



Overview of eCommerce Analysis & Consultation for UPS customers

[this is an internal deck to train and educate UPS sales]

Your **Revenue Growth** Coach

- 38-years at UPS (Sales & Marketing)
- Managed UPS relationship with INTO for the Northern Plains district and witnessed first-hand the impact on customers
- Experienced in changing the conversation from “price” to “growth”
- Familiar with UPS Digital Connections partners and how they fit in.

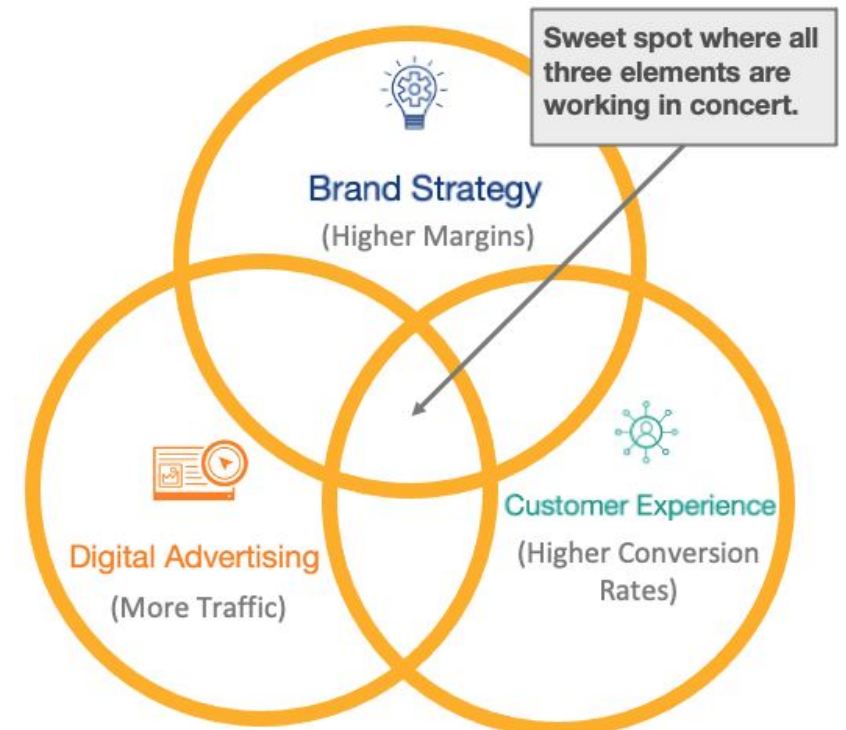


What is a **Growth Agency**?

Provides companies the tools, strategies, and expertise to achieve ***sustained eCommerce growth and competitive differentiation***.

Which means Customer-specific Research and One-on-One **Consultations** designed to **identify blind spots and opportunities** in a brand's eCommerce efforts.

We do have a **proven track record** of providing improvements to help **increase the effectiveness** of eCommerce investments.



Typical Partner vs Growth Agency



Brand Strategy (Increase Margin)
Customer Experience (Improve Conversion Rate)
Paid Search (Drive Qualified Traffic)



Email Marketing
(Conversion & Repeat Purchasing)



Affiliate Marketing
(Enhance Influencers & Site Traffic)



SEO Marketing (Drive **Organic Traffic**)
SEM Marketing (Deliver **Paid Traffic**)



Reviews Marketing
(Enhance **Social Proof**)



Loyalty Marketing
(Increase **Repeat Purchases**)



Direct Mail +
(Traffic & Conversions)



Point of Sale +
(Conversion & Repeat Purchasing)



