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# University of Dayton

Marketing Analytics Partner  
Project # 21114165

**Prepared for:** Steve Morales, University of Dayton

**Created by:** Joshua Northcott, Hounder  
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# Table of Contents

<b>Letter</b>	<b>3</b>
<b>Why Hounder</b>	<b>4</b>
At a glance	5
Client experience	6
<b>Executive Summary</b>	<b>7</b>
Project Scope	7
Phase I:	7
Phase II (future):	7
<b>Project Plan / Approach &amp; Timeline</b>	<b>8</b>
Discovery Workshop: Marketing Data	8
Discovery Workshop Deliverable	8
Collaboration process	9
Assisting with using SF Campaigns to measure ROI	9
Marketing Consultation	9
Phase II (Future)	9
Project Sprint Plan / Timeline	10
Communication plan	10
<b>Meet the Team</b>	<b>11</b>
Proposed Team Members For this Project	11
<b>Cost Estimate</b>	<b>12</b>
Marketing Analytics Project	12
<b>Optional Post-Launch Relationship</b>	<b>13</b>
Ongoing Marketing Consulting Support	13
<b>Case Studies</b>	<b>14</b>
2nd Nature Water	14

UL EHS Sustainability	15
Everstream Analytics: Centralized Marketing Reporting	16
<b>Customer References</b>	<b>17</b>
<b>About Hounder</b>	<b>18</b>
Customer Experience + Human-Centered Design	18
Digital Marketing + Operations	18
Innovation + Product Development	18
Managed Services + Global Delivery	18
<b>Thank you!</b>	<b>19</b>

# Letter

Dear University of Dayton,

Thank you for the opportunity to be considered for the University of Dayton Marketing Analytics Partner Project. I am Joshua Northcott, CTO and Co-founder of Hounder - a limited-liability corporation in good standing with the California Secretary of State for 8 years and preferred marketing and implementation partner across many verticals including Education / Higher Ed. If selected, I am authorized to represent Hounder in the contract awarding and will be bound by standard terms and conditions satisfactory to University of Dayton.

As part of the core team for this project, we look forward to working with you and the team at the University of Dayton. Please enjoy the following pages about our company, team, and our responses to your request for information per our detailed review of the RFI . If you have any questions, feel free to reach out through the contact information provided below.

