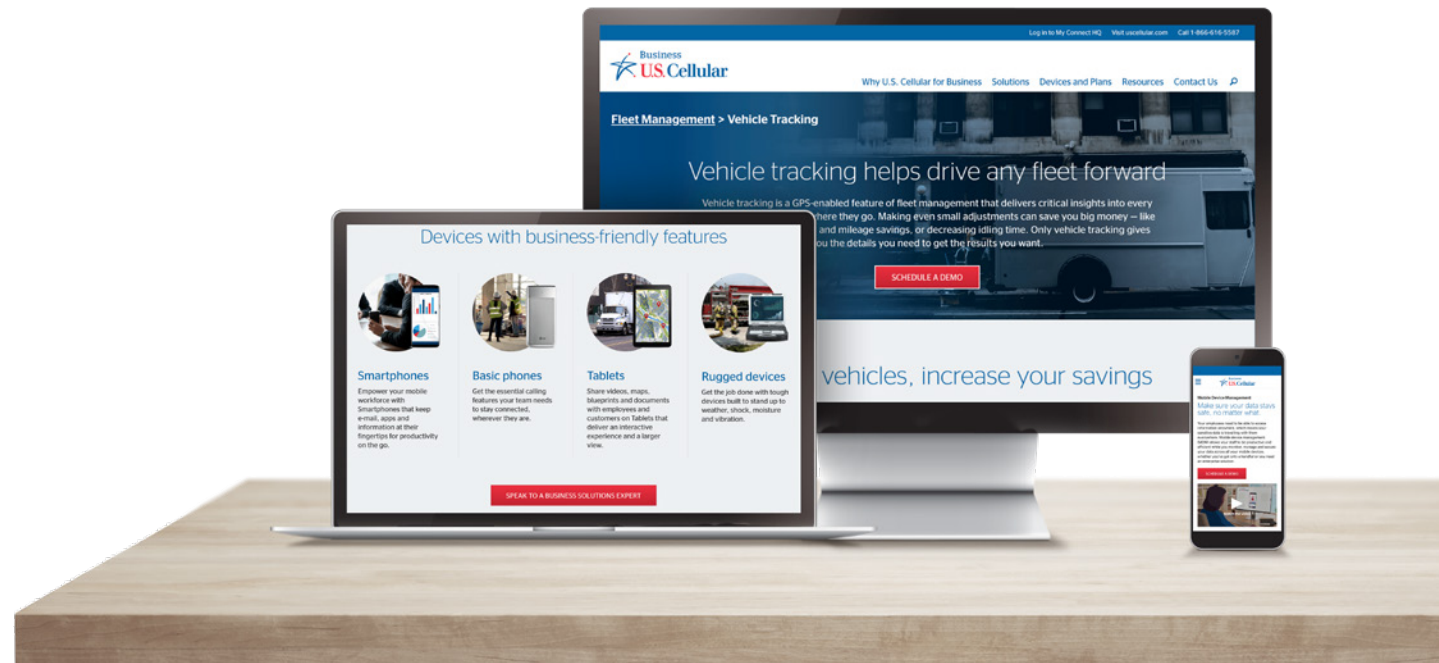
Microsite: The Mx Group led the strategy, design and development of a content-managed, B2B-focused microsite to serve as the content and conversion hub for dedicated campaigns around U.S. Cellular's business-focused solutions.

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.

