



Knowledge Session 1: Sendt

Topics

Sendt Business

- Company information
- Core Business

Step by step - what we do for clients

- Creation
- Traffic
- Data Management (leads)
- Optimization
- Development

Solving customer challenges through what we do

- The challenges
- We gain more potential customers
- We increase the quality of leads
- We reduce the lead cost per sale
- Overview - Why clients choose Sendt

More information

- Our team of professionals
- Promises
- Dashboard
- Sign up history
- Campaign examples



Sendt

- Company information
- Core Business
- Client profile

Company information

We are Sendt. A creative Online Marketing Agency that is specialized in generating qualitative traffic & qualified leads.

- Founded in 2013
- Based on the outskirts of Amsterdam
- 25+ employees
- Active in more than 10 countries
- Office in Belgium
- Consolidated annual turnover 2021 > €10,000,000

amplifon

VATTENFALL



REMEON
BEVEILIGING

Upstairs[®]
TRAPRENOVATIE

ICON


verisure



Hallo **STROOM**
DUURZAAM IN JOUW VOORDEEL

intereno
Een nieuwe kijk op je oude keuken


Feenstra

Core Business

We help companies in/with generating new potential customers.

Help companies find consumers who are looking for a product or service and want to be called or emailed by the company to receive more information or a quote/proposal, for example. – Leads

Client challenges



We mainly help companies with the following challenges:

- Gain more potential customers
- Increase the quality of leads
- Reduce the lead cost per sale

Step by step – what we do

- Creation
- Traffic
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- Optimization
- Development



How we do it.

- Concept & Creation
- Traffic
- Optimization
- Development

● **Concept & creatie**

- Lead profile & stage in funnel (AIDA model)
- Follow-up on leads
- Best practices (historical data)
- Science & technology
- Inspiration (brainstorm: UX flow + content + design + action)



● Traffic

- **Smart Media Buying**

1. Dashboard (real-time insight, KPI)
2. Targeting
3. Technology (algorithm, conversion, relevance score, cpm)
4. Historical data