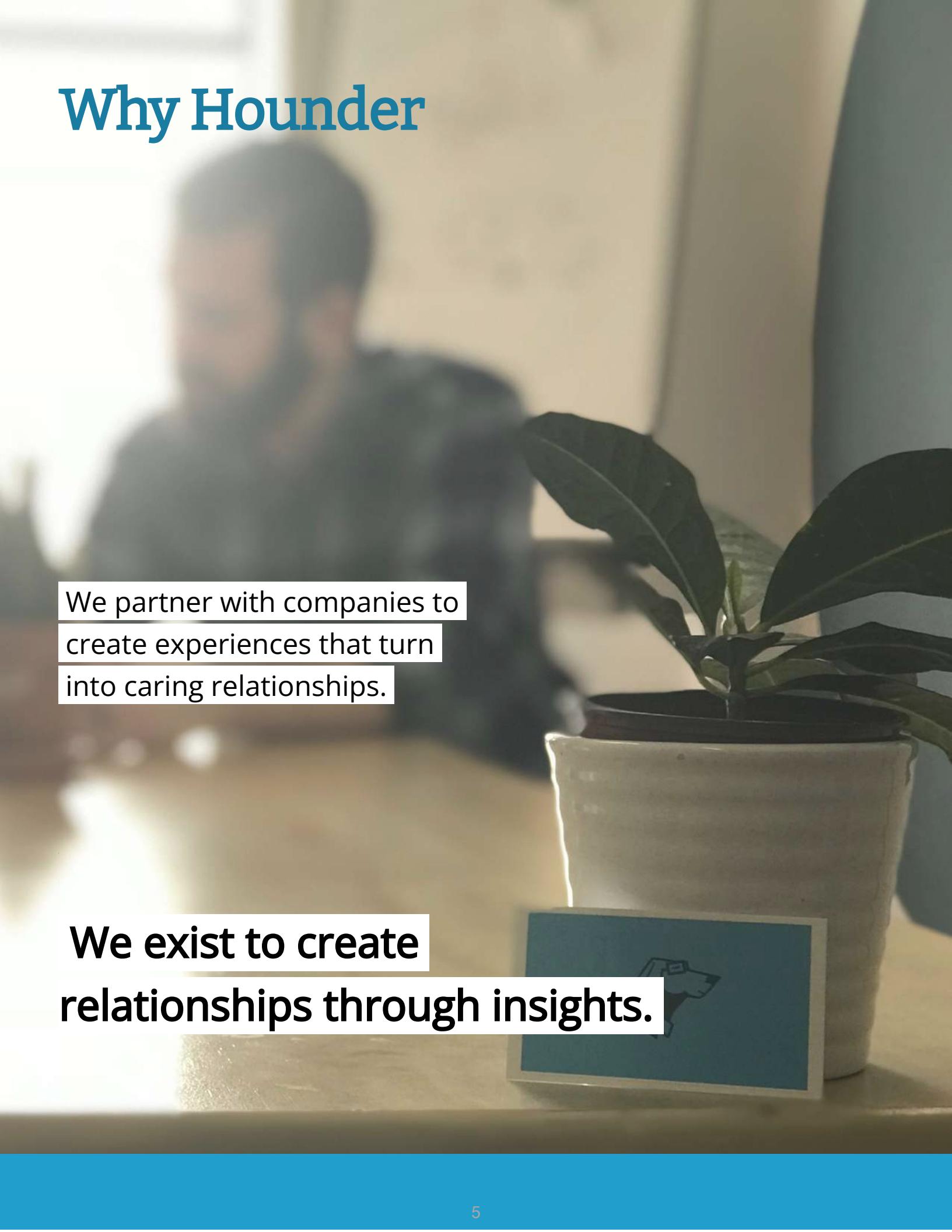
- Thank you for your consideration,



**Joshua Northcott**  
*CTO & Co-Founder*  
Email: [josh@hounder.co](mailto:josh@hounder.co)  
Phone: (951) 295-6815

A handwritten signature in black ink, appearing to read "Joshua Northcott".

# Why Hounder



We partner with companies to  
create experiences that turn  
into caring relationships.

We exist to create  
relationships through insights.



## At a glance

An award-winning digital marketing team, *specializing in enterprise marketing web system implementations for the largest organizations in the world.*

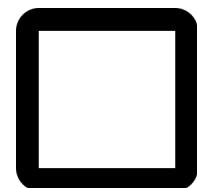


Since 2016, we only take 2 - 3 projects at a time -  
*giving you the attention and dedication you deserve*



Redlands based, Hounder is a *digital design and development team with expertise in -*

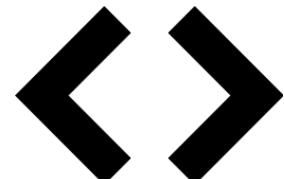
*Enterprise Marketing Systems*



*Actionable Insights and Analytics*



*Web Development*



*Design/Design Systems*

## Client experience



blackbaud™



# Executive Summary

At Hounder we love data challenges in the realm of Marketing Analytics. Backed by a rich history of successfully executing projects that delve deep into data intricacies. Our team possesses extensive experience in not only dissecting complex datasets but also in consolidating diverse sources of information for comprehensive and insightful reporting. We understand that the true power of analytics lies in its ability to translate raw data into actionable insights. Whether it's unraveling consumer trends, assessing campaign efficacy, or forecasting market dynamics, Hounder excels in the art of consolidating data to provide our partners with detailed and meaningful reports. We love to transform data into a strategic asset, guiding your marketing decisions with precision and purpose.

