

Hello SEEBURGER!

Agency Capabilities

A B2B Growth Partner

2nd

largest independent
U.S. B2B agency

110⁺

integrated
marketers



B2B Marketing

Agency of the
Year 2022

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

Sixth Largest
Global B2B Offering



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



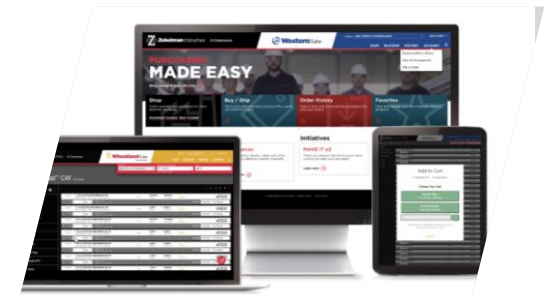
Strategy and Insights



Creative and Production



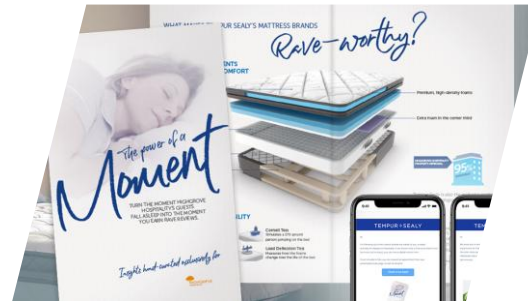
Content Marketing



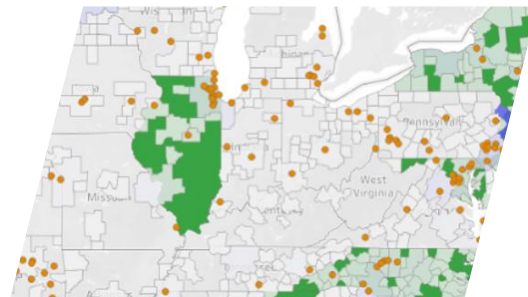
Digital Experience



Digital Marketing and Media



Demand Gen and ABM

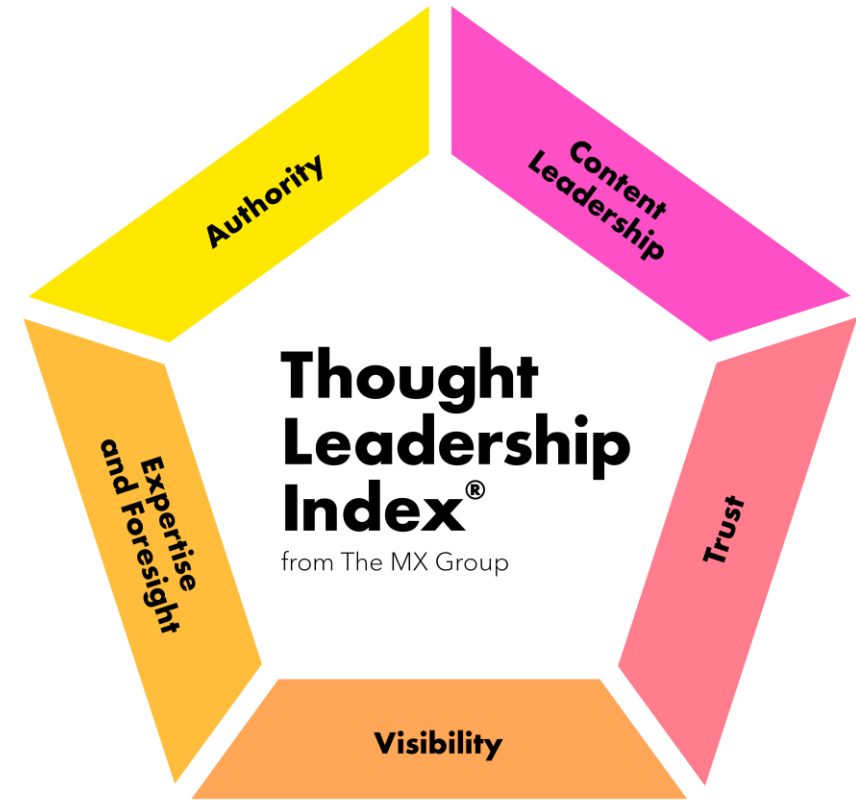


Martech and Data



Sales and Channel Enablement

Thought Leadership Index®



Developed in
consultation
with:

Northwestern
MEDILL
Spiegel Research Center

Digital Scan Metrics

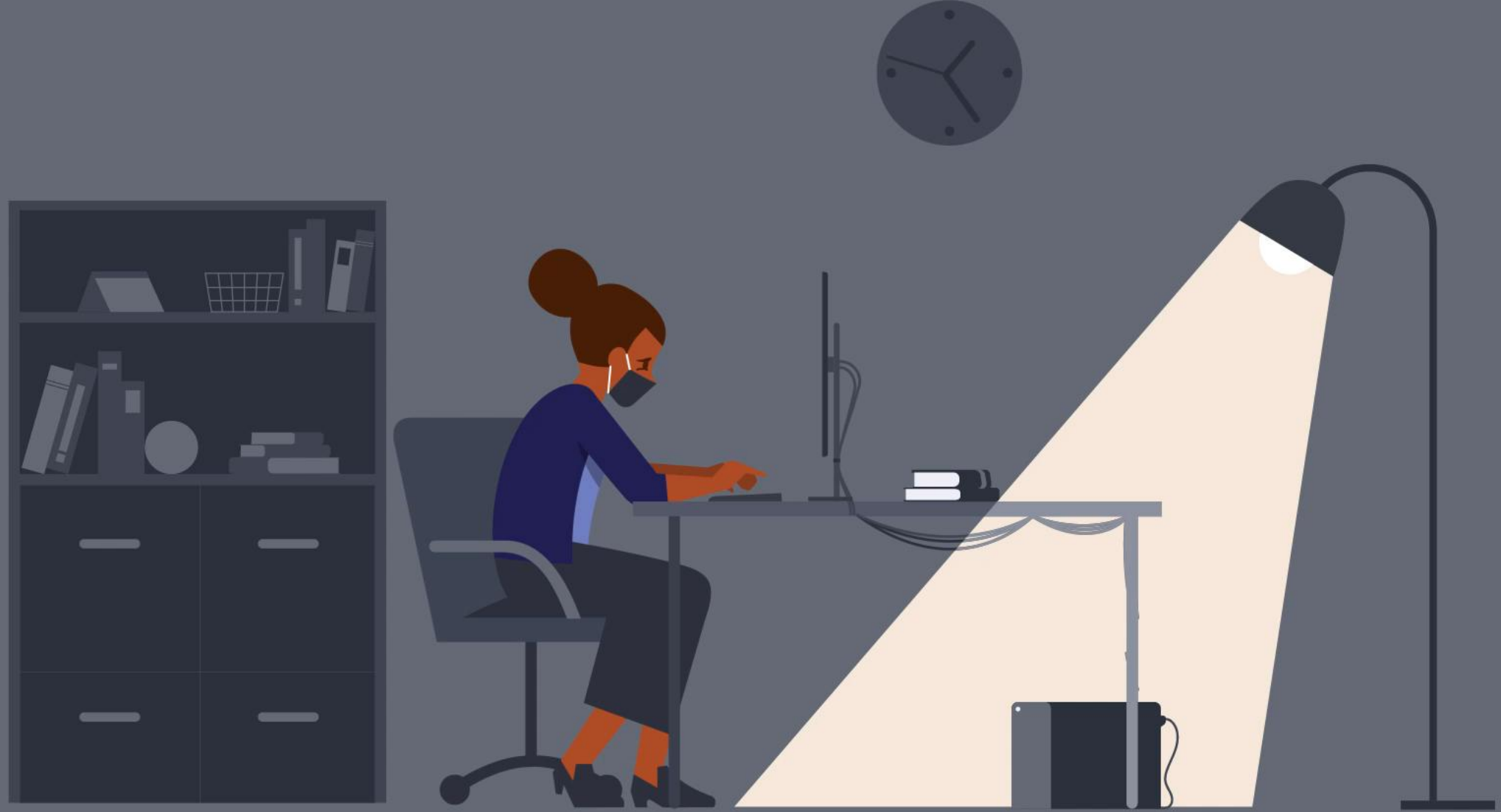
Trust	Authority	Visibility	Expertise + Foresight
Website Trustworthiness	Brand Authority	Content Engagement	Search Ranking by Target Topics
Content Engagement and Sharing	Domain Authority	Social Media Mentions, Connections and Followers	Industry Citations
Net Promoter Score	Keyword and SEO Leadership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

