

## OUR APPROACH

Turn concepts into clicks

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# INTRODUCTION

This is our way to introduce you to our working method. It shows you how the campaign will be created. How we boost visitors towards your website. What is needed and what you can expect from us.

Below the covered topics:

- The process from concept to live action
- The investment
- Insight in results

We trust this document will give you a clear impression on how a constructive collaboration with Sendt can look like.

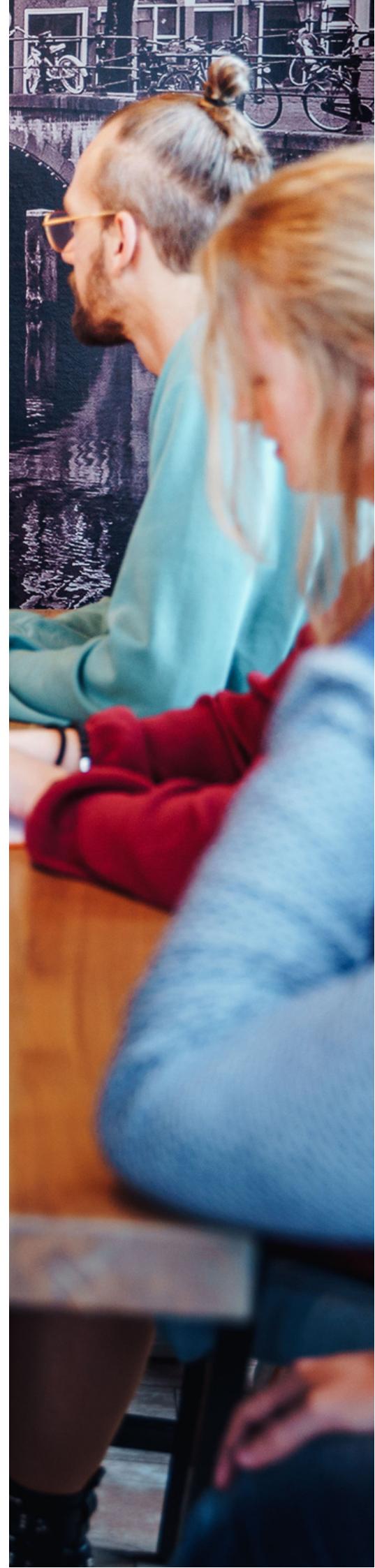


## Step 1 - Kick-off meeting

When the project starts, we will start to schedule a kick-off meeting. The purpose of this meeting is:

- To meet the project team
- The strategy, communication and the campaign offer
- Going through operational aspects

After the kick-off meeting, a projectteam will start to develop the campaign concept. The team consists of: Creative Director, Copywriter, UX Designer, Developers, Media Buyers, Publish- and Project Manager.



## Stap 2 – Campaign creation

Our Creative Director will develop a concept based on the available proposition(s) and incentives. Based on this concept, the required campaign materials will be created.

The campaign materials can include: advertisements (for the various media channels), pre-landers and email templates.

Before the campaign goes live, we always share the material first.



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Sendt Online Marketing  
**Creative Director**

BNNVARA  
**Marketing Manager**

VNU Vacature Media  
**Senior CRM Manager**

Thomas Cook  
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Yves Rocher  
**Marketing Manager**

## Step 3 – Technology

Maximizing ROAS (return on ad spend) is the point of focus in our approach. Operating in a cost-effective manner is crucial. Having insight in the results that our traffic generates will optimize our ability to consult you. Only then can we manage the KPIs effectively and make the right decisions at the right time.

Our IT division will consult you on which adjustments are needed on your side for an optimal measurement. They will provide support when needed.

## Step 4 – Going live with the campaign

After the created campaign material has been approved, we will go live on the set date.

Our publishing managers and our media buyers will start promoting the campaign on various online media channels generating traffic.

Straight from the start, we monitor realtime the progress of the campaign in a central dashboard. This dashboard enables us to keep track of the set kpi's.



