

APEX Card



A B2B strategic marketing
approach

Presented by Dan Hills

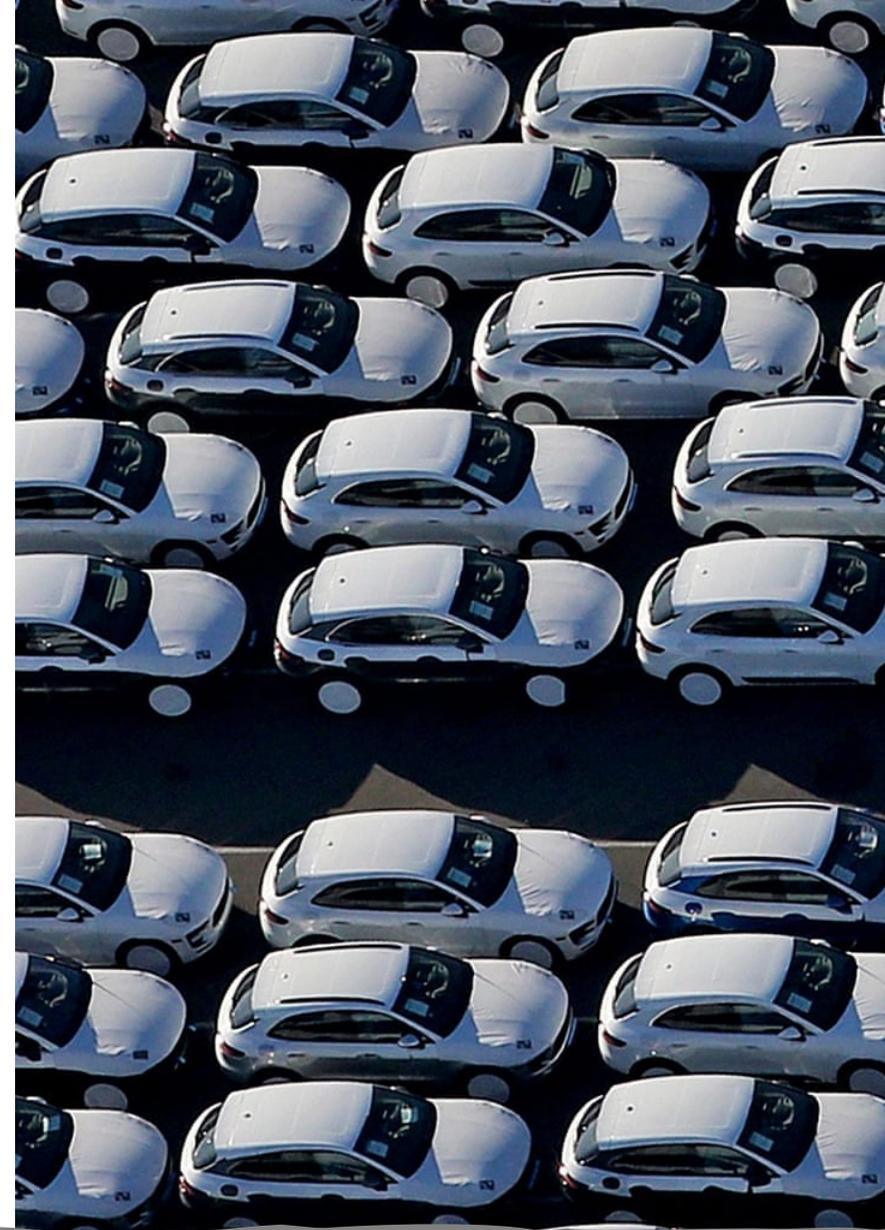
Wednesday 2nd August 2023

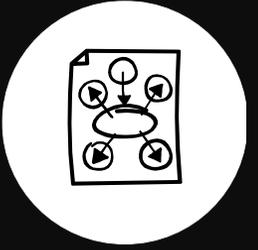
Presented by Daniel Hills to;

Stuart Jaffray, Tushar Warriar
and Andrew Haussegger

What are we going to discuss today?