Thought Leadership Index® Digital Scan Results

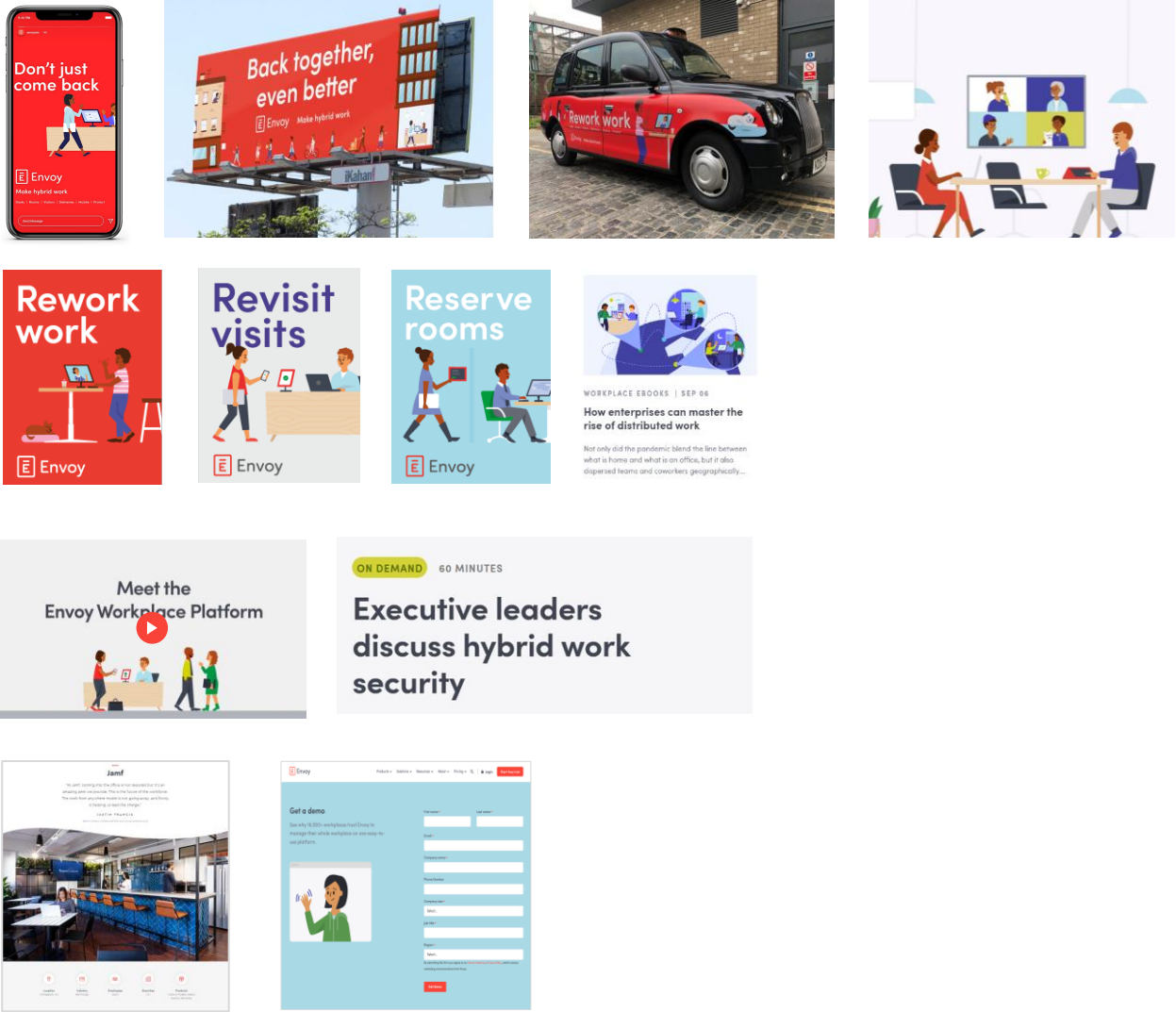
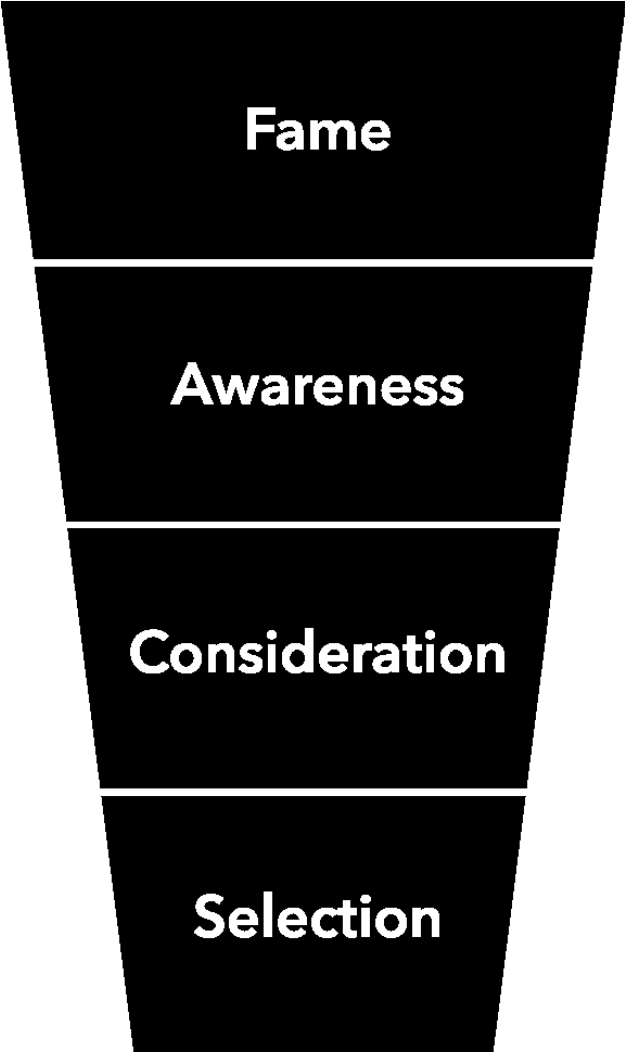
Company	Overall Metrics Score	Trust	Authority	Visibility	Expertise + Foresight
		25%	25%	25%	25%
SEEBURGER	1.5	0.3	4.5	0.0	1.1
MuleSoft	2.1	1.0	5.8	0.4	1.3
Tibco	2.8	-1.1	6.3	5.1	1.1
Axway	2.0	1.0	5.8	0.1	1.2
Boomi	1.9	0.7	5.6	0.2	1.1
Zapier	5.9	0.3	8.2	8.9	6.2