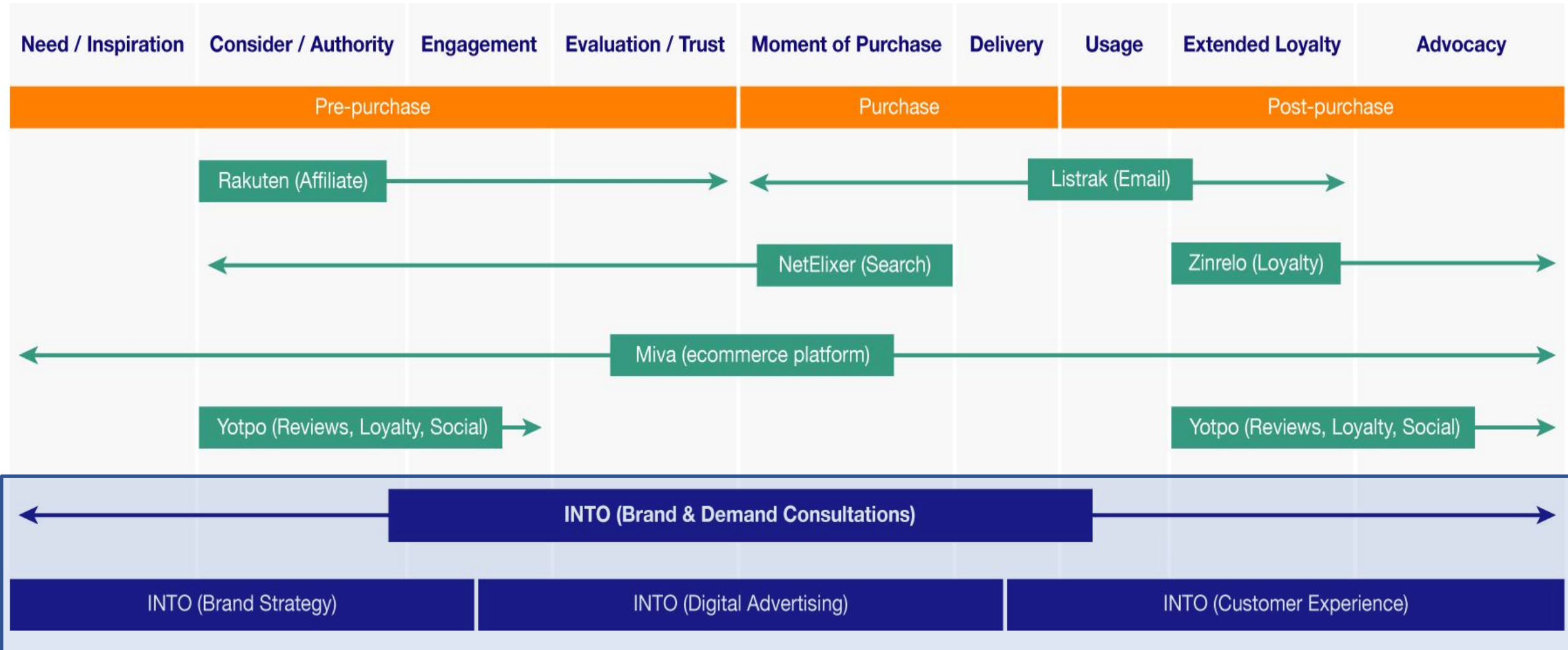
Survey / Customer Experience (CX)
(Conversion & Repeat Purchasing)



Web Development +
(Marketing Technologies)

Customer Journey Stages and Application of UPS Demand Generation Partners

Customers are less interested in tactics until they see and understand the strategy that drives them.



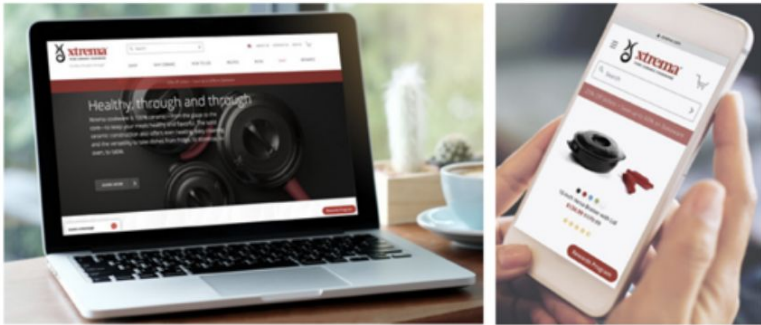
Why should you care?

At the end of the day, it's about results. Yours and your accounts.

Xtrema: Brand & Paid Search Case Study



BRAND GUIDE



USER EXPERIENCE

TOP 1%
IN TRAFFIC LAUNCH WEEK

36%
INCREASE IN SALES

17%
INCREASE IN CONVERSIONS

14%
INCREASE IN AVERAGE ORDER

20%
INCREASE IN NUMBER OF ORDERS

Where the rubber meets the road: *Results*

Packaging Supplies

152%

increase in website
revenue year over year

\$622k

PPC revenue driven in
the first year

Decorative Films

68%

increase in average
monthly transactions

-21%

decrease in average
monthly ad cost

ForDiesels.com

338%

increase in revenue
from paid traffic

263%

increase in return on
ad spend (ROAS)

U.S. Plastic

51%

increase in revenue in
first 4 months

2x

ROAS doubled in first
6 months

What's in it for UPS?