- Recap on the challenges for APEX Card
- My approach to audience planning and comms
- Who are our audiences?
- What is our communications platform?
- How we measure effectiveness





Challenges

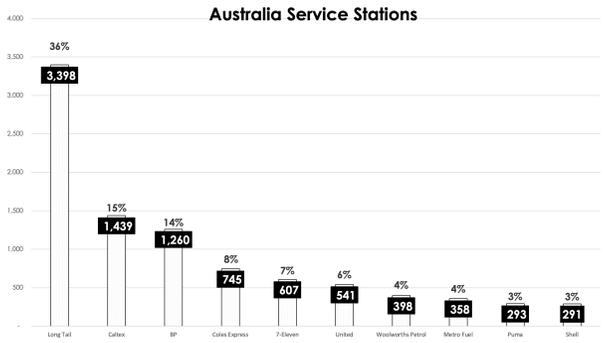
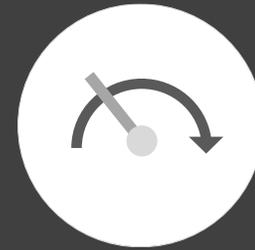
Market saturation

Media mix needs to be refined

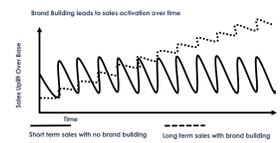
New channels to market

Churn reduction

... But what is the real challenge?



The need for brand building is vital to future success in long-term demand generation



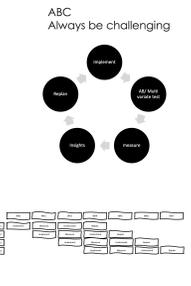
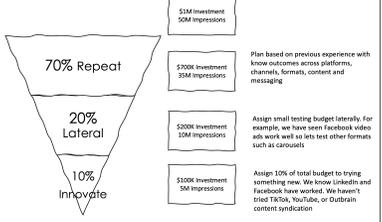
Invest in brand building pays off
 Brand building takes over as the primary driver of growth from sales activation after six months.

In the long run, brand effects are the main driver of growth.

The brand campaign needs to be implemented and sustained.

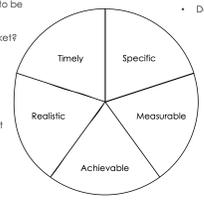
Test, learn, optimise, implement

- Assumptions should be validated during the planning process
- Not all assumptions can be validated in advance
- Robust testing strategies we continue to innovate through and across campaigns



SMART objectives

- When are the specific objectives to be achieved?
- What is the sales lifecycle?
 - Is the product currently in market?



- Are the specific objectives possible?
- Are we trying to double revenue with no improvement in sales funnel process?
 - Is the market already saturated?
 - Does the sales lifecycle fill with the specific targets?

- Do your objectives tie back to business goals?
 - Drive 10K likes, shares, clicks or taps
 - Drive 20% revenue increases based on 12 month forecast

- How can we measure the campaign to report back on results against the specific outcomes, and attribute them to this activity?
- Sales data
 - CRM population

- Is the technology in place to accurately measure campaign outcomes against specific objectives?
- Can we track actions accurately against campaign activity?

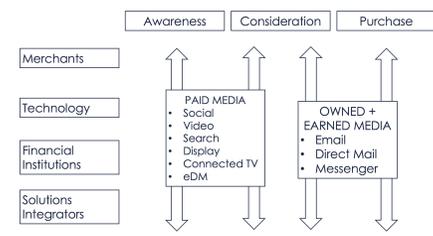
Audiences paid, owned and earned touchpoints

Primary role of paid media is to drive upper funnel activity

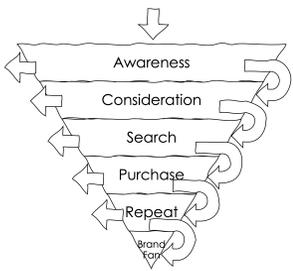
There is a role to drive consideration as audiences are identified and exposed to awareness comms

- Engagements on social media
- Taps and clicks
- Data collection

As audiences are established and data is collected, owned channels are a cost-effective platform to further engage audiences further through the funnel