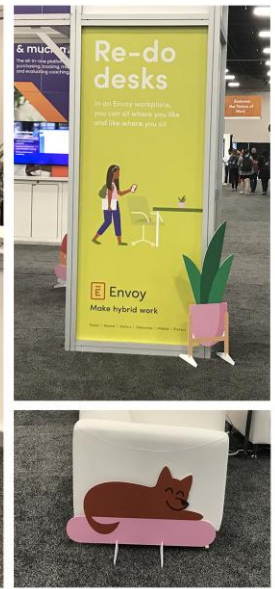
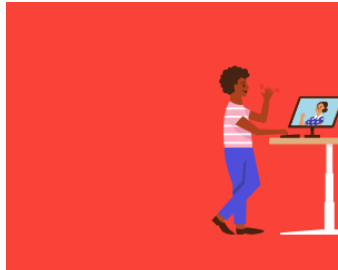
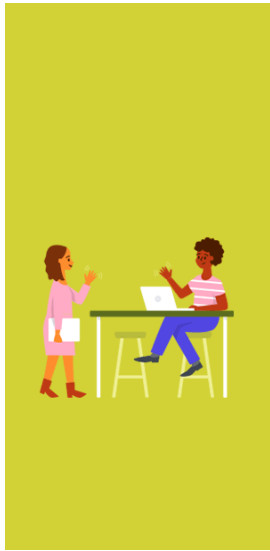