- **Growth in Package Volume and Revenue.**

INTO has a demonstrated track record of unlocking sales growth potential for their client's that will result in UPS volume and revenue growth.

- **Retention.**

By introducing INTO and having them engage with your customers, you will be increasingly viewed as a stronger and more trusted advisor.

- **Increased Access to KDM's and C-level**

Within the context of a more strategic business conversation during the consultation

- **Competitive Differentiation.**

Ability to provide a real competitive advantage over our competition

“Simply put... when UPS customers grow, UPS grows. Yes, it's a long putt, but we're in it for the long run.”

Why should *Your Customer* care?

- **Increased Revenue Growth.**

Any strategy we share is curated and includes measurable growth tactics.

- **Increased Margin**

The ability to create uniqueness in any industry and every market is directly tied to *higher profit margins*.

- **Improved Conversions.**

Optimizing a consumer's buying journey makes it easier for an end-customer to convert from a shopper to a buyer. *More conversions = more revenue*.

- **Increased Quality Traffic.**

Turning on Paid Search is easy, but it can lead to wasted spend if efforts aren't *Effective & Efficient*. Accomplishing both will drive quality traffic to your site.

Unexpected Value = Exceed Expectations

How do they help?

INTO leads a One-on-One consultation, based upon 20 or more hours of research.

Our approach and expertise facilitates growth and reduces the emphasis on rates.

INTO Diagnostic

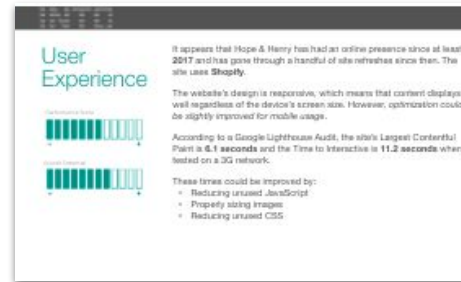


The INTO diagnostic process subjects a company's existing eCommerce marketing efforts to an **informal, yet thorough evaluation**.

We spend ~20 hours researching, benchmarking, and evaluating your online presence.

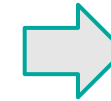


eCommerce Scorecard



Based on our research, a **scorecard is created**, assigning a value and priority in a number of relevant eCommerce categories.

(uniqueness, relevance, brand values, visual identity, user experience, content, navigation, paid search)



Custom Consultation



Once the results are compiled, INTO shares them with your customer and explains how the research supports their findings.