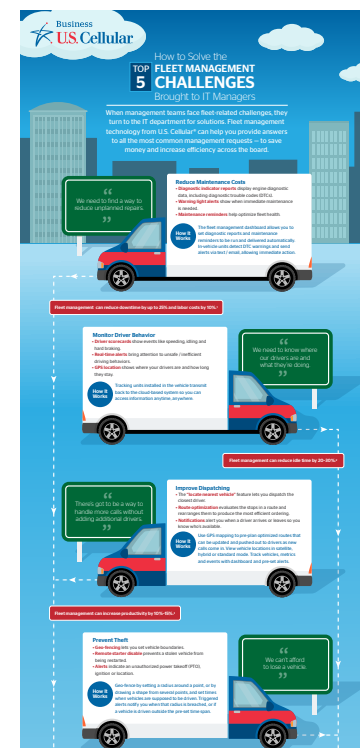
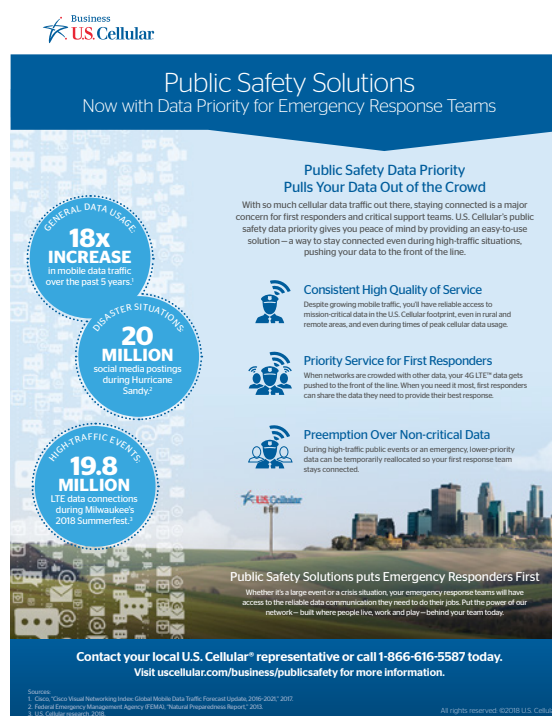
Content creation: We worked with key stakeholders and product owners at U.S. Cellular to develop new content to support the customer-centric architecture of the website as well as direct linked assets from digital media campaigns.

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

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.

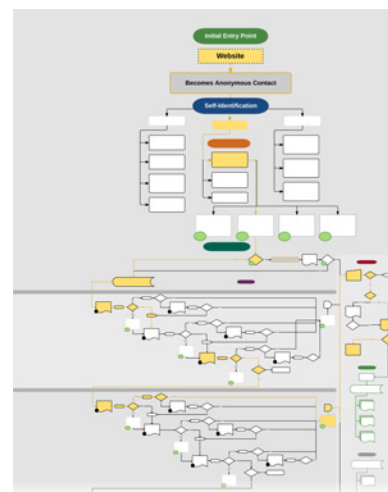
Journey stream design and mapping: Armed with vAuto's deep knowledge of their different audiences, The Mx Group mapped out web content and conversion paths, as well as inbound and outbound multi-step email journeys specifically tailored to each audience.

	EDUCATION Unpacking the value proposition / Compelling to change	SOLUTION Unpacking the solution / Compelling to a solution	SELECTION Justifying the decision / Making the selection
Time	Maximus sed diam eget risus varius blandit ut amet non magna. Cras mattis consectetur purus sit amet nunc.	Maximus sed diam eget risus varius blandit ut amet non magna. Cras mattis consectetur purus sit amet nunc.	Maximus sed diam eget risus varius blandit ut amet non magna. Cras mattis consectetur purus sit amet nunc.
Expectation	Customer <ul style="list-style-type: none"> Preferred Source of Info: Maximus sed diam eget risus varius blandit ut amet Key Publications: Placenas faucibus mollis interdum. Donec ullamcorper nulla Social Media: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla Web Habits: Sed posuere consectetur est at lobortis. Nullam et dolor id nibh 	Customer <ul style="list-style-type: none"> Preferred Source of Info: Maximus sed diam eget risus varius blandit ut amet Key Publications: Placenas faucibus mollis interdum. Donec ullamcorper nulla Social Media: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla Web Habits: Sed posuere consectetur est at lobortis. Nullam et dolor id nibh 	Customer <ul style="list-style-type: none"> Preferred Source of Info: Maximus sed diam eget risus varius blandit ut amet Key Publications: Placenas faucibus mollis interdum. Donec ullamcorper nulla Social Media: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla Web Habits: Sed posuere consectetur est at lobortis. Nullam et dolor id nibh
Experience	Positive <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Negative <ul style="list-style-type: none"> Placenas faucibus mollis interdum. Unmet Needs <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. 	Positive <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Negative <ul style="list-style-type: none"> Placenas faucibus mollis interdum. Unmet Needs <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. 	Positive <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Negative <ul style="list-style-type: none"> Placenas faucibus mollis interdum. Unmet Needs <ul style="list-style-type: none"> Integer posuere erat a ante venenatis dapibus posuere velit aliquet.
Expectation vs. Experience	<ul style="list-style-type: none"> Nullam id dolor id nibh ultricies vehicula ut id elit. Placenas faucibus mollis interdum. 	<ul style="list-style-type: none"> Nullam id dolor id nibh ultricies vehicula ut id elit. Placenas faucibus mollis interdum. 	<ul style="list-style-type: none"> Nullam id dolor id nibh ultricies vehicula ut id elit. Placenas faucibus mollis interdum.
Buyer's Questions	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. 	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. 	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit.
Content / Proof Points Required	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. 	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. 	<ul style="list-style-type: none"> Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit.

