

AgilOne Expert Services

Our services meet our clients' strategic and operational needs

- Strategic services
 - Business diagnostics and deep dive into marketing program and opportunities to increase incremental revenue
- Marketing services
 - Email & social marketing services
 - Prepare campaign roadmap, execute email and social programs on behalf of client, provide training
 - Services can include: creative and HTML, interpreting results, recommending next steps
 - Direct mail services
 - Dedicated team of direct mail experts to hone client strategy & optimize campaign list preparation
 - Services can include: data pulls, list hygiene, advanced suppression, merge/purge, mail file preparation, circulation management, external list services
- Experts on Demand
 - Acts as extension of your marketing team; define strategy, manage execution, analyze results
 - Example experts provided: CRM experts, data scientists

AgilOne Client Case Study: Loyalty

AgilOne Services Used: Strategic & Email Marketing Services

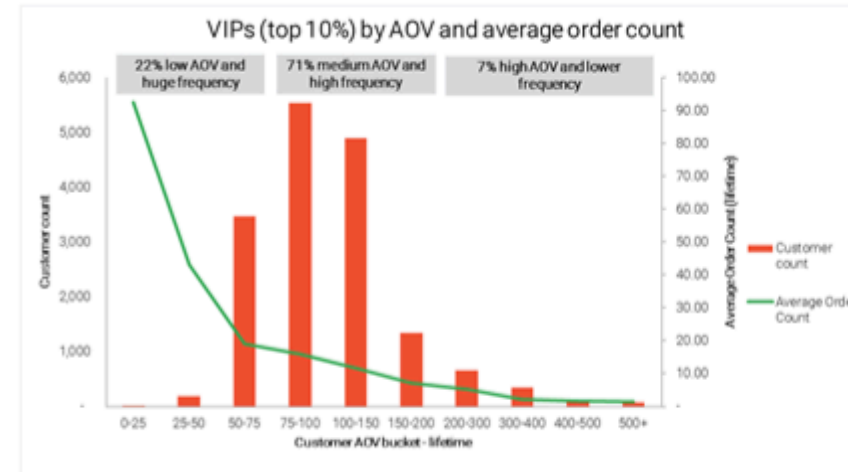
Context:

- Client mentioned new priority to set up a loyalty program
- Client engaged AgilOne to develop and maximize ROI of the program

Services Performed:

- Business diagnostics focused on:
 - The path to becoming a high value customer
 - How to grow KPIs year over year
- Email marketing execution services

Transaction behavior - VIPs



Key learnings

- It seems that a true combination of order count and AOV drive the customer value
- 71% of the VIP customers buy with a medium AOV and a high frequency

Recommendations

- Analyze in further details the purchasing behaviors of VIPs by AOV bucket

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Business diagnostic extract on path to become a high value customer

AgilOne Client Case Study: Growing Email Revenue

AgilOne Services Used: Strategic, Email Marketing, and Creative Services

Context

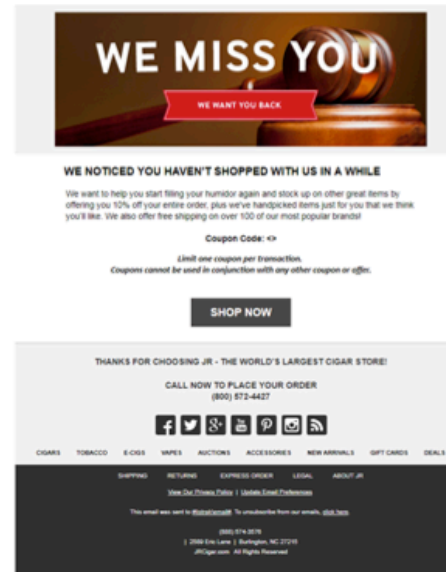
- Client wanted to understand areas to grow revenue
- Client wanted help with creative and HTML for email campaigns

Services performed:

- Business diagnostics
- Five email campaigns from strategy to HTML:
 - Replenishment
 - Anniversary
 - Birthday

Results

- \$800K from these campaigns
- Gratitude and warm thanks from CEO 😊



Old Email



AgilOne new Email

AgilOne Client Case Study: Direct Mail

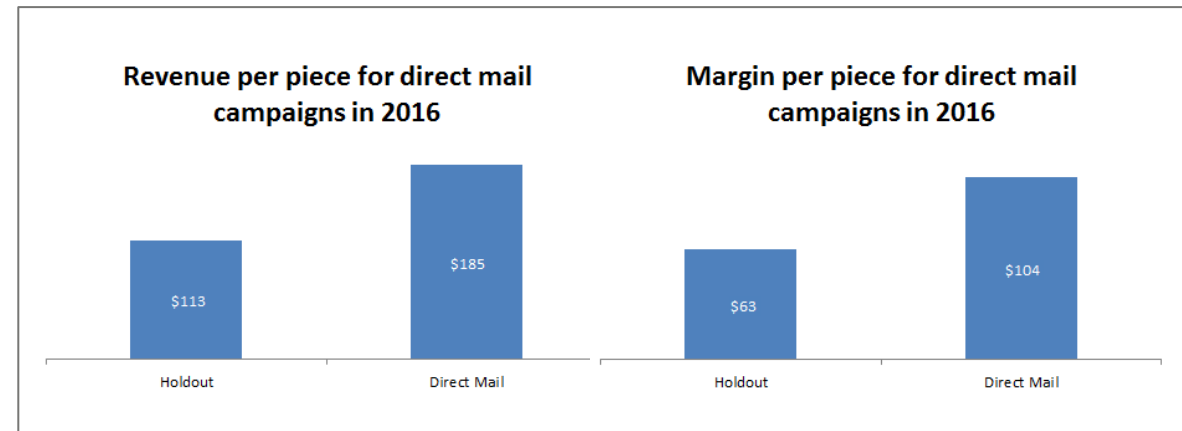
Services Used: Direct Mail Marketing Services

Context:

- Client wanted to ensure the accuracy of customer addresses; increase direct mail revenue & reduce margin per direct mail piece

Services performed:

- AgilOne team sent direct mail to intelligent clusters, such as:
 - Customers who purchased online or in the store
 - Likelihood to buy
 - Product or brand affinity
- Export list to client's mail fulfillment provider



ROI from Direct Mail Campaigns Powered by AgilOne