B2B - Full funnel approach



We cannot expect an audience to enter the funnel at the purchase stage from a point of zero exposure

- B2B media requires more funnel management than B2C
- lower frequency of purchase due to high investment
 - Long purchase lifecycle
 - Multi-stakeholder decision making and influence
 - End users, decision makers, influencing voices and procurement

Best practice is to consistently engage audiences through always-on campaigns to draw audiences through the funnel over time

Process-based planning will drive success

Audiences



Middle: >5 vehicles

Mass: <5 Vehicles

Emerging

<5 Yrs

64% growth YoY

Stretched

>5 Yrs

50% growth YoY

Mass

High fuel card penetration
Over 30% Apex penetration
Core audience of b2b focus

Any self-employed person
who drives for a living
Mass market campaigns
needed

Although, not discounting mass audience targeting, I believe Apex can activate traditional **broadcast B2C strategies** to effectively reach these audiences ... with accompanying large media budgets

The role for Green Hat should **primarily** focus on **Mid-Audience**. This is where we add the most value with our extensive B2B experience. Following the successful establishment of a robust data planning focused strategy, we can expand our strategy to address mass audiences



Mid-audience: An enhanced data strategy

End users

Influencers



Driving 8 -12 hours per day, 6 days per week. Tired and time poor.

Engagement

Encouraging upsell to fleet managers

Fleet managers

Decision Makers



Managing multiple people and infrastructure and looking for economies of scale and streamlining of processes

Lead Generation

1PD Data strategy

Always on – combined message and media strategy

Tactical activations

End user specific messaging

Audience segmentation

Tactical activations

Fleet Manager specific messaging

Audience segmentation

Communications platform



Shared benefits across the mid-audience cohort

Abundance of locations
Variety of fuels
High mileage/ Mileage management
GST reporting

End users
Influencers

Fleet managers
Decision Makers

On the go all the time, no time to eat, do the laundry, complete chores, to go to the bathroom, to call mother or to go to the bank

101 things to do around the office. Looking for time savings as they are working late in the office, and again when they get home

Fueling your downtime with APEX Card

A little time back win

Programmatic video + audio: time and day targeted

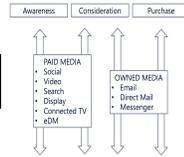
Social media, gaming and search around weekends

LinkedIn, content networks, contextual sponsorships and search

Data first strategies for success



Paid, Owned and Earned



Sales cycle assessment;

Short term: Engagement

Medium term: Lead Generation

Long term: Sign-ups and revenue

Audience metrics

End users: Engagements

Fleet managers: Leads

1PD data strategies

Value exchange

Account Based Marketing (ABM)

Data Clean Rooms (DCR)



Channel selection:

Social, video, audio, content, eDM, search and sponsorship

Tactical media strategies
evaluated by response to
exposure

Performance metrics

Brand awareness research

Agile approach to creative
development and media
deployment

15-25 impacts per execution

Robust test, learn, replan and implementation cycle

Mass Vs Personalized message **engagement**

What have we discuss today?

Clarified the core **challenges**

Demonstrated **process** driven planning will lead to success

Re-aligned our **audience** as influencers and decision makers

Developed a **communications platform**

Fueling your downtime with APEX Card

A little time back win

Explained how we will **measure** campaign effectiveness through **data first strategies**



Thankyou!
... and now for questions?