## Project Scope

We recognize that the Marketing Analytics Partner project includes the following scope and phases:

### Phase I:

- Implement a process for measuring goals and conversions in SF Marketing Cloud
  - Evaluate current processes and tools in place
  - Determine changes/updates to processes
  - Identify any tools that may be required to update improvements
  - Assist with setting up new processes and tools
  - Training pertinent staff to follow the new process and maintain going forward
- Identify additional event and goal tracking to add to Google Tag Manager
  - Evaluate existing sites
    - Identify sites with GTM already in place, e.g.:
      - Event web sites
      - Admissions portal
      - Intranet (Porches to-do list)
      - SF Forms
      - SF Community
      - UD Main (udayton.edu)
    - Identify sites that should have GTM
    - Assist in defining events and goals across sites
    - Create requirements document for UDit to implement
  - Cross-site Tracking
    - Assist with identifying and implementing tracking on cross-site activity
- Assist with using SF Campaigns to measure ROI
  - Global campaigns in SF (not MC): Implement a process using SF Campaigns that will allow UD to analyze all marketing efforts (print, digital, email, SMS, etc.) and calculate the ROI to drive efficiency and decision-making.
  - Consult in campaign setup, specifically campaign hierarchy definition and ROI calculation, based on best practices.

### Phase II (future):

- Marketing Dashboard
  - Ensure all current recommendations provide a foundation for a future Marketing Dashboard
  - Assist with the selection and implementation of the dashboard tool
  - Train pertinent team members to create and maintain going forward

# Project Plan / Approach & Timeline

## Phase I: Discovery Workshop: Marketing Data

To kickoff the engagement and get straight to work on the project, Hounder will lead a virtual or onsite discovery workshop and project kickoff session with the necessary University of Dayton team members to share, coordinate and collect all information needed to implement an efficient and centralized process for measuring goals and conversions in the SF Marketing Cloud. This workshop includes:

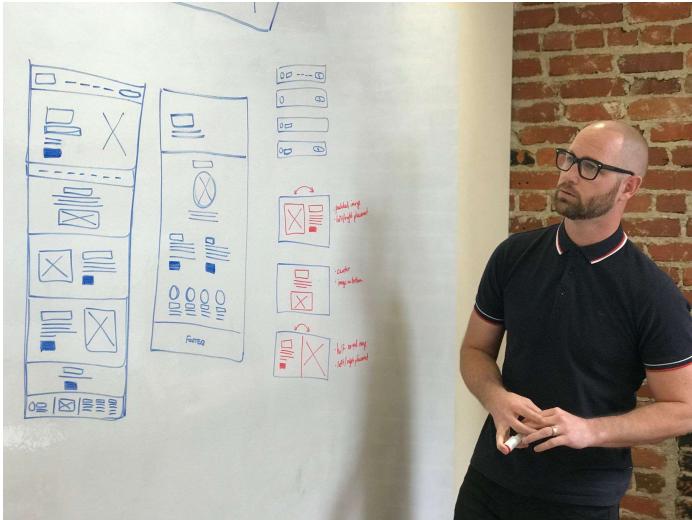
- Marketing / Sales team interviews and workshop sessions
- Sites audit
- Marketing technologies audit
- Data source audit
- Campaign evaluation
- Tracking tool audit
- Reporting and dashboard technologies audit and evaluation
- KPI workshop



### *Discovery Workshop Deliverable*

After the discovery workshop sessions, Hounder will provide a detailed list of findings and a comprehensive Marketing Data plan complete with:

1. Goal measuring processes in SFMC
2. Data tracking implementation strategy with GTM
3. List of all sites and components with and without GTM to have an implementation matrix.
4. Identifying KPIs (including measurements such as Events and