<ul style="list-style-type: none"> Condemnatum Sem Adipiscing Inceptos / Lorem Consectetur Pellentesque Elam / Phasellus Magna Sem 	<ul style="list-style-type: none"> Condemnatum Sem Adipiscing Inceptos / Lorem Consectetur Pellentesque Elam / Phasellus Magna Sem 	<ul style="list-style-type: none"> Condemnatum Sem Adipiscing Inceptos / Lorem Consectetur Pellentesque Elam / Phasellus Magna Sem 	<ul style="list-style-type: none"> Condemnatum Sem Adipiscing Inceptos / Lorem Consectetur Pellentesque Elam / Phasellus Magna Sem 	<ul style="list-style-type: none"> Condemnatum Sem Adipiscing Inceptos / Lorem Consectetur Pellentesque Elam / Phasellus Magna Sem
---	---	---	---	---

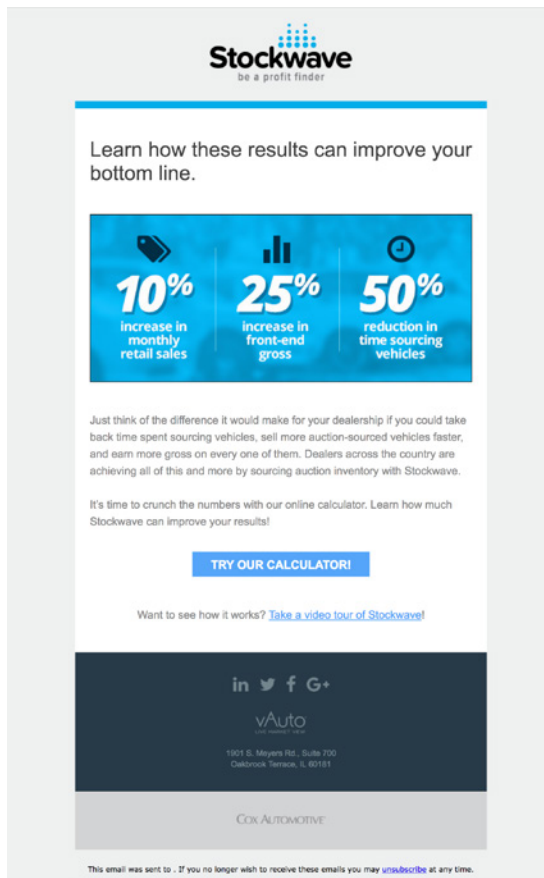
PRIORITY INITIATIVES	SUCCESS FACTORS	PERCEIVED BARRIERS	BUYING PROCESS	PERSUASION CRITERIA
<ul style="list-style-type: none"> Condemnatum Sem Adipiscing Inceptos / Lorem Consectetur Pellentesque Elam / Phasellus Magna Sem 	<ul style="list-style-type: none"> Condemnatum Sem Adipiscing Inceptos / Lorem Consectetur Pellentesque Elam / Phasellus Magna Sem 	<ul style="list-style-type: none"> Condemnatum Sem Adipiscing Inceptos / Lorem Consectetur Pellentesque Elam / Phasellus Magna Sem 	<ul style="list-style-type: none"> Condemnatum Sem Adipiscing Inceptos / Lorem Consectetur Pellentesque Elam / Phasellus Magna Sem 	<ul style="list-style-type: none"> Condemnatum Sem Adipiscing Inceptos / Lorem Consectetur Pellentesque Elam / Phasellus 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.



Email within a journey

STEP 1

FIRST, WE NEED A FEW FINANCIAL NUMBERS FROM YOU.

1500

YOUR FRONT-END GROSS PER UNIT

150

YOUR F&I GROSS PER UNIT

200

YOUR DOC / PROCESSING FEE

NEXT

STEP 2

NOW, WE NEED A FEW INVENTORY NUMBERS

70

YOUR CURRENT UNITS IN STOCK

35

YOU AVERAGE MONTHLY UNIT SALES

SEE YOUR TURN

Interactive gross profit calculator

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

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.

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.

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.

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

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



Fill out this form to schedule your demo!
DEALERSHIP
DEALERSHIP ZIP
FIRST NAME
LAST NAME
EMAIL
PHONE
PRODUCT INTEREST
Select Product

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

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

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