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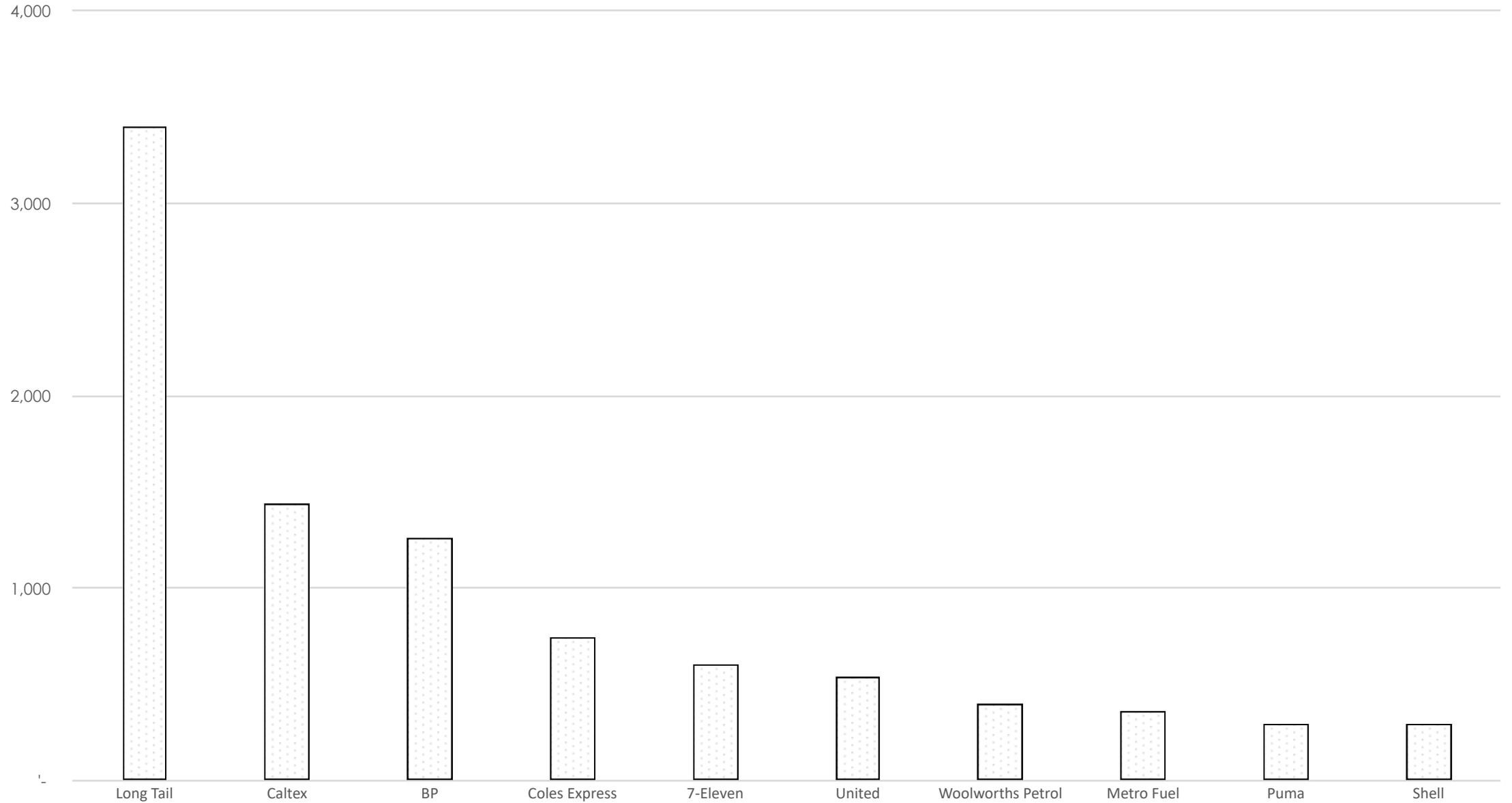
@DanHills



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appendix

Australia Service Stations



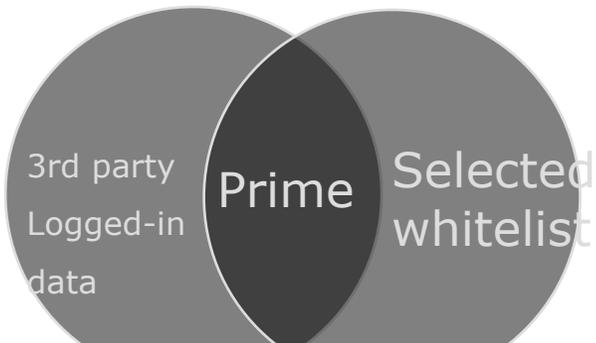
Sound

- Streaming



Using data fed account planning, we can activate audio comms across global markets on a range of platforms with a single or multi message approach in 15" spots.

