



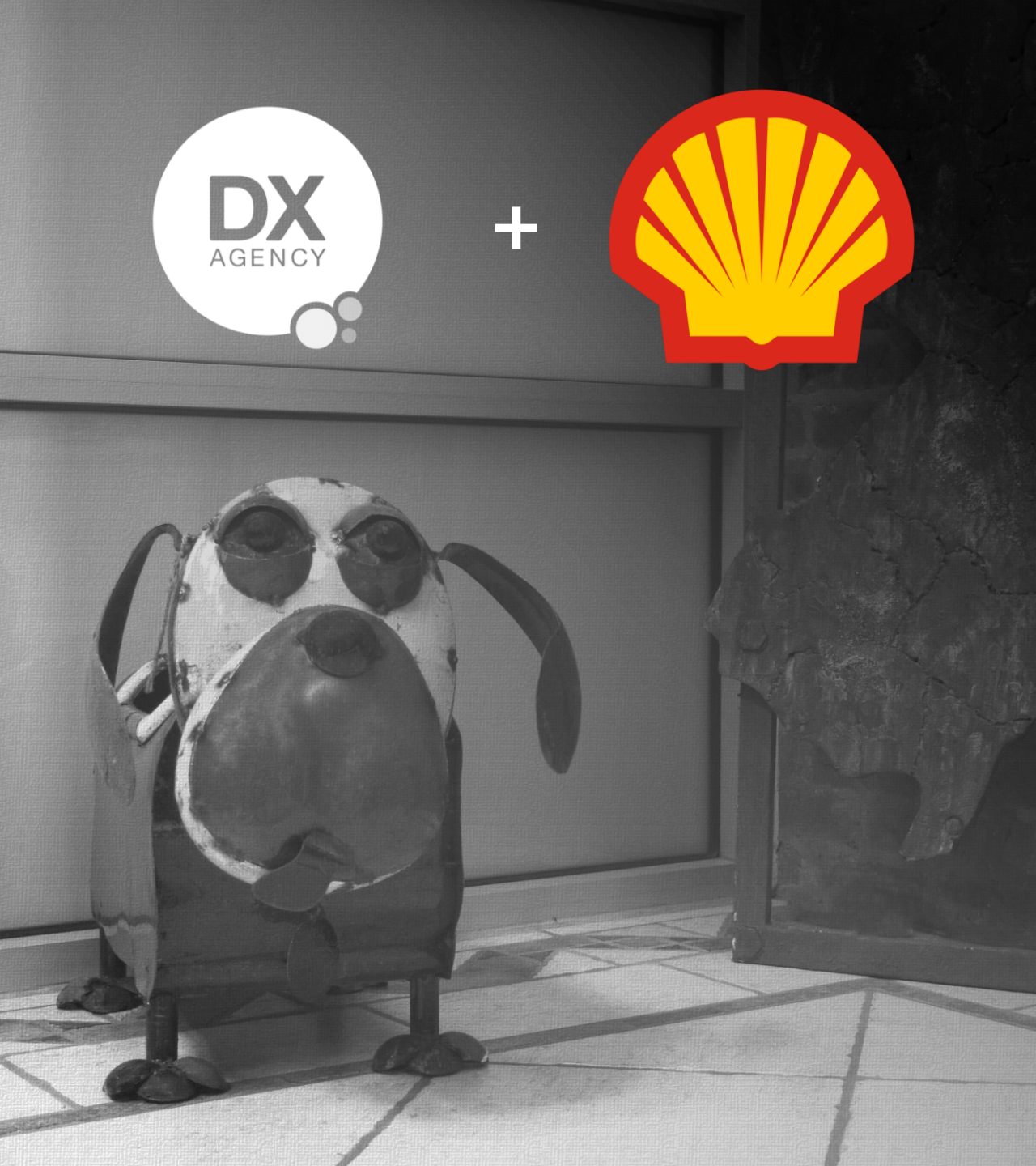
+



DX CRM CAPABILITIES OVERVIEW

SHELL GLOBAL

7/20/2023



DXAGENCY OVERVIEW



Key Facts

- Owner: Sandy Rubinstein
- CEO: Sandy Rubinstein
- Partner: Ben Hordell
- Years in Business: 19 years
- Number of Employees: 70
- Headquarters: Edgewater, NJ (US) & Miami, FL (International)
- Additional Locations: Queretaro, Mexico; Barcelona Spain; London, England; Washington, DC
- Company Website: [DXagency.com](https://www.dxagency.com)