**Brand
Awareness to
Accelerate
Global
Demand**

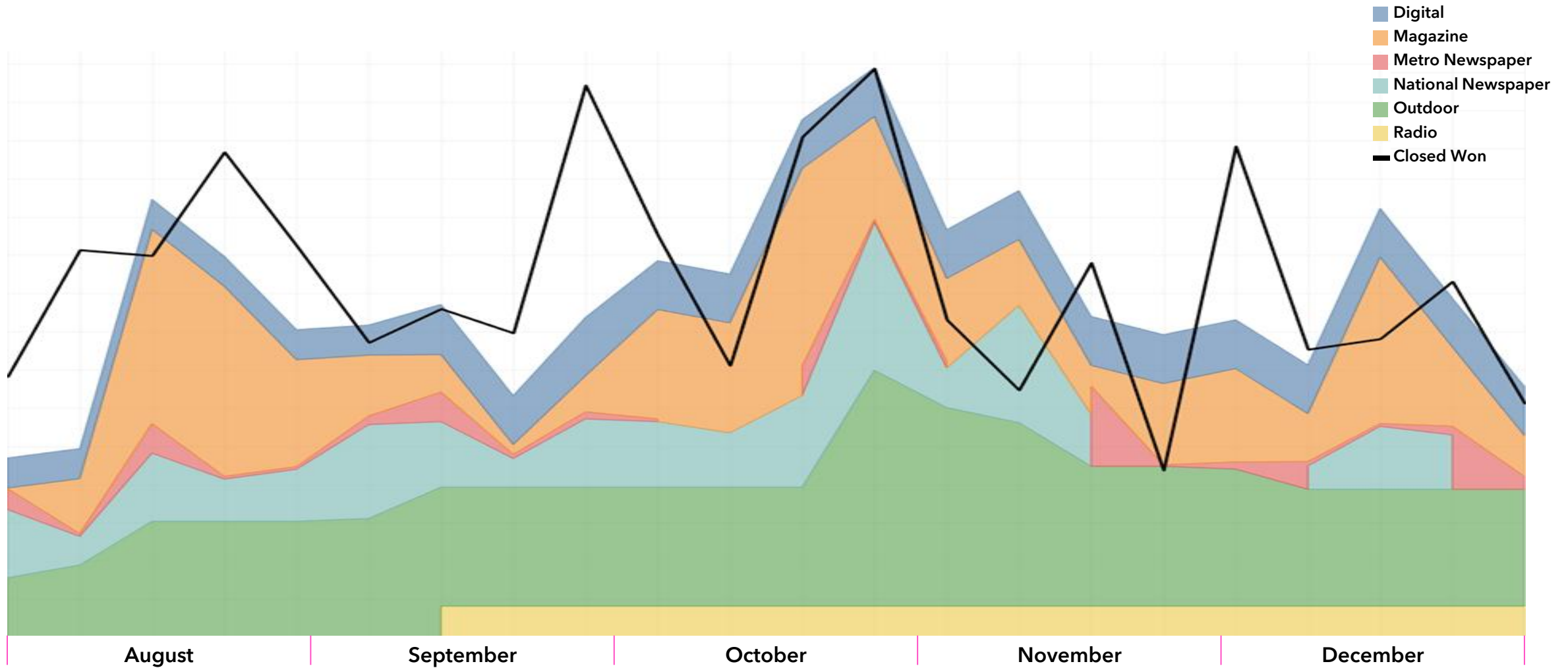


Unfolding Their Story Through the Funnel





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%

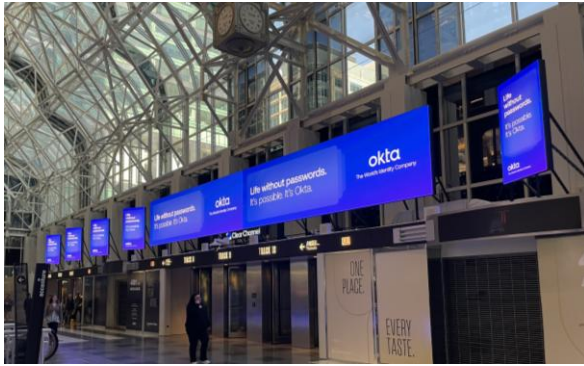
Lift in brand awareness

+4.5%

Trust of the Envoy brand



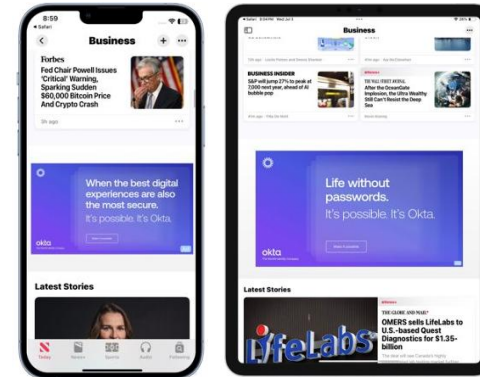
Building Brand Awareness for the Identity Company



