



sendt
creating opportunities

Knowledge Session 1:

Sendt

Topics

Sendt Business

- Company information
- Core Business
- Creation
- Traffic
- Data Management (leads)
- Optimization
- Development
- 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
- Our team of professionals
- Promises
- Dashboard
- Sign up history
- Campaign examples

Solving customer challenges
through what we do

More information



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



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
- Data Management (leads)
- 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**



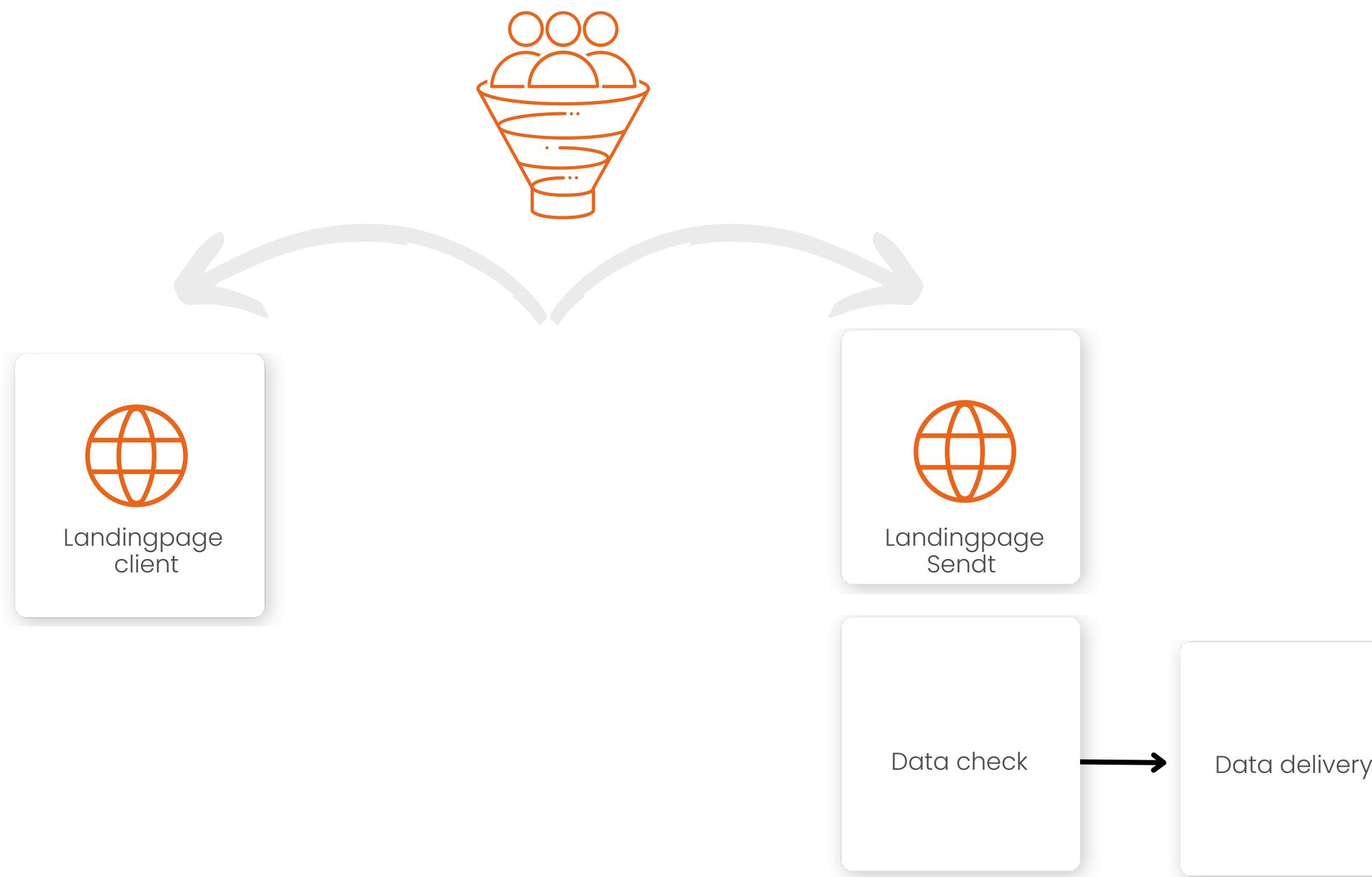
More views

More clicks

More visitors

More Leads

Data Management (leads)