- **Reach (Mainstream, Exclusive, Owned, Publisher)**

- Volume agreements
- Selecting sendt

- **Dedicated team**



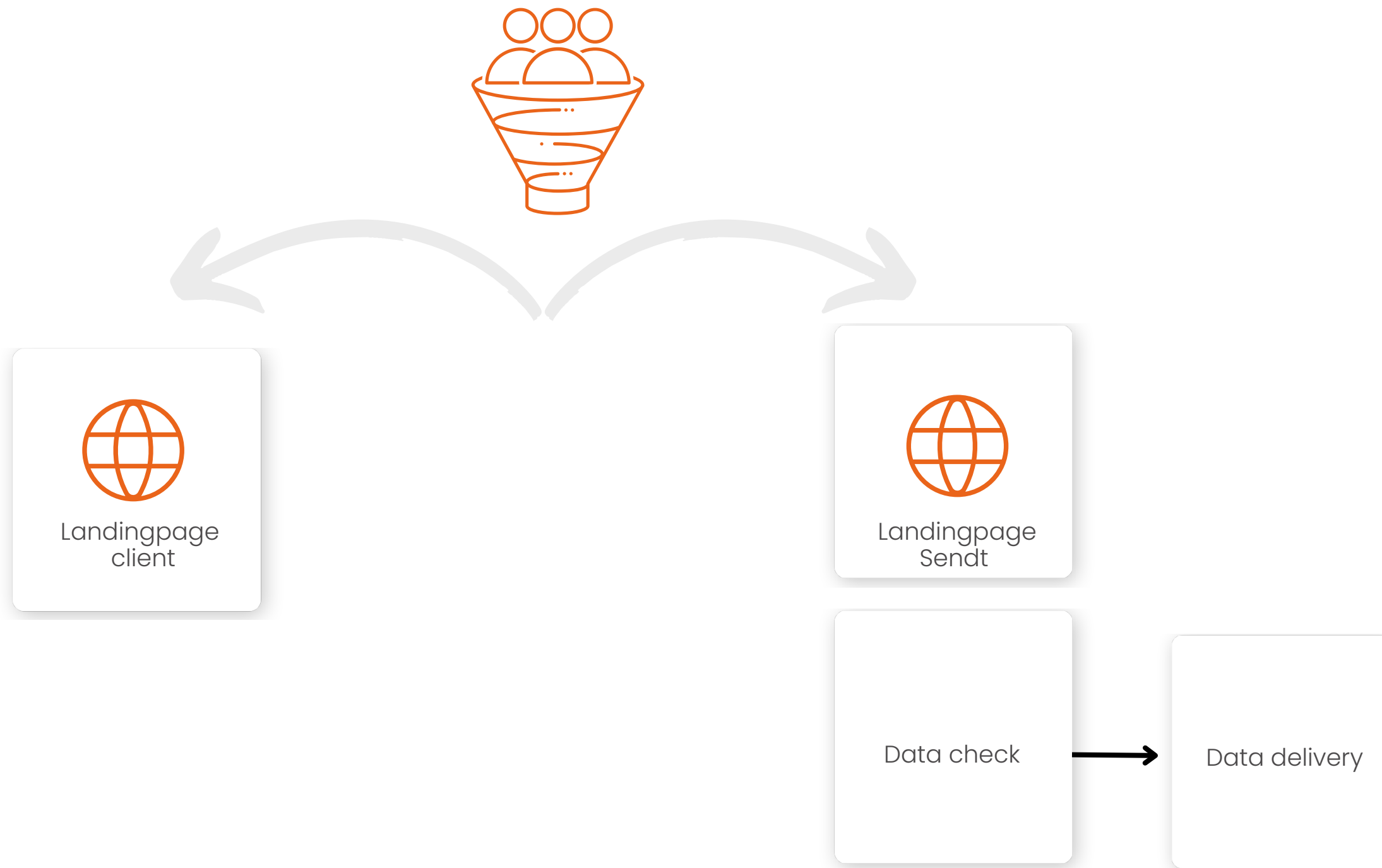
More views

More clicks

More visitors

More Leads

Data Management (leads)



- Validation
- Undoubling
- Algorithms
- Opt-in proof
- Transparency via portal
- API or portal (exchange results)