Chicago Union Station



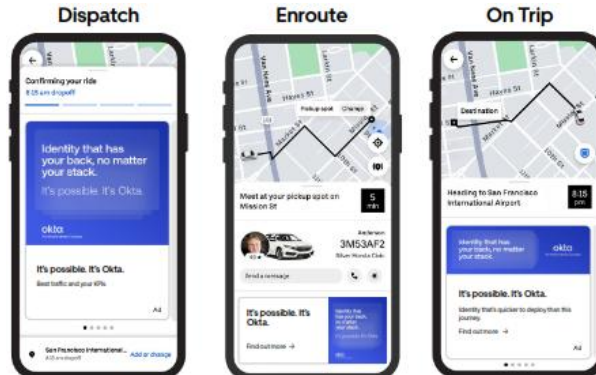
WSJ



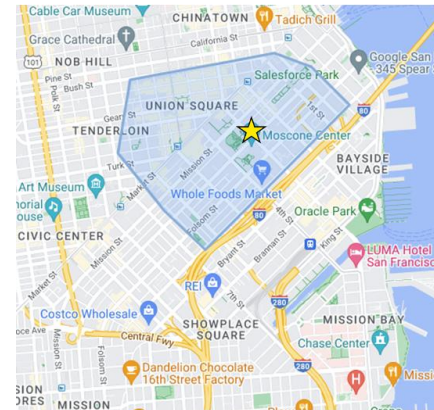
Forbes



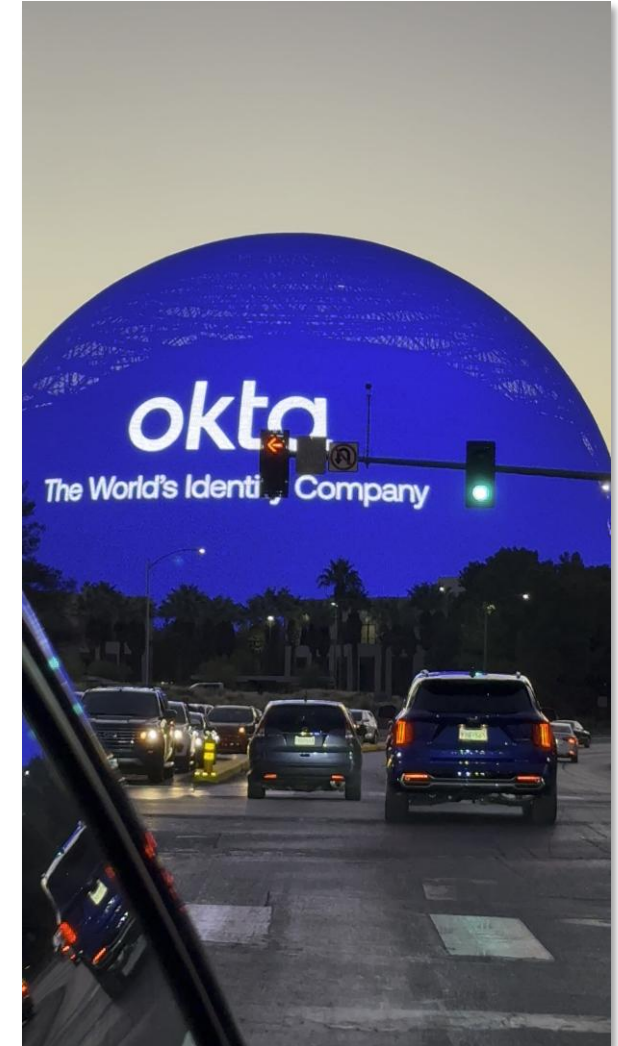
San Francisco Transit



Uber



Geo Digital



The Sphere

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%

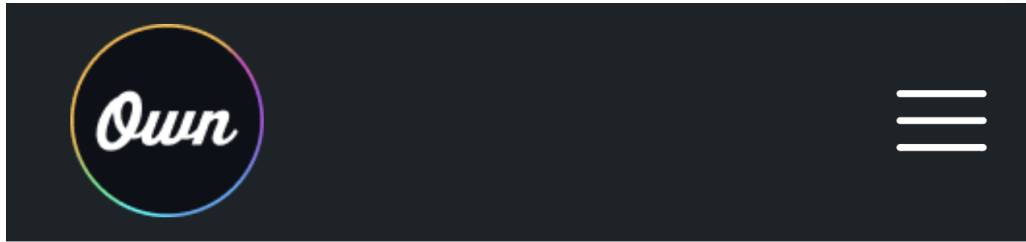
Increase in branded search

+38%

Increase in high value unique conversion

