

# Business overview Sendt

## For Country Partner - [Country]

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# Sendt Online Marketing

## About Sendt

Sendt was founded in 2013 by Marc Don and Remco Mir Candela and is in the top 3 Online Marketing agencies specializing in traffic & lead generation in the Netherlands.

## Culture

Excelling in the niche we are good at! Doing better than expected. These are one of the most important core values within our company. Creating a partnership with our customers that is not just based on a customer-supplier relationship, but much more on a collaboration where both parties pull together for one and the same goal. That is why we enjoy our work so much..

We strive to deliver that extra mile of service. At Sendt, innovation is key. That's why we invest in the knowledge of our people and in developing our own technologies. Working at Sendt is working in an open culture where we look at the potential of individuals and are always open for suggestions..

## Mission & vision

A niche concentrated vertical business, by continuing to do what we are good at and specializing in it even further; That is our vision. Further expanding the number of customers outside our country borders; That is our ambition.

Therefore, our mission for the coming years is to establish a strong international sales force for Sendt, which will enable Sendt to offer its services to many companies abroad in the future.

## Brand Story

Pleased to meet you, we are Sendt. A creative Online Marketing Agency that is specialized in generating qualitative traffic & qualified leads.

The generation of prospects forms the basis of our services. Structurally providing companies with potential customers is our promise. Every day, full of enthusiasm and vibrant energy, we work hard to fulfill this promise.

*"Two out of three marketers find that their biggest challenge is generating traffic and leads"*

## Solving 3 main challenges

- More leads
- Better leads
- Less lead costs

## How we solve client main challenges

### Concept en Creation

We develop campaigns in a way that the relevance score is relatively high. This is an important resource to reduce CPM and thus, in turn, the cost of acquiring a lead.

- Best Practices
  - We analyze historical data of campaigns and use the best ones that fit clients needs.
- Science & technology
  - Using advanced technology such as: tracking, neuromarketing, UX story tooling.
- Inspiration

- We brainstorm by using the best practices, lead profile, science & technology and of course we think about new ideas that have the greatest results.
- Lead profile & stage in funnel & Follow-up
  - Clear alignment of lead qualification and lead campaign with the client, so we know what we have to achieve.

## Traffic

We publish advertisements online and monitor the results full time via our dashboard. We publish emails via our publisher network. We can do this because:

- Smart Media Buying
  - Smart media buying through our own developed dashboard (easily 30% cheaper). We can see in real time which ad spend is within the KPIs and which is not. We can therefore act immediately and do not waste budgets on traffic and lead pages that yield too little.
  - Technology (algorithms). Through technical knowledge and implementation in campaigns, we exchange the right information with systems to which algorithms respond. This ensures a lower CPM (cost per mile, price per 1,000 times the ad is shown). In percentage terms, this ensures the same decrease in a price per lead.
- Network
  - Volume agreements and therefore competitive purchasing with different traffic sources
  - Wide media reach (traffic).
    - Social channels (facebook, instagram, tiktok etc.)
    - Google SEA and SEO
    - Display (native advertising & bannerizing on websites)
    - E-mail (large publisher network)
- Dedicated
  - Team of professionals that is focused on expanding our network of publishers.
  - Continue monitoring the results, dedicated to the campaign assignments and no other tasks.

We send traffic towards webpages of our client or to our leadpages. If we send it towards our leadpages we make sure that we manage the data correctly:

- Proper validation of the data before it is entered into the customer's CRM or stored on a server
- Undoubling the data
- Algorithms
- Opt-in proof
- Transparency via portal: insights in all the campaign results for clients via their dashboard.
- API or via portal exchange of data towards clients (contact details, e-mail or/and telephone number + more lead profile details)

## **Optimization**

We continuously optimize campaigns:

- Optimisation of leads by exchanging results on the leads, so that the focus and spending of the budget goes entirely on profitable campaigns.
- Optimisation via Dashboard. We can carry out experiments and analysis on almost all touchpoints in the campaign.
- Users experience research by analyzing data and using tooling to see what are the best practices.

## **Development**

We have a team of developers that are continuously busy with developing new technologies or toolings, so we can optimize our performance for clients and work more efficiently for ourselves. Some examples:

- Dashboard
- OPT-In history
- Cookies

## Our approach

1. Intake meeting  
In this we discuss the kpi's, (number, target cpl, budget) the lead profile and the do's and don'ts. All this to ensure a correct offer.
2. Preparing a Budget or fixed CPL Quote/Proposal
3. Kick-off meeting  
Getting to know the team, operational issues, do's and don'ts
4. Concepting & creation  
Developing the lead campaign(s), ads, prelanders, lead pages.
5. Digital publishing  
HTML and Technology
6. Media Buying & publishing management (traffic)
7. Data management
8. Optimisation

## Pricing models

### Fixed costs

Standard one-off preparation fee of € 1,750.  
(for repeat orders this will not be charged)

Execution preparation services:

- Kick off meeting
- Concepting
- Creatie materialen leadcampagne
- Digital publishing
- Inrichten data-exchange & KPI dashboarding

## Execution budget

We receive an execution media budget from clients that we use to drive traffic. The client specifies the volume of leads they want to receive and the target CPL they want.