Advocacy Group Affiliation

- National Minority Supplier Development Council
- Women's Business Enterprise National Council
- Diversity & Inclusivity DXcellence Scholarship, College and High School Internships

Current Major Customers

Mastercard, NY Tourism (NYC GO), Oticon, Widex-Signia, NBCU, ViacomCBS, Discovery, Univision, Bally's Sports, National Geographic, Franklin Templeton, Everplans, Univision, JM Smuckers, TOCCA, Seneca Foods, Global Citizen

Company Description

DXagency is a certified women and minority owned full-service digital marketing company with in-house capabilities that span strategy, creative, media, content, CRM, research and insights, and e-commerce.

We cultivate trust with our clients by developing engaging, innovative, and efficient solutions that help brands meet their goals and connect with their customers.

Company Story / Experience

Our story starts within the music business, when DX was a hand-to-hand distribution company called DecentXposure. As our clients asked us to add verticals, our company evolved into DXagency – a global, vertical & client agnostic marketing shop.

The DX story continues today via the relationships that we build with our clients. 90% of our business comes from referrals from clients. Over the past 18 years, DX has built trusted partnerships with global clients, and expanded our reach throughout the United States, Latin America, Canada and Europe.

Capabilities Overview

- B2B and B2C
- Creative Design
- Video Production
- Photography
- Packaging/POS
- UX/UI Design
- Web Development
- Research & Insights
- Multi-Cultural Insights
- Persona Building
- AI Research Capabilities
- Social Listening
- Digital Strategy
- Content Strategy and Creation
- Paid Media Strategy, Planning and Buying
- CRM
- E-Commerce
- Multi Language Capabilities
- Usability and Accessibility





AT DX, OUR APPROACH IS PEOPLE FIRST



DXagency is a full-service marketing team with in-house capabilities that span **strategy, creative, media, content, CRM, research and insights, and e-commerce.**

We cultivate trust with clients by **developing engaging, innovative, and efficient solutions** that help brands build trust with their customers.

Our relationships start with **understanding your “why”**—why does your brand exist and why do consumers need your product or service?

A **strategic, data-led approach** unfolds from there.



We are proud of share some of the clients who trust DX to grow their business.





OFFICE LOCATIONS



DX US

75 Gorge Road
Edgewater, NJ 07020
201.313.1100



DX INTERNATIONAL

3634 NW 2nd Avenue
Miami, Florida 33127
305.985.5883



DX SPAIN

Passeig de Gràcia 17
08007 Barcelona
Spain



DX LONDON

25 Willton Road
Victoria, London SW1V 1LW
908.310.7614



DX MEXICO

Blvd. De las Ciencias 3015
piso 3
The Village at Juriquilla
CP 76230 Querétaro, Mexico



DX DC

1333 New Hampshire Avenue, NW
2nd Floor
Washington, DC 20007

DX'S CORE COMPETENCIES



RESEARCH &
INSIGHTS



CRM



STRATEGY &
INNOVATION



SOCIAL MEDIA



CONTENT



E-COMMERCE



CREATIVE



PAID MEDIA



CRM



FULL SERVICE, PLATFORM AGNOSTIC CRM TEAM

DX's CRM team includes CRM and Email experts, developers, strategists, and analysts to help clients make the most of their tools and network. DX is platform agnostic and boasts expertise in multiple platforms.