● Optimization

- **Data**

- Feedback clients
- Experimenting (A/B testing)
- Analysing results

- **KPI**

- continu optimization



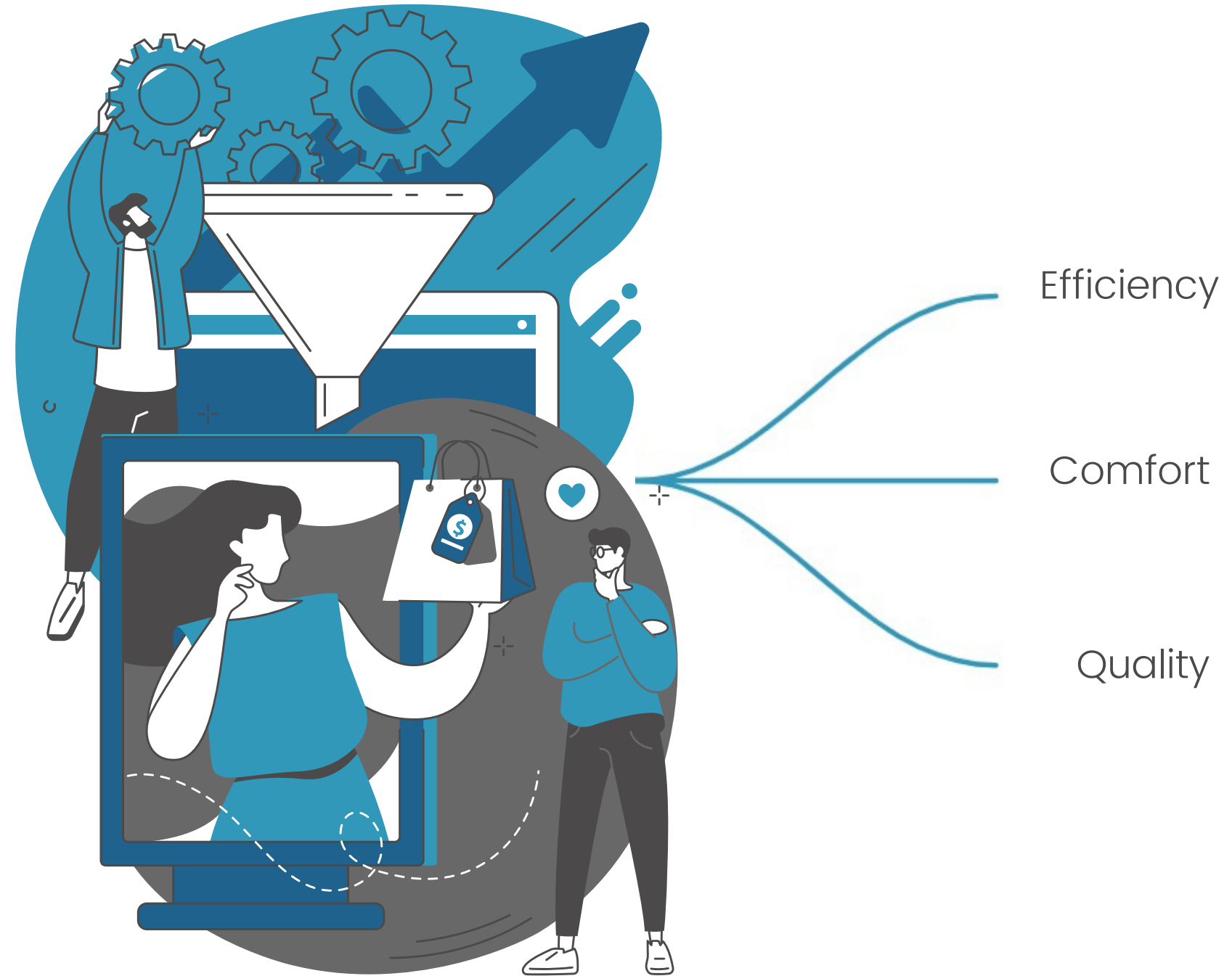
More leads

Better leads

Reduce lead costs

● Development

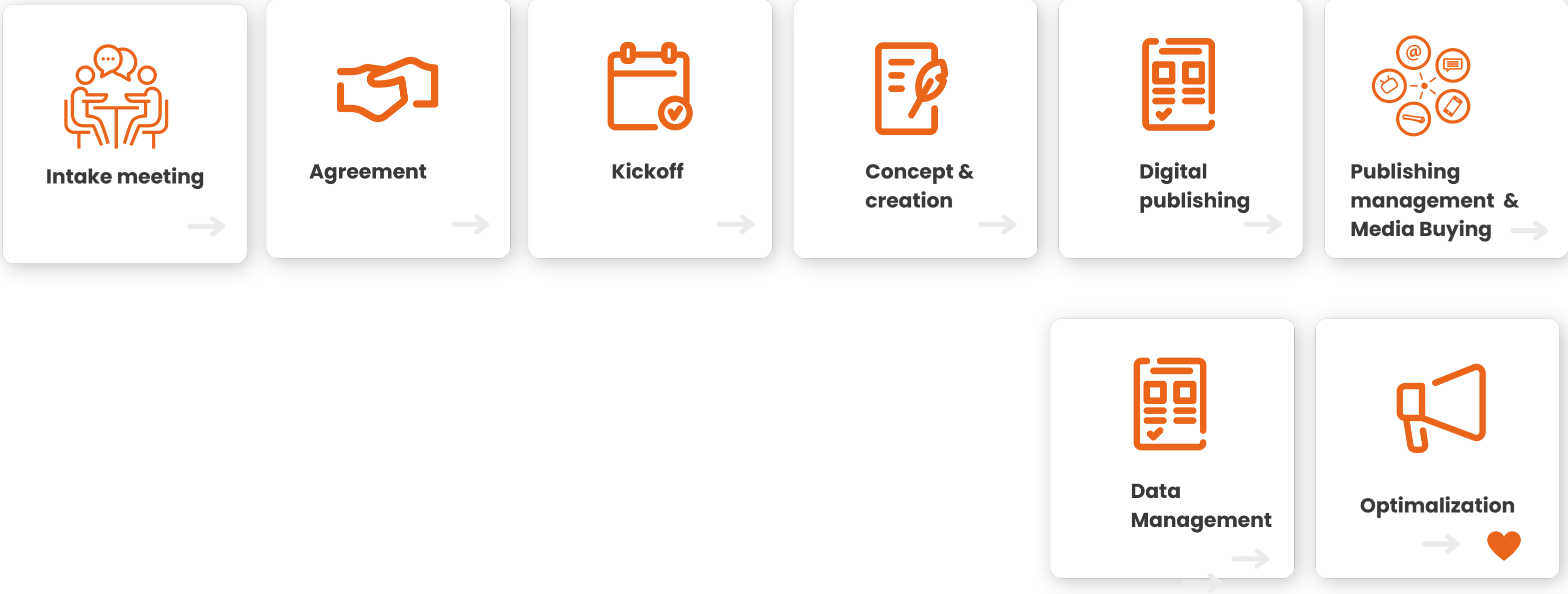
- **Market developments**
- **Client and internal needs**