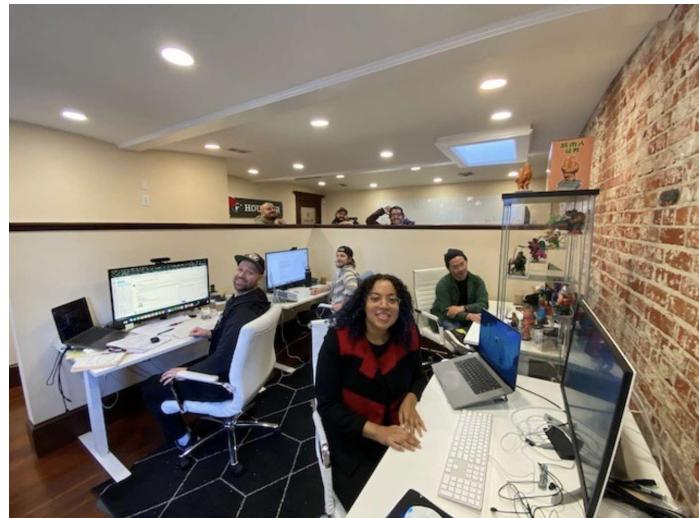


- Goals and triggers for data capture)
- 5. Cross-site tracking Implementation plan and data flow mapping
- 6. Identify a detailed sprint/engagement plan for marketing consult in the SF campaign setup and hierarchy definition to provide ROI calculation, based on best practices.

# Collaboration process

## Assisting with using SF Campaigns to measure ROI

As a deliverable of the discovery workshop, the marketing analyst and implementation team will put together a comprehensive SF campaign setup plan according to the ROI metrics and requirements identified.



## Marketing Consultation

Joey Domingo, Marketing Data Analyst and SF specialist will be assigned 20 to 40 hours (depending on University of Dayton's needs) to assist in the setup and implementation of the SF campaign setup. Should additional hours be needed or desired by University of Dayton this service can be upgraded to an ongoing service retainer of 20 or 40 hours a month of dedicated consult hours.



## Phase II (Future)

The fun part begins! Integrating all the necessary website, sales, and campaign performance metrics, with goals and KPIs that have been identified and integrating them into an easy-to-use dashboard that provides tailor-made insights for your team to measure success and take action.

This phase consists of the following milestones:

1. Ensure all data mapping and data capturing with goals and KPI's are in place and approved.
2. Collaborate and provide a recommendation and high-level implementation plan of the Dashboard tool that integrates and works seamlessly with University of Dayton's current marketing technology stack.
3. Wireframe and Implement Dashboard with metric measurements
4. Provide a 1-hour Train-the-Trainer hands-on recorded session to manage and maintain the dashboard for the future.

# Project Sprint Plan / Timeline

Based on the requirements and scope identified for the University of Dayton Marketing Analytics Partner Project project, Hounder anticipates the total project timeline for Phase 1 from start to finish to be completed in 6 to 7 weeks. Phase 2 to be completed in 6 weeks.

Hounder recommends engaging in weekly sprint meetings during the project and reviews of deliverables every 2 weeks to ensure consistent alignment and flow of communication throughout the project. However, we like to make these decisions together with University of Dayton as a project team. Hounder's project manager will setup a full sprint schedule that University of Dayton team members will have access to within University of Dayton project management tool of choice. This Sprint Schedule maps out the project from beginning to end. It identifies who is doing what and when, with defined deliverables every 2 weeks.

## *Communication plan*

(core team only, see names below) Sprint Check-in Meetings	Weekly, 15 minutes
(full team = core + management teams) End of Sprint Review Meetings	Biweekly, 30 minutes
Project Management Tool	University of Dayton <b>TBD</b>
Project Communications Tool	University of Dayton <b>TBD</b>

**1 day**

Discovery Workshop

**5 wks**

Marketing Data Evaluation,  
Recommendations,  
and Implementation Plan

**40 hours.**

Campaign Setup Consulting

**6 wks.**

Dashboard Implementation

**~ 13 wks. in total (Phase I and II) to complete University of Dayton Marketing Analytics Partner Project**

# Meet the Team

100% US-Based, 200% personality



**Josh**  
CTO & Co-founder



**Justin**  
CDO & Co-founder



**Bryan**  
Design Director



**Bettina**  
Project Manager



**Joey**  
Digital Marketing Lead



**Austin**  
Software Engineer



**Ryan**  
Content Marketing Lead



**Rashad**  
Software Engineer

## Proposed Team Members For this Project

**Bettina Acosta** - **Project Manager**, 5 years of professional experience. Licensed certified Scrum Master. Hounder Project Manager 2022-present. Graduated University of North Carolina in 2018.