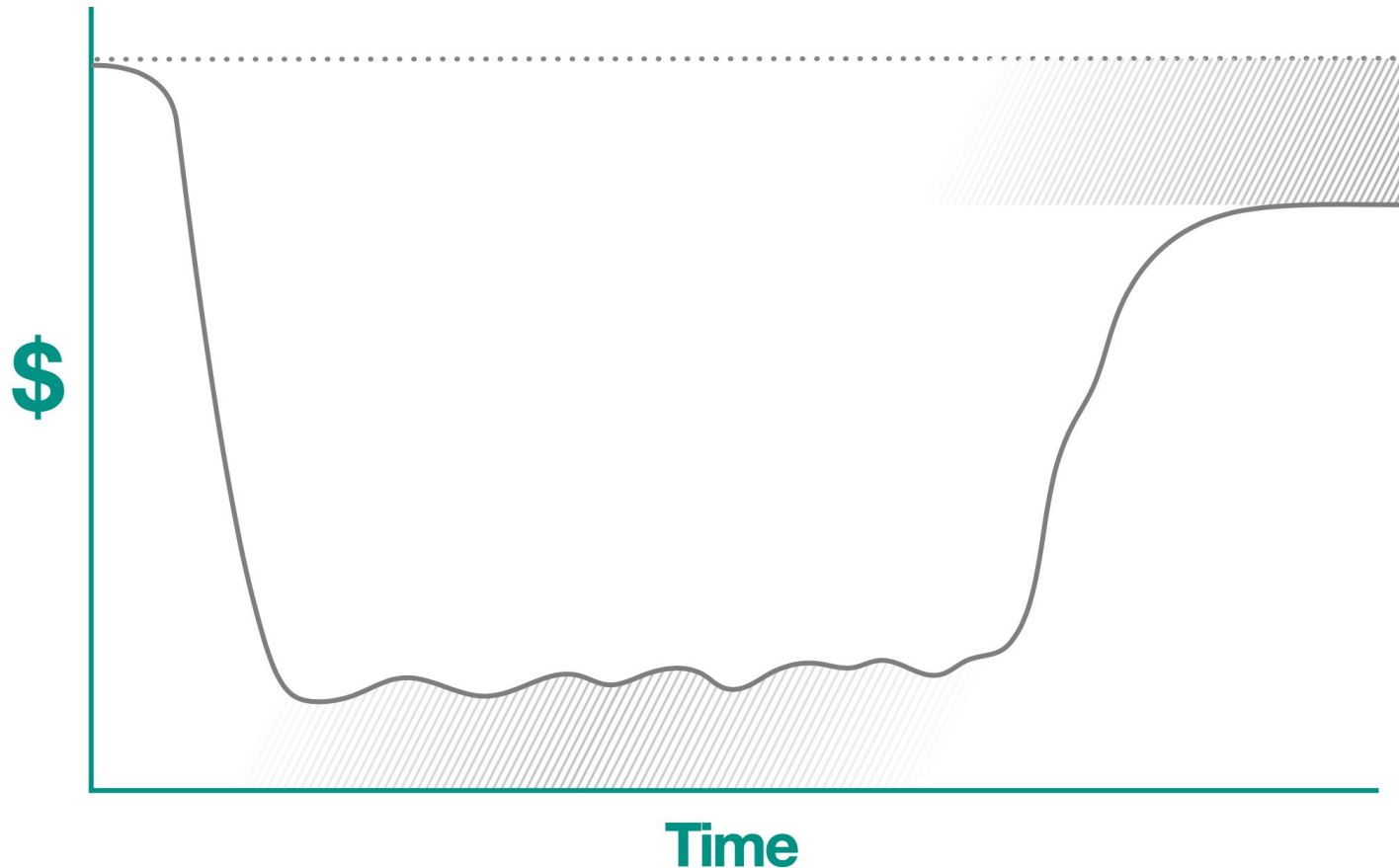
Companies will be left with a prioritized list of **practical, and actionable** suggestions for **driving eCommerce sales**.

(This is not a sales pitch)

The value of the research and consultation is \$6-\$8,000 – complementary to approved UPS customers (all costs are covered by the UPS | INTO Relationship)