Execution services on a budget basis:

- Publishing & project management
- Lead data exchange & reporting
- CRO (optimisation)

The budget is to arrive at an average cost per lead of € [0.00] (Goal CPL) based on the described lead qualification, when spending the total available execution budget. After at least 35% of the execution budget has been spent, the client has the right to adjust or withdraw the remaining execution budget at any time, provided the average lead price at that time is at least 20% higher than the Goal CPL.

## Fixed CPL

We can apply a fixed CPL-based pricing model for clients only when:

- Customers want to receive leads based on existing campaigns we already have running.
- Customers already have campaigns running at competitors, for example. We look at the campaign and may decide to work with a fixed CPL. If so, we already have experience with this type of campaign.

## Fair pricing model, - explanation:

No competing interests. Everything in our pricing model revolves around the quality of the lead so that the customer gets the desired result.

Pricing model with focus on lead quality instead of lead price. A fixed CPL (which many traditional lead generation parties still work with) only guarantees a customer that a fixed agreed lead price will be charged. But there are quality risks associated with this type of agreement. In this model, the lead supplier has every interest in making the lead campaign as low as possible so that the conversion

rate on the lead campaign is high and the margin per lead is guaranteed at all times. Otherwise, the lead supplier makes no money.

This usually has the opposite effect on lead quality. A higher conversion rate on a member acquisition campaign usually means a lower conversion rate on sales.

Also, with a fixed CPL, the supply of leads can suddenly stop. This happens when the purchasing for the supplier becomes too high and no or insufficient margin can be made.

In most cases, we do not believe in this pricing model. With our pricing model, the focus is not necessarily only on the lowest possible lead price (which is just a KPI), but more on lead quality and results at the end of the sales funnel.

In our pricing model, there is much more room to optimize campaigns with a focus on lead quality and flexibility is possible when it comes to the average cost of acquiring a lead. These cannot possibly be constant either. Sometimes they are lower than and sometimes higher than pre-calculated. This is due to, among other things:

- Market influences (media buying, demand, competition)
- Campaign (low or high threshold, which stage in the sales funnel).

An average lead price, however, is nothing but a KPI that gives an intermediate indication of whether you are still on the right course. Even more important is the end goal. That the total lead cost per sale is not exceeded.

## Team

In-house capacity of specialists who give dedicated full attention to recruitment.

No other activities.

- Creative directors
- UX designers
- Copywriters
- Publishing managers
- Media buyers
- Back-end & front-end developers
- Data analysts
- Project managers

Expertise (years of experience in lead generation). Know what works and what doesn't. Know all the do's and don'ts.

## Clients Sendt

The clients Sendt works for are chosen selectively. We believe in long-term cooperation where we prefer to invest in a partnership rather than then get stuck in a customer-supplier relationship. Therefore, we mainly work for companies that are already well equipped to successfully follow up leads from the push marketing channel and in need of a significant amount of high-quality leads on a daily basis.

We actively run client assignments in the following countries: Netherlands, Belgium, Switzerland, Italy, Canada,

### Indicative execution budgets clients

- Small – from €7,500 per month
- Medium – between €25,000 to €50,000 per month,
- Large – above €50,000 per month.

## Sales

The Sendt working method is based on an Account Base Sales and Marketing strategy. This means that we select our clients very carefully. We put effort into our approach to find the right companies that will request lead campaigns each month year on year.

## Lead profile

Potential clients that match the balance score card:

- B2C companies
- Experience in following up on push marketing leads (sales team)
- Generic consumer products or services
- Financially Healthy
- Minimum €7,500 marketing budget per month
- Realistic CPL
- Market segments (see Pipedrive)

## Business model

Zie FAQ

## Country Partner responsibilities

- Country Partner is responsible for new business and recurring business.
- Country Partner is responsible for project management (customers and Sendt Headquarter NL) during the implementation of the campaign.
- Country Partner is responsible for translations.
- Achieving the sales targets (KPIs)
- Working with our CRM system Pipedrive
- Using our brand and communication material
- Being available for the support team of Sendt Headquarters

# Operation portfolio for Country Partner

## Team of support Headquarters

International Business Manager : Renée Boelens

Responsible for all your requests, your direct contact person

Campaign project managers: Kalpana Mangnoesing and Jolien Putting

Contact person during campaigns. Can be present during Online Kick off meetings.

Director Sales: Marc Don

Contact person for sales oriented question, can be present during Intake meetings.

Creative Director: Martijn Pot

Contact person for creation of campaigns can be present during Online Kick off meetings.

Technology: Bjorn Steffens

Contact person for operational IT questions

## **Attending sales meetings**

Sendt Sales can be on your request present during Intake meetings with potential clients in addition to that we will take care of creating the agreements.

## **Campaign creation and active campaigns:**

- Kick off meeting
- Create campaign materials
- Publish campaigns
- Media Buying
- Monitoring results
- Data exchange
- Optimize campaigns.

## **Selfservice**

You can found all financial results, campaign results, trainings, documentations and Marketing KIT in our Dashboard:

### Dashboard

- Insight in campaign results
- Insight in revenue stream
- Insight in client agreements and profile
- Automatic payments and invoicing
- Training course Sendt Business
- Training course Sendt working method
- Documentation Pipedrive Quickstart
- Documentation Sendt Business
- Glossary of terms
- Marketing KIT (Brochure, Campaign Portfolio, our approach Leads)
- Translation Tool Marketing Materials
- Translation Tool Website
- Client Presentation
- Explanation profile picture.
- Banners LinkedIn
- Legal contracts