**Josh Northcott** - **Account Lead**, Hounder CTO and Co-Founder with 20 years of Web Marketing and delivery experience. Former Web Marketing Director at Esri from 2007 - 2016.

**Joey Domingo** - **Marketing Data Analyst Lead**, Hounder Digital Marketing Lead 2022-present.

10 years of professional experience. Advertising Coordinator at Esri May 2015 - November 2015. Project Manager and Marketing Intern at Green Acres Advertising Design 2014 - 2015. Self-employed Digital Marketing Consultant for 7 years.

**Ryan Warrick** - **Marketing Data Analyst**, Hounder Marketing Team 2021-present.

11 years experience. Content Lead and Web Manager at Nordstrand 2011-2021. Graduated with a BA in English Language Arts in 2017.

**Rashad Naime** - **Web Developer**, Implement any custom tracking scripts. Hounder Developer 2021-present. 3 years of development experience. Certificate from Coding Dojo for full-stack development in Python, Java, and Mern. Drupal Certified Acquia Developer. 7 years of professional experience.

**NOTE:** We provide summaries of the team's related experience with your convenience in mind. Every team member is willing and able to provide full resumes upon request. Thank you!

# Cost Estimate

## Marketing Analytics Project

Name	Weeks	Price	Subtotal
Discovery Workshop 1 Day <ul style="list-style-type: none"><li>• Marketing / Sales team interviews and workshop sessions</li><li>• Sites audit</li><li>• Marketing technologies audit</li><li>• Data source audit</li><li>• Campaign evaluation</li><li>• Tracking tool audit</li><li>• Reporting and dashboard technologies audit and evaluation</li><li>• KPI workshop</li></ul>	1	\$8,000.00	\$8,000.00
Marketing Data and Implementation Plan <p>Hounder will provide a detailed list of findings and a comprehensive Marketing Data plan complete with:</p> <ul style="list-style-type: none"><li>• Goal measuring processes in SFMC</li><li>• Data tracking implementation strategy with GTM</li><li>• List of all sites and components with and without GTM to have an implementation matrix.</li><li>• Identifying KPIs (including measurements such as Events and Goals and triggers for data capture)</li><li>• Cross-site tracking Implementation plan and data flow mapping</li><li>• Identify a detailed sprint/engagement plan for marketing consult in the SF campaign setup and hierarchy definition to provide ROI calculation, based on best practices.</li></ul>	5	\$8,000.00	\$40,000.00

Campaign Setup Consulting (40 Hours)	2	\$4,000.00	\$8,000.00
<ul style="list-style-type: none"> <li>Global campaigns in SF (not MC): Implement a process using SF Campaigns that will allow UD to analyze all marketing efforts (print, digital, email, SMS, etc.) and calculate the ROI to drive efficiency and decision-making.</li> <li>Consult in campaign setup, specifically campaign hierarchy definition and ROI calculation, based on best practices.</li> </ul>			
Phase II Marketing Dashboard	6	\$8,000.00	\$48,000.00
<ul style="list-style-type: none"> <li>Ensure all current recommendations provide a foundation for a future Marketing Dashboard</li> <li>Assist with the selection and implementation of the dashboard tool</li> <li>Train pertinent team members to create and maintain going forward</li> </ul>			
Project Management Project Planning, Task Management, Comms	1	\$13,000.00	\$13,000.00

New Client 10% Discount      **-\$11,700.00**

**Total \$105,300.00**

# Optional Post-Launch Relationship

## Ongoing Marketing Consulting Support

Hounder has an optional, ongoing web support service - providing a block of *up to 20 hours per month*.