Our approach

- Overview client approach
- Start-up phase: Intake, agreement and Kick Off
- Pricing model

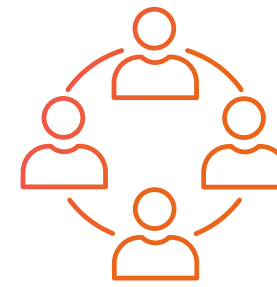
Overview client approach



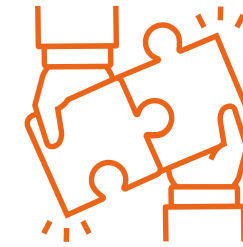
Start-up phase: Intake, agreement and Kick Off

Collaborate with clients to start a project that results in their need in leads.

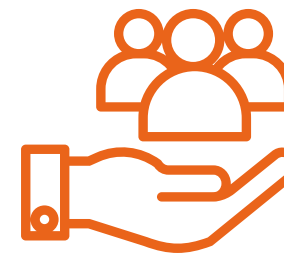
- We discuss the kpi's, (number, target cpl, budget)
- Identification of leadqualifications and leadprofile
- We getting to know the team, operational issues, do's and don'ts



Mapping
Buyer persona



Align clear
KPIs



Pricing model



Introduction
team



Pricing model

Fixed costs

Standard one-time setup fee of € 1.750,-
(Not charged for repeated campaigns)

Execution services:

- Kick off meeting.
- Concepting
- Creation materials lead campaign
- Digital publishing
- Set up data exchange & KPI dashboarding

Execution budget

- Leadprofile and Leadqualifications
- Target CPL
- Volume

Execution services:

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

Fixed CPL

We can agree on a
fixed CPL-based
pricing model

Pricing model

Traditional pricing model

Focused on CPL with Lead quality risks

Approachable lead campaign, conversions are high and it is focused on marge per lead:

Low conversions on sales

Supply of leads can suddenly stop

Sendt pricing model

Focus on the lead quality and the result at the end of the sales funnel.

Space to optimize campaigns

Flexibility in average pricing: it is impossible to be consistant:

- Market Influences
- Campaign, fase of the sales funnel

End goal: That the total lead cost for a sale is not exceeded

More information

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- Promises
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- Sign up history
- Campaign examples