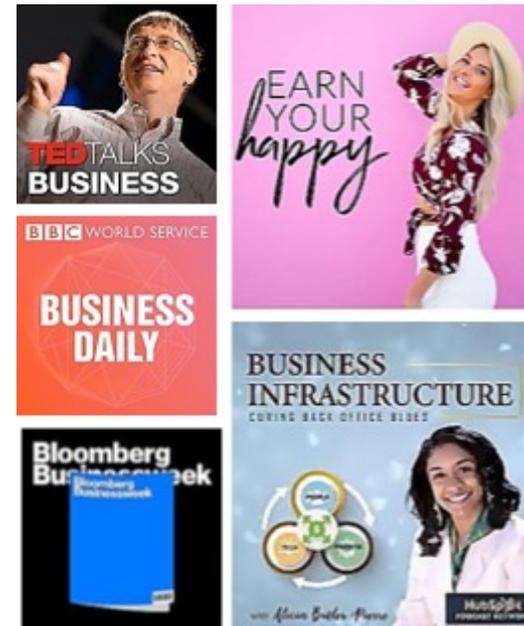
A bonus opportunity to "tap on the banner" for consideration and lead generation objectives



Audio – podcasts

Business specialism

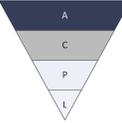
Podcasts provide highly relevant business audience access, at a regular frequency on a global scale



Cherry pick business categories we want to be with. Retail, BusOps, Women in business, analysis etc. 30" audio ads across a range of selected podcasts

Integrated sponsorships involving conversational delivery

Promotions and discount codes can help track success



Content

- Capture a targeted audience across brand safe diverse content at a cost-effective high reach and frequency.
- This content is often seen at the footer of content engaged with by our target audience. You will be able to deliver the brand comms to relevant audience cost effectively
- **Types of content**
 - White papers, blogs, opinion pieces
- **KPIs**
 - Lead generation, site traffic, reach and frequency
- **Key Benefit**
 - Bought economically on a CPC basis, you are only investing in users who have engaged with your content.

Taboola

Outbrain

DAILY ECHO Vitality to leave landmark building in Bournemouth due to 'hybrid working'

1 **Is flexible working affecting your business?**
taongafarm.com | Sponsored

2 **...a's elite begins under a less future**
The Economist | Sponsored

3 **The 25 Most Expensive Dog Breeds On Earth**
Investing.com | Sponsored

4 **PICTURES: How flooding brought chaos across Dorset and the New Forest**

5 **RECAP: Flooding causes chaos across Dorset and the New Forest - latest updates**

6 **Met Office issues severe cold weather alert for Dorset**

7 **Part of Twin Sails Bridge snapped during lift - with no word on when it will be fixed**

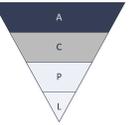
8 **23 people taken to safety and buildings flooded at Dorset industrial estate**

9 **Vitality to leave landmark building in Bournemouth due to 'hybrid working'**
Staff have been informed about the move and no job losses are believed to have been incurred. 1,400 people work for Vitality Health across three sites in London, Stockport, and Bournemouth.