The Price Block

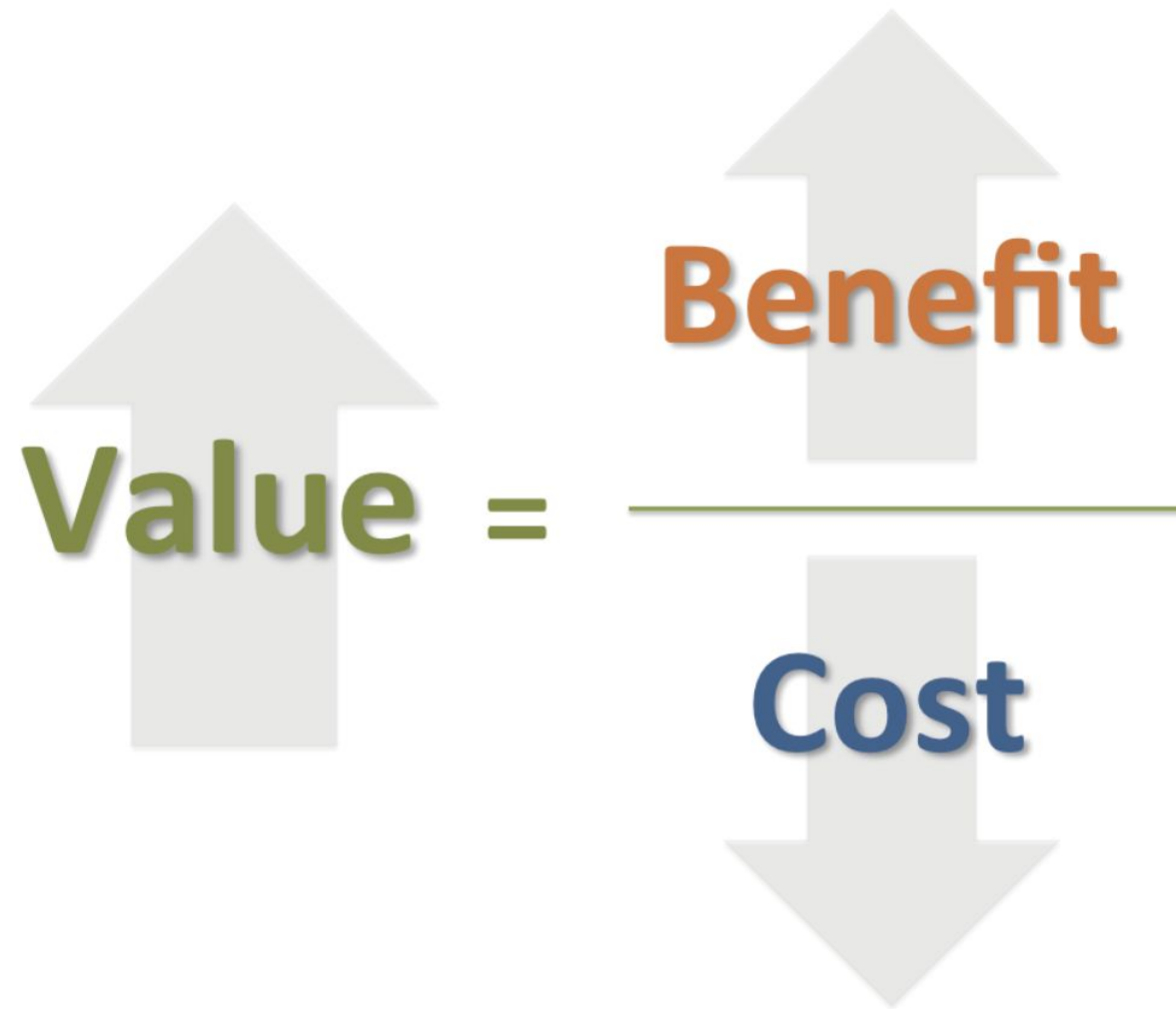
Heavy emphasis on rates early in the engagement



“UPS Rates are too high!” or “you need to sharpen your pencil”

How do you minimize the impact of being Price Blocked?

It is all about **delivering value**, **increasing your equity as a “trusted advisor”** and **differentiating yourself from your competition** - resulting in your customer’s willingness to pay a premium.



It's become more difficult than ever to deliver value.

INTO enhances your value by increasing benefits to your customer.

Overcoming the *Price Block*

As you tell your story and deliver solutions that add value, you begin to set yourself apart and reduce the emphasis on price.

*The art is in “how” this is done – **changing the conversation.***



Telling Your Story and Adding Value over Time.

The Trust Equation

$$\frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-Orientation}} = \text{Trustworthiness}$$

INTO supports your efforts to become a “trusted advisor”

eCommerce Evaluation & Consultation

Helping to identify **blindspots** and a **path forward** towards stronger and sustained growth.

1

Research. The INTO diagnostic process subjects your existing eCommerce marketing efforts to an **informal, yet thorough evaluation**. They spend ~20 hours researching, benchmarking, and evaluating your online presence.

How do you perform against competitors and best in class?



2

Scorecard. Based on their research, a **scorecard is created**, assigning a score ranging from “weak” to “strong” for a number of relevant eCommerce categories.

What improvements are most important?



3

Consultation. Once the results are compiled, *INTO will share them with you* and will explain how the research supports our findings.

You will be left with a list of **practical, actionable suggestions for improving eCommerce results** (i.e. customer acquisition, conversion rates, loyalty, paid search effectiveness, social proof).

The value of the research and consultation is \$6-\$8,000

*All costs for initial consultation are covered by UPS and INTO - there is no cost to approved UPS customers for the research and scorecard consultation.

eCommerce Evaluation and Consultation

eCommerce Diagnostic

Comprehensive and data-driven.



Experienced eCommerce Practitioner

Fresh eyes, from borrowed experts.