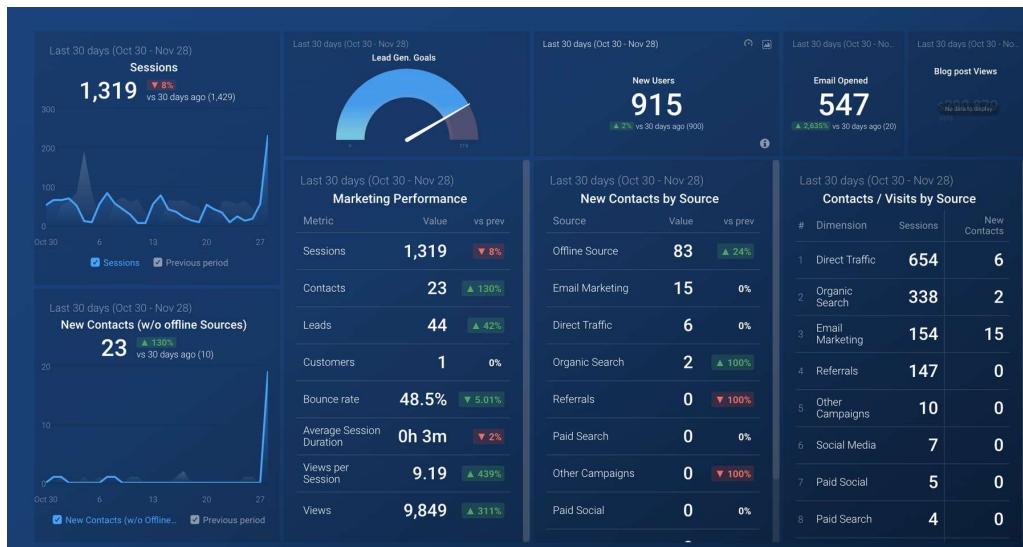
Marketing Consulting Support includes, but is not limited to:

- Data Analytics and Marketing Consulting (SF and Marketing Automation)
- Campaign Planning / Campaign Management
- Marketing Research
- Training and mentoring
- Call our office during business hours anytime to discuss an issue and we'll be there, dedicated to help
- Ticketing system



# Case Studies

## 2nd Nature Water



2nd Nature Water, leaders in stormwater management tech, were in need of a digital transformation from a new marketing website, marketing automation system, CRM implementation and Marketing Campaign Strategy, Reporting and Campaign calendar.

For the Website tracking, Hounder implemented a single tracking script using GTM and configured Google Analytics to capture specific goals and events that were identified in the KPI workshop. The Hubspot Marketing Automation system integrated directly to the new WordPress CMS with lead forms for all lead flow and scoring.

With lead scoring in affect, leads would flow into Salesforce and alert and assign the appropriate sales rep based on where in the site the lead came from or the campaign landing page it came from.

Lastly, both the Website GA performance data, Salesforce SQL Data and Hubspot Campaign data seamlessly flowed into a Databox Dashboard that Hounder customized for the organization.

In addition Hounder redesigned 2ND Nature's website with a cohesive theme and custom imagery that complements the knowledge and environmental efforts of 2ND Nature's scientist-led team, with strategic navigational menus and page-by-page journey that guides site visitors exactly where they need to go. The project scope also included:

- Ongoing web support

3+

Data Sources into a single real-time dashboard

182%

increase in lead generation

360

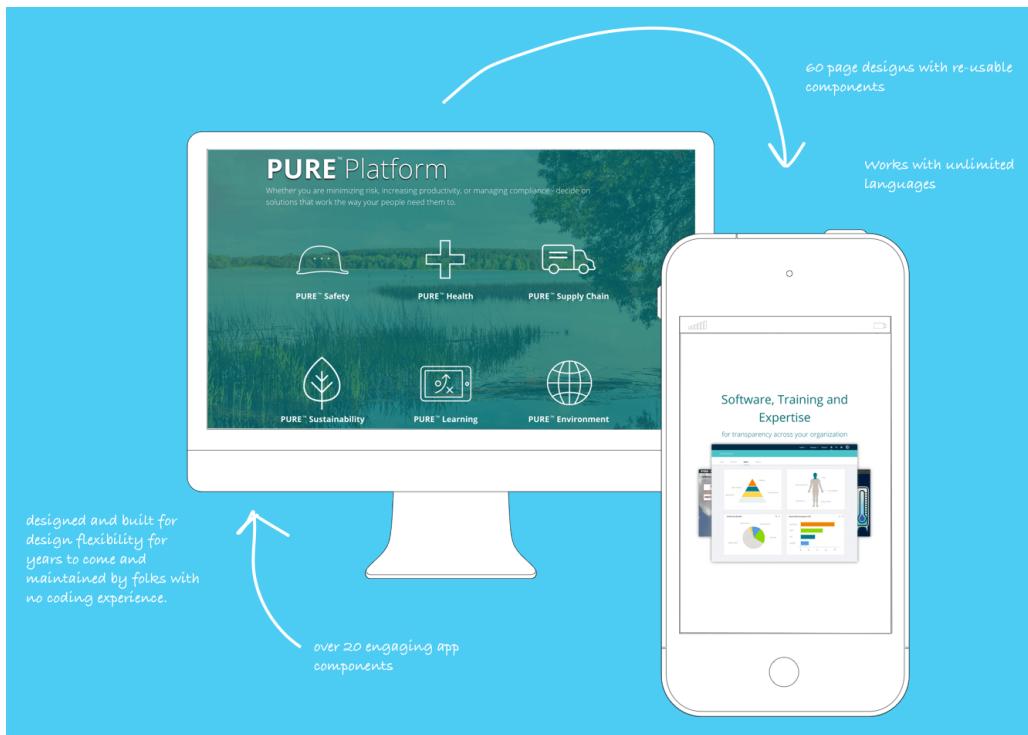
degree analysis and reporting for all marketing and sales teams.



- Ongoing Marketing Service
- Custom icon design
- Design system creation
- Custom development



# UL EHS Sustainability



500

Page Website Implementation

1

SF Marketing Cloud

1

SFDC Integration

UL came to Hounder to help implement a brand new marketing website that was optimized for lead generation and would be integrated with an existing SFMC and corporate SFDC (CRM) system.

In addition to the new website design discovery, the marketing team also held a marketing data workshop that consisted of the following topics:

- Marketing / Sales team interviews and workshop sessions
- Marketing technologies audit
- Data source audit
- Campaign evaluation
- SFMC Campaign Naming conventions
- Tracking script and tool audit
- Reporting and dashboard technologies audit and evaluation
- KPI workshop

With this information the project team setup and configured the campaigns in SFMC with a new naming convention and forms for tracking and then mapping data fields for the corporate Salesforce CRM system for qualified leads to flow.

There was 2 weeks of dedicated testing needed to successfully ensure all forms (over

200 different lead forms across 7 different languages) were flowing into the corporate CRM as needed. A complex marketing and data system implementation and integration that was completed within 6 months!



# Everstream Analytics: Centralized Marketing Reporting



We've worked with Everstream Analytics since their website redesign in 2021. This time, our friends at Everstream Analytics came to us with a data marketing challenge that had us hooked: drive an increase in organic web traffic by 2x and provide automated marketing reporting on marketing campaign performance for both the North American team and the marketing teams in Europe.

Hounder's approach was anchored in data-driven decision-making and research. They conducted comprehensive keyword research to identify business-relevant keywords that were not only high in search volume but also closely aligned with Everstream Analytics' core services and expertise. We helped developed a content marketing strategy centered around these keywords.

For the Website tracking, Hounder implemented a single tracking script using GTM and configured Google Analytics to capture specific goals and events that were identified in the KPI workshop across 2 different marketing team KPIs. The Hubspot Marketing Automation system integrated directly to the new WordPress CMS with lead forms for all lead flow and scoring that fed into the SFDC CRM.