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

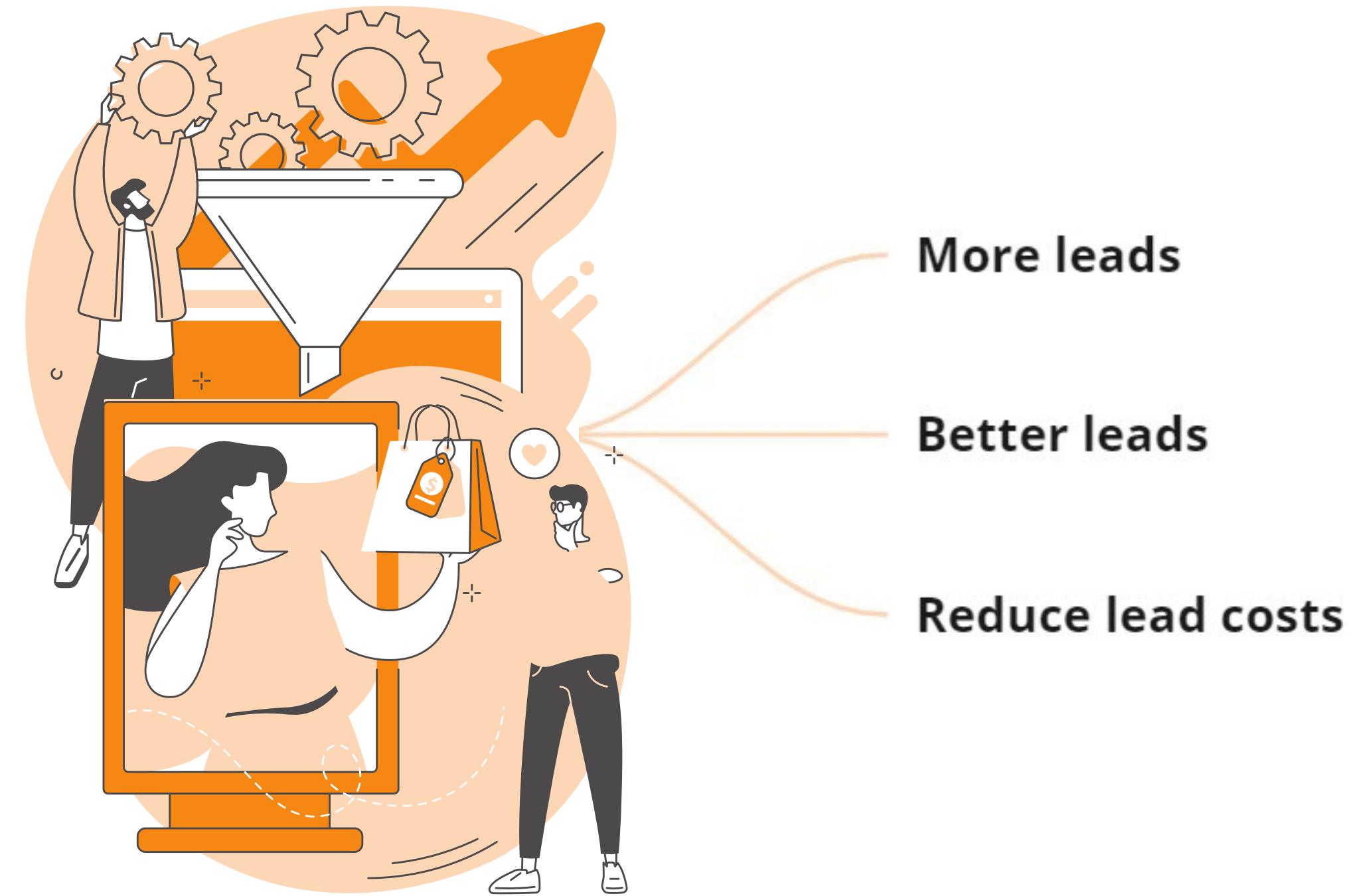
Optimization

- **Data**

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

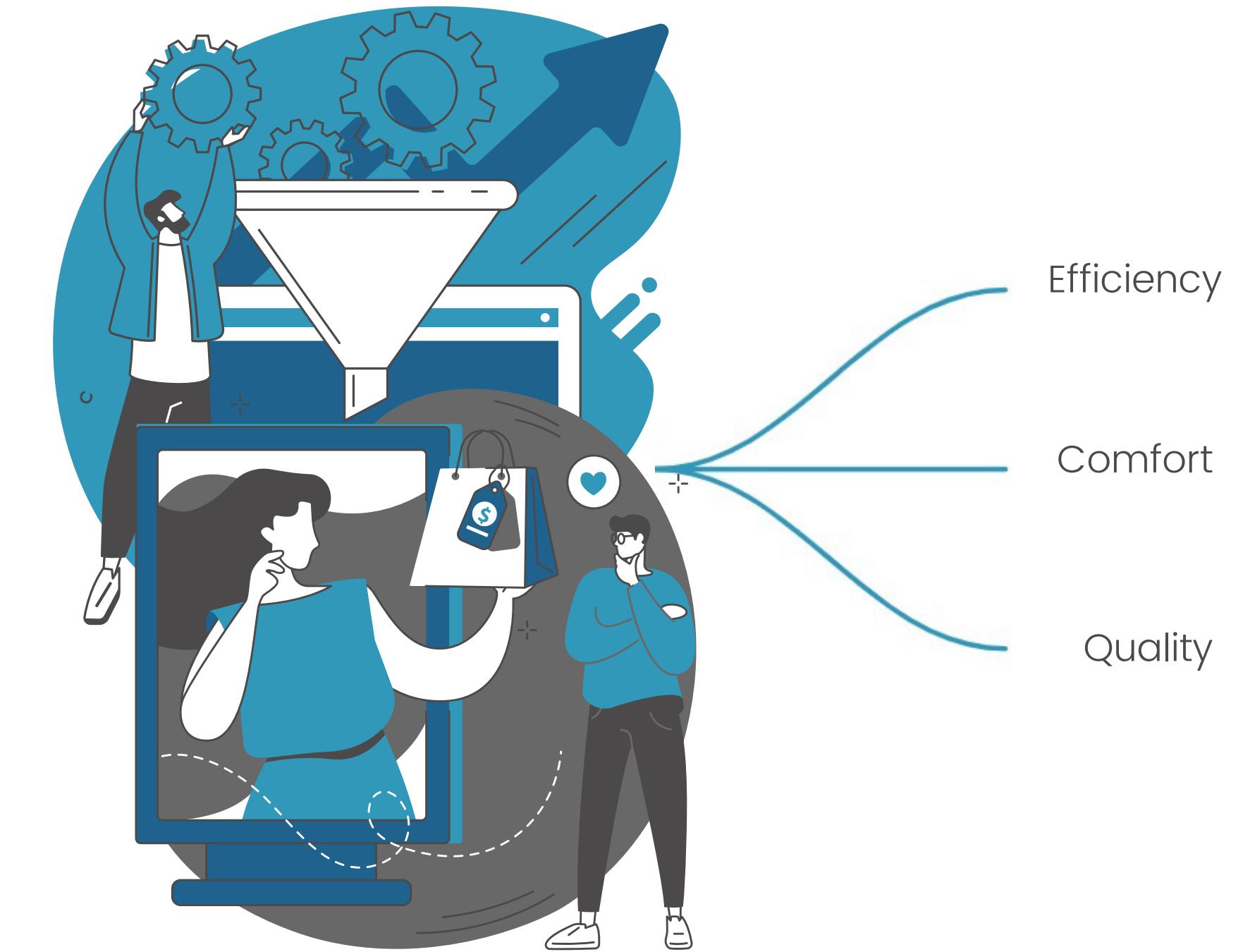
- **KPI**

- continu optimization



● **Development**

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



Development

- New Tooling
- New attributions

Cost Report

sendt finding opportunities

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: Select a Campaign: Select a channel:

UPDATE

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

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	€ 0.00
Advertiser 1	3140	Advertiser 1 - Deelname gezond	Mail	0	0	0 %	€ 0.00	€ 0.00	€ 37.00	€ 0.00
Advertiser 1	3095	Advertiser 1 - Deelname gezond	Mail	26	429	6.06 %	€ 33.50	€ 871.00	€ 37.00	€ 0.00
Advertiser 1	3056	Advertiser 1 - Deelname gezond	Mail	2	1,659	0.12 %	€ 33.50	€ 67.00	€ 37.00	€ 0.00
Advertiser 1	3056	Advertiser 1 - Deelname gezond	Display	0	0	0 %	€ 0.00	€ 0.00	€ 37.00	€ 0.00
Advertiser 1	2225	Advertiser 1	Social	0	0	0 %	€ 0.00	€ 0.00	€ 37.00	€ 0.00

DOWNLOAD

Signup History

Datacheck

All our signups are enriched with a unique hash code. With this hash code you can view the signup and campaign information from the moment of completion.

Enter hash code: 88598a8c11cf8f1a064d185c272eca77

Save

Information

Campaign: <https://hallostrom-3057.informatie-over-zonnepanelen.nl/>
Date: 16-11-2022 13:05:56

Signup

Hash: 88598a8c11cf8f1a064d185c272eca77
E-mail:
First name:
Last name:
Address:
Nr:
Postal code:
City:
Phone:
IP:

Answers

1) Ja
2) 0-6 maanden
3) Schuin dak
4) Dakpannen
5) null
6) false
7) Interesse in kopen
8) Ja

Revolutionair: Zonnepanelen voor een vast laag bedrag per maand!

Om een berekening te kunnen maken voor jouw woning stellen wij je eerst een paar vragen.

Wat voor woning heb je?