10 **'A Caribbean McDonald's': Restaurant brings new flavours**

mailchimp Get Started

Sponsorships and integrations

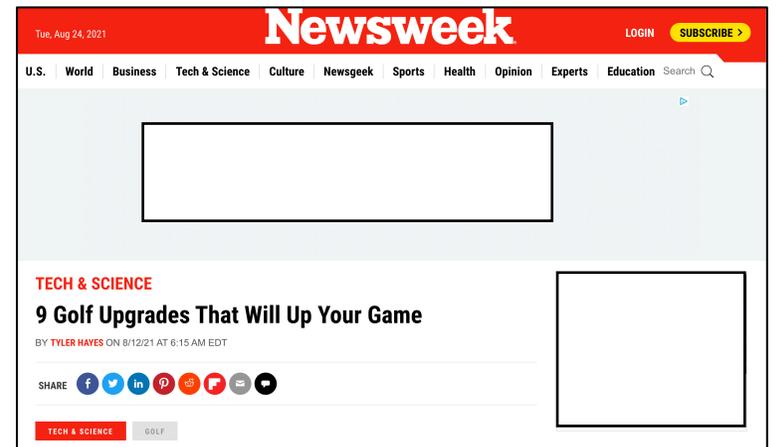
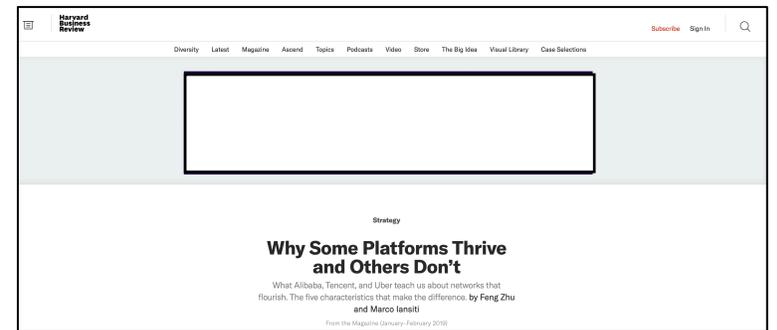


- Working with selected partners, we can define and deliver upon a content calendar. Benefits of this approach are;
- Cut-through and brand awareness
- Thought leadership platforms
- Seamless integration with established regular content
- Opportunities for lead generation

- **Content types**
- Videos, podcasts, editorial, white papers, Q&As, Email integrations, social media support

Direct Integrations

Integration Examples



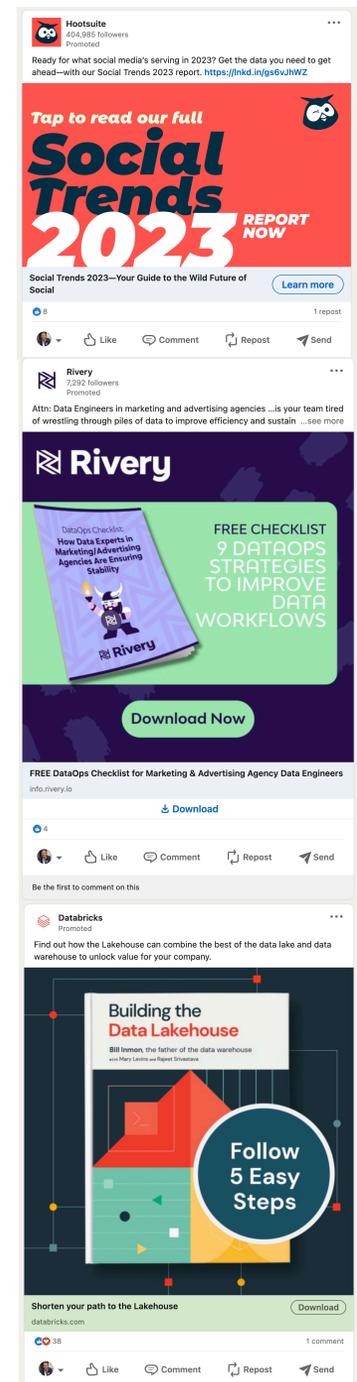
1st party data building strategy

- The decline of the cookie is making the requirement for 1st party data ever more important

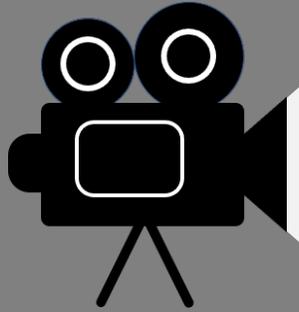
eBook, eNewsletter or White Paper through a gated landing page – Email data capture

1st party can be used directly on platforms such as LinkedIn to target known audience directly

1st party can be used to build a list of look-a-likes based on your customers online behavior



SOCIAL VIDEO



 YouTube

LinkedIn

facebook

 Instagram



Adobe programmatic architecture plan