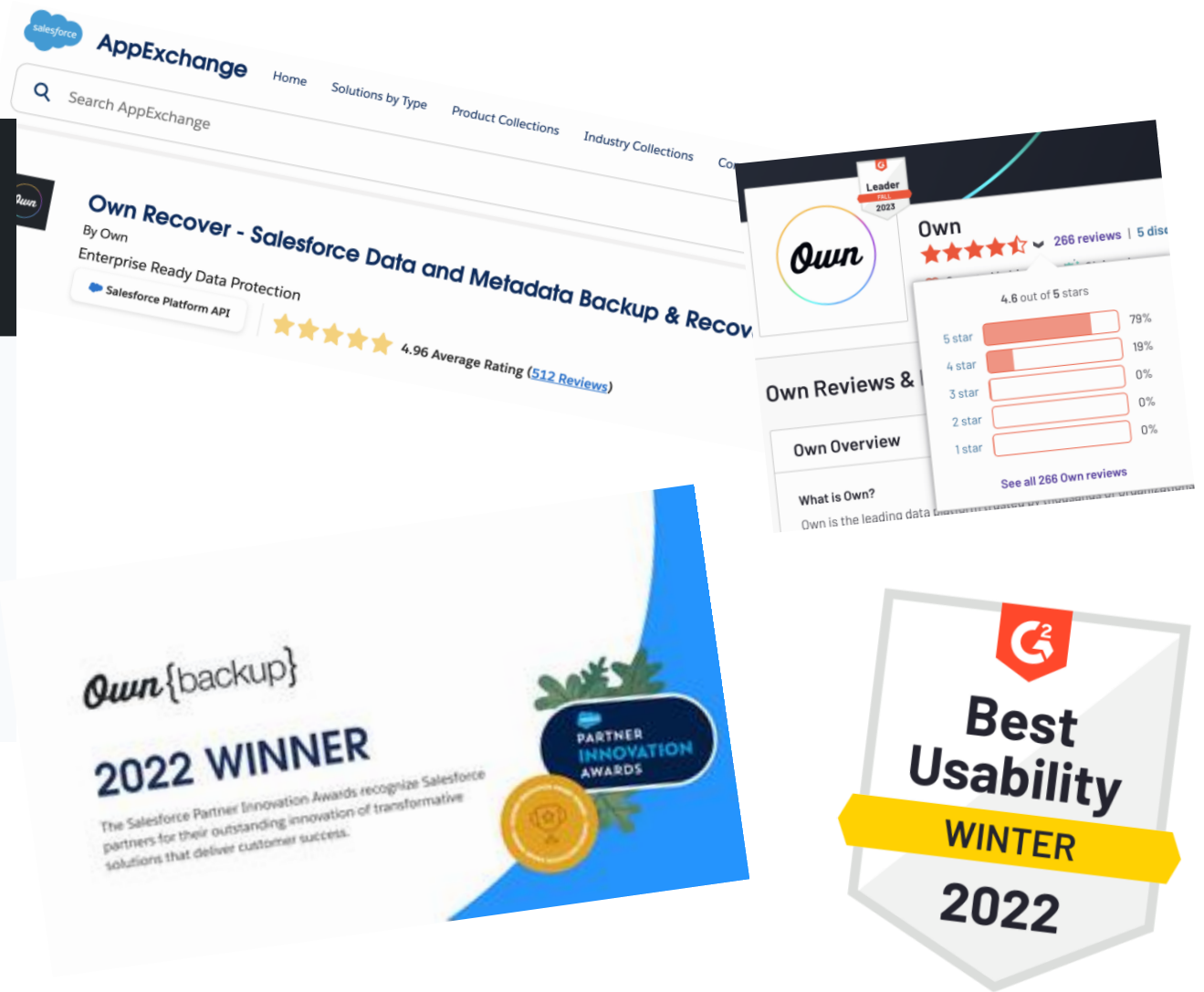


Creating Awareness For A New Category Of Software



OUR VISION

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



Creating Category Awareness



Mobile Billboard



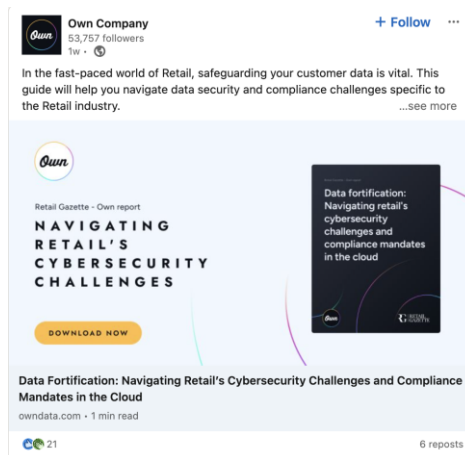
Airport Takeover



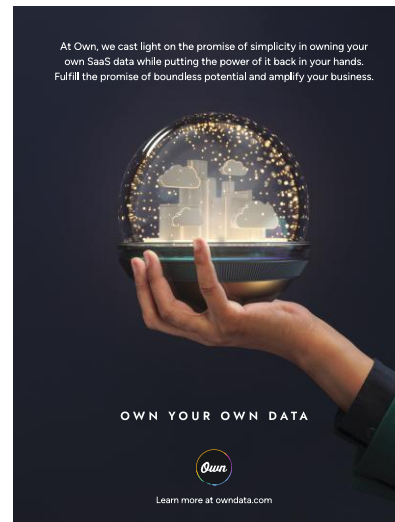
Laser Projection



Off-site Event



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.