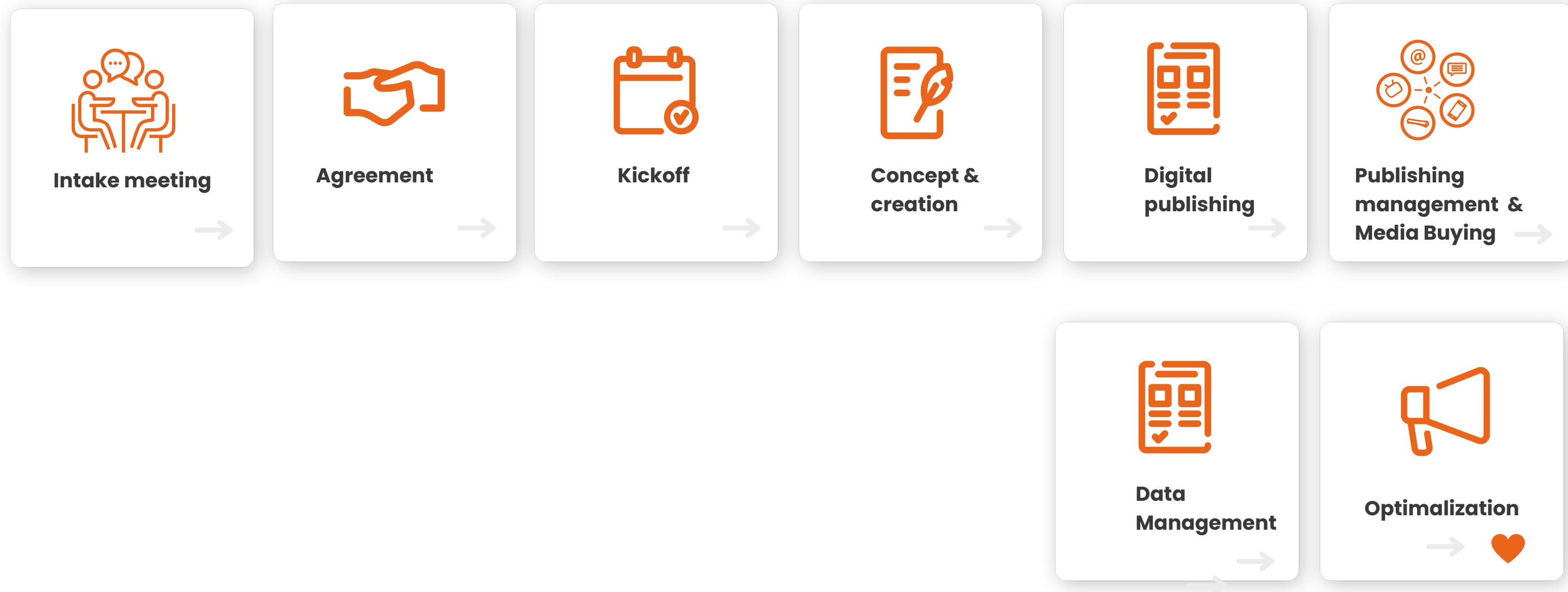
KOOP **HUUR**



Our approach

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

Overview client approach



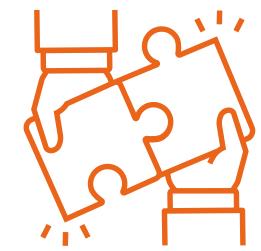
Start-up phase: Intake, agreement and Kick Off

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



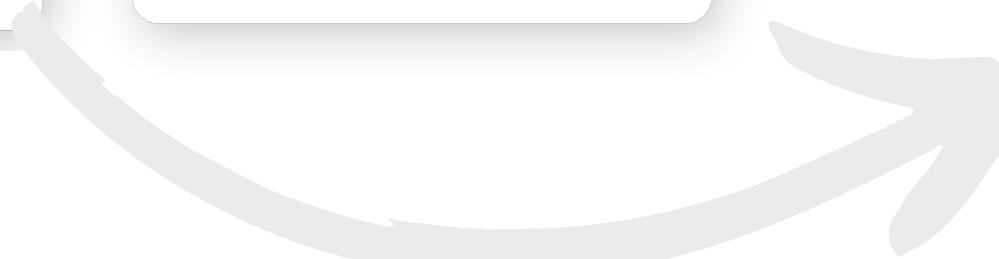
Align clear
KPIs



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

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

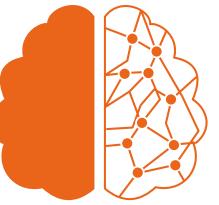
Our team of professionals



Inhouse capacity



Experience



Knowledge



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

Dashboard

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



Dashboard

sendt creating opportunities

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Cost Report

▼ Options

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Select Dimensions: Label (checked), Campaign (checked), Channel (checked), Publisher (unchecked)

Filter on Label: | Filter on Campaign: | Filter on Channel:

UPDATE

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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	€0,00
	3140	OfferID: Customer portal	Mail	0	0	0 %	€ 0,00	€ 0,00	€ 37,00	€ 0,00
	3095	OfferID: Newsletter newsletter	Mail	26	429	6,06 %	€ 33,50	€ 871,00	€ 37,00	€ 0,00
	3056	OfferID: Promoted Issues 2022	Mail	2	1.659	0,12 %	€ 33,50	€ 67,00	€ 37,00	€ 0,00
	3056	OfferID: Promoted Issues 2022	Display	0	0	0 %	€ 0,00	€ 0,00	€ 37,00	€ 0,00
	2225	OfferID: 0	Social	0	0	0 %	€ 0,00	€ 0,00	€ 37,00	€ 0,00

Examples of campaigns

Maak uw leven gemakkelijker met de MG EHS Plug-in Hybrid

MG EHS PLUG-IN HYBRID

Snel leverbaar

Ontdek zijn sportief karakter

Vraag een testrit >

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

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

Vraag een testrit >

Standaarduitrusting

- 17" lichtmetaal 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, sportieve interieur vol comfortabel en zorgeloos op pad. Geniet van onze hoogstaande technologie aan boord. Met twee uitvoeringen - Comfort en Luxury. Hybrid die past bij elke levensstijl.

Vraag een testrit >

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

8,4/10 - 4136 beoordelingen

In wat voor type woning woont u?

Appartement Rijtjeshuis Hoekwoning 2 onder 1 kap Vrijstaand

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

Vraag 1 / 6

WLTP-rekkevidd

Meer informatie

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

100 ele

Vind ik leuk Opmerking plaatsen Delen

Ministerie van Veiligheid en Justitie

REO

NCP-erkend

*actievooraarden | algemene actie voorwaarden | privacy statement.

- Joint campaign example
- Dedicated campaign example



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Summary / questions

Thanks