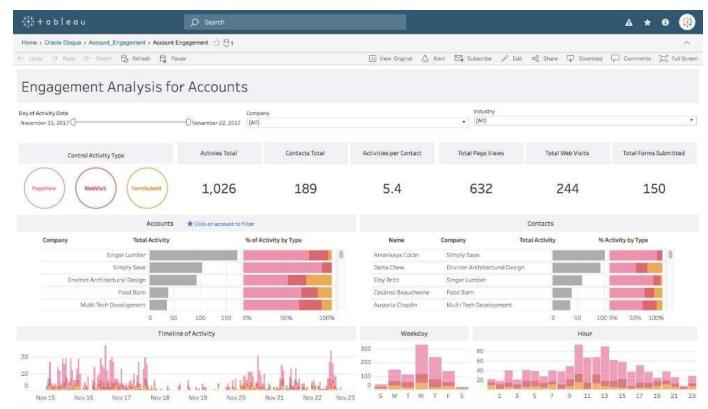
For the dashboard reporting, we chose Tableau as some of the Everstream team members had prior knowledge and the tool met all the BI and reporting requirements identified in the workshops. The dashboard included Hubspot Marketing campaigns, Website Google Analytics with custom goals, and Salesforce CRM KPI data.

*Note: Due to our NDA and security this image is not the actual marketing reporting dashboard but very similar in KPIs and metrics reported on.*

**2X**  
organic search traffic reached

**4**  
months ahead of goal estimate

**4**  
Integrated data sources into a single marketing dashboard and automated reporting emails to Execs.





# Customer References

More references can be provided upon request.

Name/Title/Department	Company Info	Contact
Bob Murray <i>Head of School</i>	<b>Milpitas Christian School</b> San Jose, CA (Click to visit website)	(408) 945-6530 x 13010
Jennifer Meister <i>CMO</i>	<b>UL (Underwriter Laboratories)</b> Northbrook, IL (Click to visit website)	(615) 814-5022
Alan Cassidy <i>Non-Profit &amp; Education</i>	<b>Esri</b> Redlands, CA (Click to visit website)	(909) 793-2853
David Thurston <i>CIO</i>	<b>San Bernardino County School Systems</b> San Bernardino, CA (Click to visit website)	(909) 708-6070

# About Hounder

Within 8 years of business, Hounder has partnered with organizations of all kinds. From government agencies, to Colleges, to fortune 100 companies. As for in scope work, we've helped some of the largest organizations in the world consolidating performance and sales data from multiple sources into comprehensive, reports and real-time dashboards to provide actionable insights for the business.

We are a partnership LLC business structure offering expertise in:

## Platforms + Technology Implementations

- Marketing Automation Implementation / Integrations (HubSpot, Marketo, Pardot)
- CRM (Salesforce, Hubspot CRM, Adobe Sales Cloud, Monday, Zoho)
- CMS Implementations (Drupal/Acquia, WordPress, AEM)
- Adobe AEM
- SalesForce Marketing Cloud
- Acquia DXP
- WordPress Custom
- Drupal Custom
- Drupal certified developers on staff

## Customer Experience + Human-Centered Design

- UX/ UI Design
- Enterprise Design Systems
- Usability Studies
- Custom Website Design
- Website Personalization (+ Personalization Pilot Program)
- ADA Website Compliance

## Digital Marketing + Operations

- *End to End Marketing Strategies*
- Campaign Planning & Execution
- Account Based Marketing (ABM)
- *SEO (on-page and technical SEO)*
- *SEM/PPC*
- *Content Marketing*
- Social Media Management
- PR Placement
- Email Marketing & Management
- Analytics & Reporting
- Site Migrations

## Innovation + Product Development

- *Web Applications*
- *ArcGIS Solutions*

## Managed Services + Global Delivery

- *Full Service Hosting*

# Thank you!



Questions, comments, concerns... over virtual coffee?

**Joshua Northcott**

**Hounder**

**951-295-6815**

We measure ourselves by one single metric: our partners' success!