Where the rubber meets the road: *Results*

Packaging Supplies

152%

increase in website revenue year over year

\$622k

PPC revenue driven in the first year

Decorative Films

68%

increase in average monthly transactions

-21%

decrease in average monthly ad cost

ForDiesels.com

338%

increase in revenue from paid traffic

263%

increase in return on ad spend (ROAS)

U.S. Plastic

51%

increase in revenue in first 4 months

2x

ROAS doubled in first 6 months

What are your peers saying about INTO?

“[company] found great value in the analyses which in turn, **increased our credibility with the account.** The owner thanked me for all of the opportunities with you (INTO) and said “They have been fantastic!”

I’d also add that the **engagement helped us get deeper and wider in the account**, producing interactions with their marketing and web development departments. As we dive into 2023 we’ll definitely be reaching out to engage INTO with more accounts.”

"My client has been **raving about you guys.** I'm very grateful that it was a positive experience. It **helped to change the conversation** for him.”

"Talking to him about how to grow his business was a conversation that he never had with a logistics carrier and that changed the dynamic.”

"It's not about the numbers and about the price. **He can take a 4% increase from me because I've saved him tens of thousands.**”

"There's no threat for the competition to come in because **we've built so much positive value.** ”

INTO Service Offerings

Companies hire us to increase revenue, and we do that by re-engineering the three key elements of any ecommerce business.

Brand

- Target audience
- Research
- Architecture
- Voice

Customer Experience

- CX mapping
- Site navigation
- Site design
- CX consulting

Paid Search

- PPC
- Digital advertising campaigns
- Social, display, video

Improve Margins

Increase Conversions

Increase traffic (quality)

Our approach is more strategic and consultative, rather than tactical.

Interested?

INTO isn't for everyone. Here's the process and the steps to see if it makes sense for you and it makes sense for us.

The Ideal Customer

- ❑ “*Leaning in*” – collaborative, typically receptive to suggestions & solutions
- ❑ Accounts with sales revenue above \$3-5M (typically SAE or MAM)
- ❑ **Small package spend above \$150K** (\$350K - \$2M is a sweet spot)
- ❑ Has an **eCommerce sales channel**
- ❑ **Retention or Penetration** (existing accounts with additional opportunity)
- ❑ Branding, digital marketing, customer experience, and eCommerce sales efforts may be lacking desired results or need improvement.



What does the **Process** look like?

1. Submit Customer(s) for Approval & Review

Sending the company name and URL to Mike@into.agency. Once we review the company and respond with approval to move forward, you can position the INTO with your customer.

2. Schedule a 30-minute strategy call with Mike

We'll spend a few minutes discussing your specific account and how you can position an INTO consultation meeting with them. (<https://calendly.com/mike-into>)

3. INTO Analysts evaluate your Customer's eCommerce Channel

Once everyone is on board with the eCommerce Check-up, our analysts go to work researching and creating the scorecard. This portion consists of 20+ hours of research, benchmarking, and evaluating your customer's online presence.

4. INTO Consultation with your Customer

During this meeting we will share the scorecards (our findings), along with recommendations focused on revenue growth.

Positioning Your Account

You don't have to be an expert on branding and marketing, we've got your back.



Active Campaign
...activehosted.com/app/contacts

[Case Studies](#) [Support Resources](#)

[Get Started](#)

Partner Resources

Sales Sheet

2-page brochure (sales sheet) that describes the INTO eCommerce Analysis & Consultation. This is a customer-facing resource that can be shared with prospective customers.

[Download](#)

Positioning Language

This document contains language that can be very helpful when discussing or presenting INTO to UPS customers. The intent is to provide key phrases and language that helps you to effectively position INTO.

[Download](#)

QBR Slides

A more robust slide deck containing slides that describe who we are, what we do and what can be expected from an engagement with INTO. Several case study (results) slides are also included. Slides are customer-facing and can easily be inserted into QBR's and customer presentations.

[Download](#)

Training Deck

An internal UPS slide deck that helps UPS sales teams better understand the INTO relationship. It includes who we are, what we do, customer best-fit criteria and the process for getting INTO involved. A great overview of INTO and our relationship with UPS.

[Download](#)



We generate more revenue for your ecommerce customers by closing the holes in their sales funnel. We start by performing a comprehensive analysis of their digital presence to pinpoint their strengths and uncover opportunities.