Our team of professionals



Inhouse
capicity



Experience



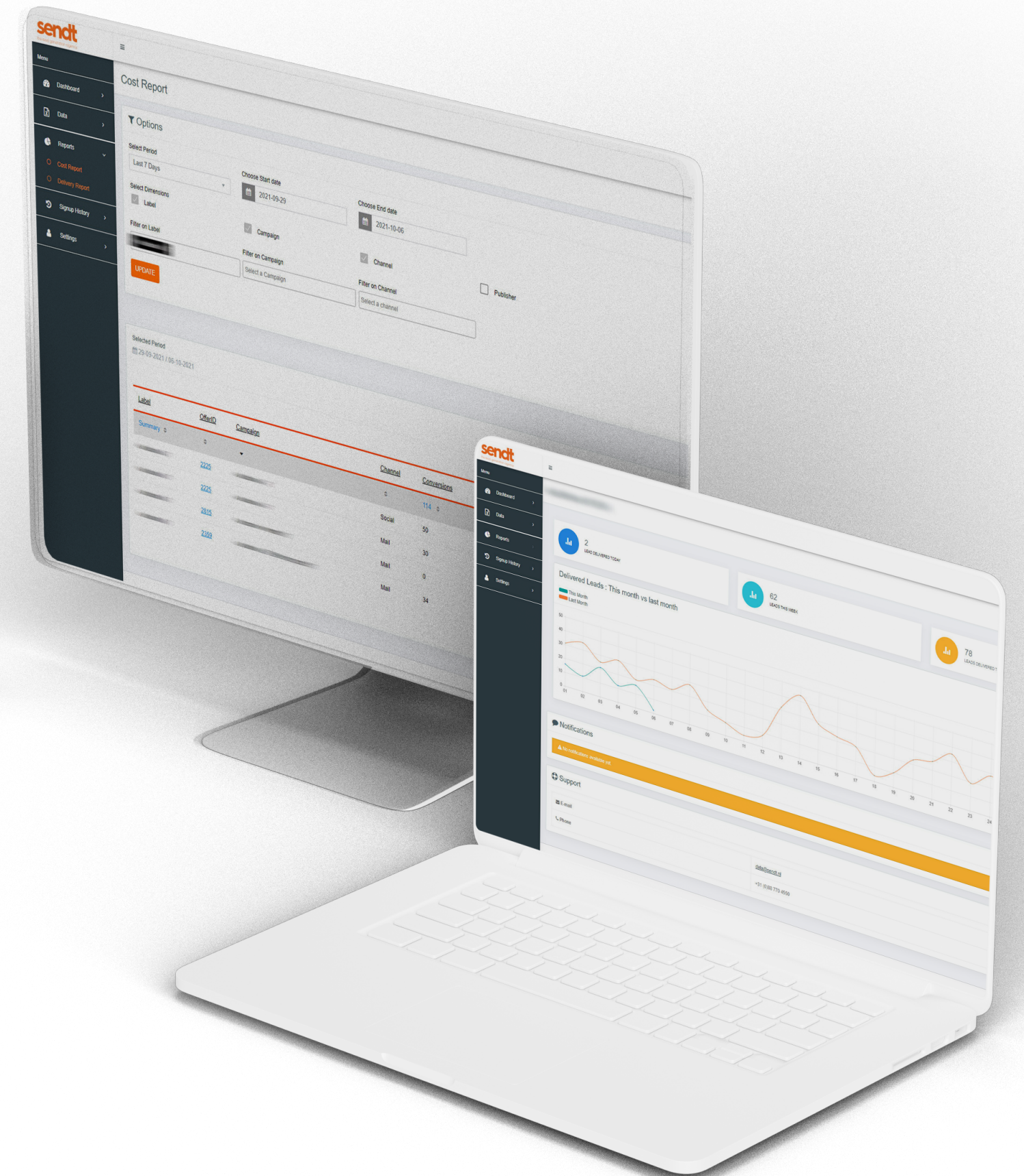
Knowlegde



- Copywriters
- Front- & backend developers
- Campaignmanagers
- Designers
- Media Buyers
- UX marketers
- Marketing managers
- Creative director
- Data-analists
- Channel managers
- Data privacy officer

Dashboard

- Monitoring KPIs
- Lead collection
- Reports
- AVG / Opt-in
- Finance



Dashboard



- Menu
- Dashboard

Data

Reports

Cost Report

Conversion Report

Delivery Report

Finance

Signup History

Settings

Cost Report

Options

Select Period

Last 7 Days

Choose Start date

2022-11-09

Choose End date

2022-11-16

Select Dimensions

☒ Label

☒ Campaign

☒ Channel

☐ Publisher

Filter on Label

Filter on Campaign

Select a Campaign

Filter on Channel

Select a channel

UPDATE

DOWNLOAD

Selected Period
09-11-2022 / 16-11-2022

Search:

Label	OfferID	Campaign	Channel	Conversions	Clicks	CR	CPL	Costs	Goal CPL	Goal CPC
Summary				135	5.559	2,43 %	€42,37	€5.720,14	€ 37,00	
	3140	Audience 11 Customer growth	Mail	0	0	0 %	€ 0,00	€ 0,00	€ 37,00	€ 0,00
	3095	Audience 11 Customer growth	Mail	26	429	6,06 %	€ 33,50	€ 871,00	€ 37,00	€ 0,00
	3056	Audience 11 Customer growth	Mail	2	1.659	0,12 %	€ 33,50	€ 67,00	€ 37,00	€ 0,00
	3056	Audience 11 Customer growth	Display	0	0	0 %	€ 0,00	€ 0,00	€ 37,00	€ 0,00
	2225	Audience 11	Social	0	0	0 %	€ 0,00	€ 0,00	€ 37,00	€ 0,00

Examples of campaigns

Consument Centraal
Gesponsord · 🗨️

Bent u op zoek naar betrouwbare huisbeveiliging? Beantwoord de vragen en check hier wat er nodig is voor uw woning. Feenstra is gespecialiseerd in alarmsystemen tegen een verrassend laag bedrag per maand

- ✓ Compleet professioneel beveiligingspakket
- ✓ Voor een vast laag bedrag per maand
- ✓ Betrouwbaar, vakkundig en een uitstekende service

★★★★★ 8,4/10 - 4136 beoordelingen

WELKE COMPONENTEN ZIJN ER NODIG VOOR JOUW HUISBEVEILIGING? DOE DE CHECK!

DEZE MAAND EEN GRATIS VIDEO DEURBEL t.w.v. €129,-

feenstra-3075.informati...
Stel uw alarmsysteem samen

Meer informatie

Vind ik leuk · Opmerking plaatsen · Delen

MG EHS PLUG-IN HYBRID
Ontdek zijn sportief karakter

Vraag een testrit

Een sportieve SUV met 52 km EV-rijbereik en 7 jaar garantie.

Standaarduitrusting

- 17" lichtmetalen velgen
- Led dagrijverlichting
- Achteruitrijcamera
- Verwarming van de voorste stoelen
- 10 versnellingsbak
- MG Pilot rijhulpsystemen
- Smartphone Verbinding (Apple CarPlay)
- 10,1" kleurentouchscreen

Bent u enthousiast geworden? U rijdt deze gloednieuwe, sportieve SUV al vanaf €35.585,- incl.

Gloednieuw en intelligent ontwerp

De MG EHS Plug-in Hybrid heeft een krachtig, sportief interieur vol comfortabele en intelligente functies. Met ga je altijd veilig, comfortabel en zorgeloos op pad. C en geniet van onze hoogstaande technologie aan boord. Met twee uitvoeringen - Comfort en Luxury Hybrid die past bij elke levensstijl.

Vraag een testrit

MG EHS - Comfortabele aandrijving

Het is een slimme combinatie van zowel een efficiënte benzinemotor als een elektromotor met een hoog koppel.

- 0-100 kilometer in 6,9 sec.
- Maximaal vermogen: 258 PK
- Trekvermogen: tot 1.500 kg
- Brandstofverbruik: 1,8L/100km
- Elektronisch differentieelslot
- 7 jaar garantie

Vraag een testrit

Revolutionair: een compleet alarmsysteem voor een vast, laag bedrag per maand!

★★★★★ 8,4/10
4136 beoordelingen

Om vast te stellen welke componenten nodig zijn voor uw woning stellen wij u eerst een paar vragen.

Vraag 1 / 6

In wat voor type woning woont u?

- Appartement
- Rijtjeshuis
- Hoekwoning
- 2 onder 1 kap
- Vrijstaand

Vraag een testrit

Ministerie van Veiligheid en Justitie
Wetkamer Feenstra Pas nummer 008

REQ

WGP erkend
BORG Technisch Beveiligingsbedrijf

*actievoorwaarden | algemene actie voorwaarden | privacy statement

Kunde Guide
Gesponsord · 🗨️

Mange oppgraderinger, nytt design, med 7 rs garanti og enda større rekkevidde! Perfekt for byturer og helgeturer. Sjekk hva den splitter nye elektriske MG ZS EV vil tilby deg her.

Helt nye MG ZS EV 7 T-ÅRS GARANTI 150 000 KM

WLTP-rekkevidd

Meer informatie

Vind ik leuk · Opmerking plaatsen · Delen

- Joint campaign example
- Dedicated campaign example