## Step 5 – Optimization

During the startup phase and the delivery of the first leads, we schedule an in-between CRO (Conversion Rate Optimization) meeting.

This meeting is meant to discuss the first results together. As a result of this conversation, we can determine if it is necessary to implement optimization steps.

CRO is a recurring process, not only during the start-up phase but also during the lifetime of the campaign.



## INVESTMENT

What are the costs involved for Sendt traffic? This question is tricky to answer in advance. There are several factors that can influence the price per 1,000 views or per click, such as:

- What results metric do you use? CPM, CPC, CPA?
- What are the geographic and demographic specs. of the target group
- Can an incentive be used in the campaign, for example a (temporary) discount or a welcome gift?
- What is the proposition, the offer?
- Which channels can be used and which ones can't?

There are many more factors that can effect the price for generating traffic.

In a wide range of sectors, we have gained years of experience in generating traffic, which enables us to agree on fixed prices in advance.

When it is not possible to fix the price in advance, we will work with a test budget. With this budget we will send traffic towards your website. This enables us to define for example the average CPC (Cost Per Click) or CPA (Cost Per Action). After the test phase we can agree on a fixed price for the running campaign.

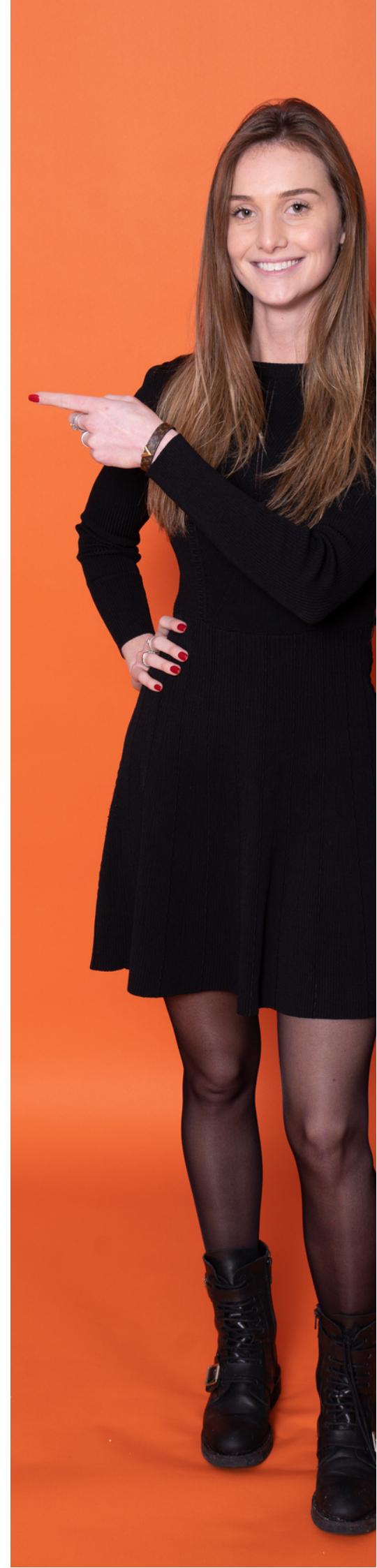


Our goal is that the testbudget generates the best return on investment, so no budget is wasted!

Based on this KPI we 24/7 monitor the expenses. If the results differs too much from the set KPI's we immediately will pause the campaign and will communicated this with you. This optimizes the efficiency of your test budget.

Our dashboard allows you to follow the KPI real time. In addition you will receive a daily report in your mailbox with detailed information of the campaign results.

A snapshot of the clients we are working for:



## DASHBOARD

As a Sendt partner, you have access to our sendt.portal. This is an advanced information management system that we use to collect all kinds of campaign data and convert them into clear reports.

These reports provide detailed insights into the numbers behind the campaign. How many consumers have been reached, the amount of traffic, what are the click and conversion rates. These are only a few examples of the information we share with you.