Case Studies

- [1800CPAP](#)
- [Decorative Films](#)
- [Packaging Supplies](#)

Site Links

- [Partner Resources](#)
- [Case Studies](#)
- [Get Started](#)

Moving Forward

Consider if you have accounts that make sense.

Submit as a list or individually to Mike@into.agency

Next Step

Schedule One-on-One Account
Strategy Session with Mike

<https://calendly.com/mike-into>

*Let's change the conversation from
cost reduction (price) to revenue
growth.*



Mike Russell
Revenue Growth Coach
mike@into.agency

Digging Deeper.

Want to know more? Explore videos and additional content about this UPS partnership.

How do you change the conversation?

- Know their business issues (often without asking)
 - ✓ *Revenue growth*
 - ✓ *Efficiency improvements to offset labor scarcity*
 - ✓ *Employee retention*
 - ✓ *Improve profitability*
 - ✓ *Differentiate from competitors*
 - ✓ *Compete with marketplaces (i.e. Amazon)*
- Inject relevant commercial insights aligned with needs
- Navigate to an audience that cares about growth
- Demonstrate that you have solutions to their pressing needs
- Start these conversations **before** rate negotiations

UPS + INTO Follow Up Offerings

The Digital Audit

Provided as part of the INTO partnership with UPS

The audit is an examination of your digital advertising. With temporary (read-only) access into relevant accounts, we can analyze performance. The results are expressed in terms of key performance indicators, comparisons with competitors, industry benchmarks, suggestions for conversion improvement, changes to lower cost and next steps in demand generation.

The CX Strategy Consult

Provided as part of the INTO partnership with UPS

After the initial Scorecards Consultation we dig deeper into a custom conversation about the journey their customers are taking in the buying journey. We take them from the Moment of Inspiration through the Moment of Purchase, as well as discuss Loyalty and Brand Advocacy. After this session, your accounts will have a higher resolution about the stages their customers go through to buy.



INTO Services

Management of Digital Advertising

INTO can set up, run and manage digital advertising campaigns, including those on PPC, social media, display and video.

The Target Audience Guide

We offer a complete guide to your audiences. Personas (key buying groups) are identified along with the characteristics, psychological drivers, buying patterns, behaviors and dynamics involved in reaching specific audiences online.

Building your audience understanding is always the best thing you can do because it multiplies all your other tactics.

INTO Services

Customer Experience Map

This is a “high-res” understanding of your customer journey. Discover where you are leaking ROI, conversions, customers, loyalty, etc. It is an analysis from initial interest to post-purchase. This map contains insights into customer actions, thoughts and feelings as they make their way through the entire experience of the brand. The map highlights barriers to purchase and provides an action plan to increase conversions and brand satisfaction.



INTO Services

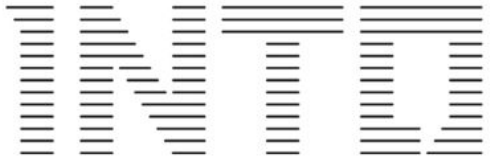
Brand Renovation

The comprehensive brand project begins with a discovery phase, which includes the production of a target audience guide and customer experience map. Solutions for problems and opportunities in the brand strategies are then planned, designed and implemented.

INTO Services

Brand Retainer

A complete brand project can be conducted over a period of time incrementally, with INTO managing all aspects of the implementation. The retainer method allows for continuous improvement to both the brand and demand strategies. Constant iterative gains are the way to maximize returns on all marketing investments.



GROW YOUR ECOMMERCE REVENUE ON DEMAND

Turn your ecommerce business into a revenue engine.

Start your engine



Important Details About Setting Up Meetings

- We request a minimum of 2-4 weeks in advance of potential visit
- All customer meetings must be locked-in a minimum of 2-weeks in advance to allow enough time for 20 hours of research and preparation for the Scorecard Consultation
- Meetings should be scheduled with stakeholders (owner, VP, director levels in marketing and sales)
- You should plan for a 90-minute (virtual) review of scorecard findings
- INTO will shine a very positive light on UPS and will reinforce the value of our involvement
- Any additional “work” agreed upon between our customer and INTO will generally be fee-based and can vary greatly based on the scope of the project at hand.