...and more

Category Experience

- Medical Device
- Financial Services
- Health Care
- Apparel and Clothing
- Travel & Tourism
- Restaurants & Fast food
- CPG – Consumer Goods
- Retail & Discount Stores
- Food Products and Stores
- Cosmetics/Health & Beauty
- Entertainment and Media
- Jewelry

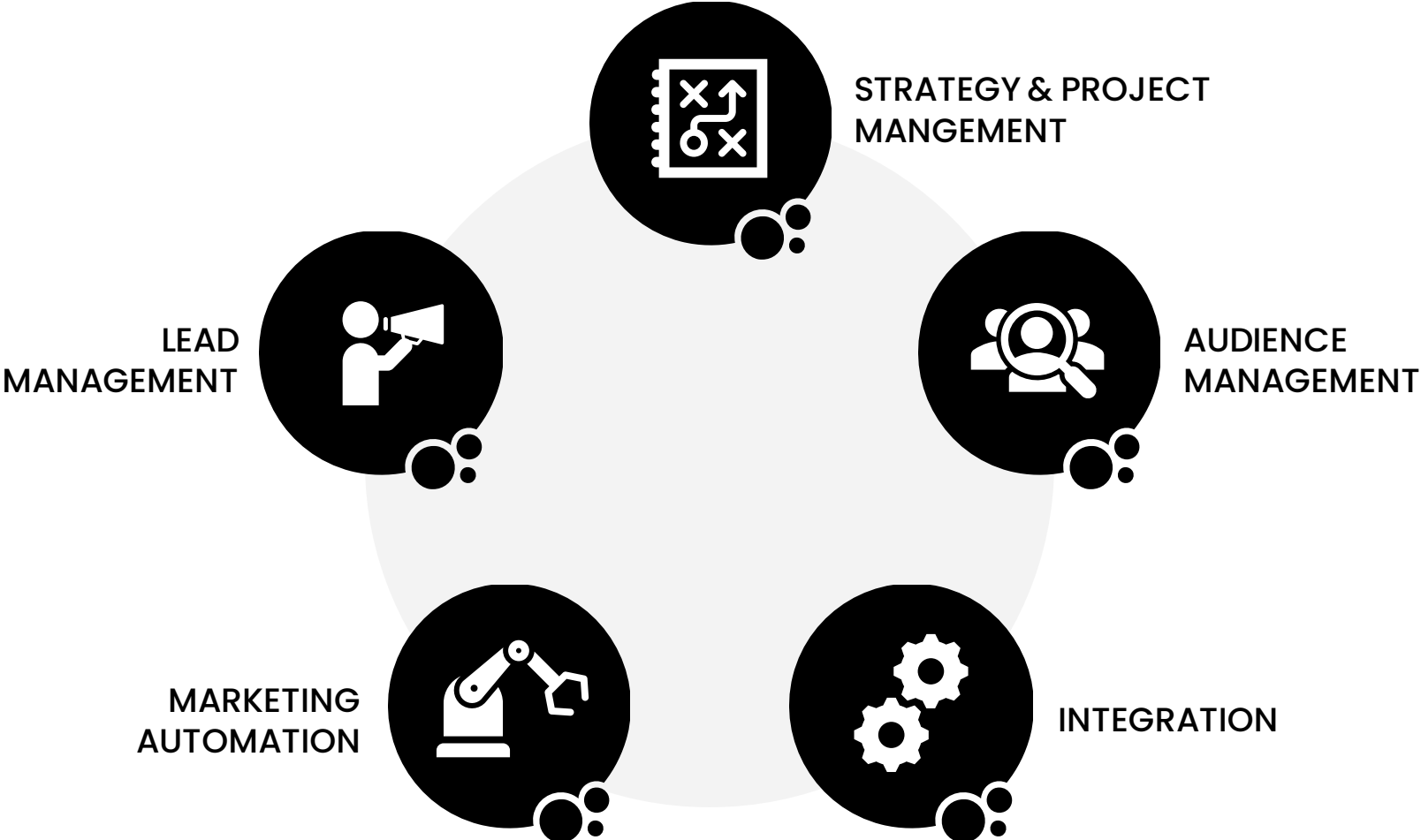
Global Experience

- North America
- South America
- Caribbean
- Europe
- Asia Pacific
- Middle East



CRM CAPABILITES

DX focuses on improving **efficiency**, increasing **revenue**, and enhancing **customer experience** by providing clients with the tools to **attract, strengthen, and manage customer relationships** for the long term.





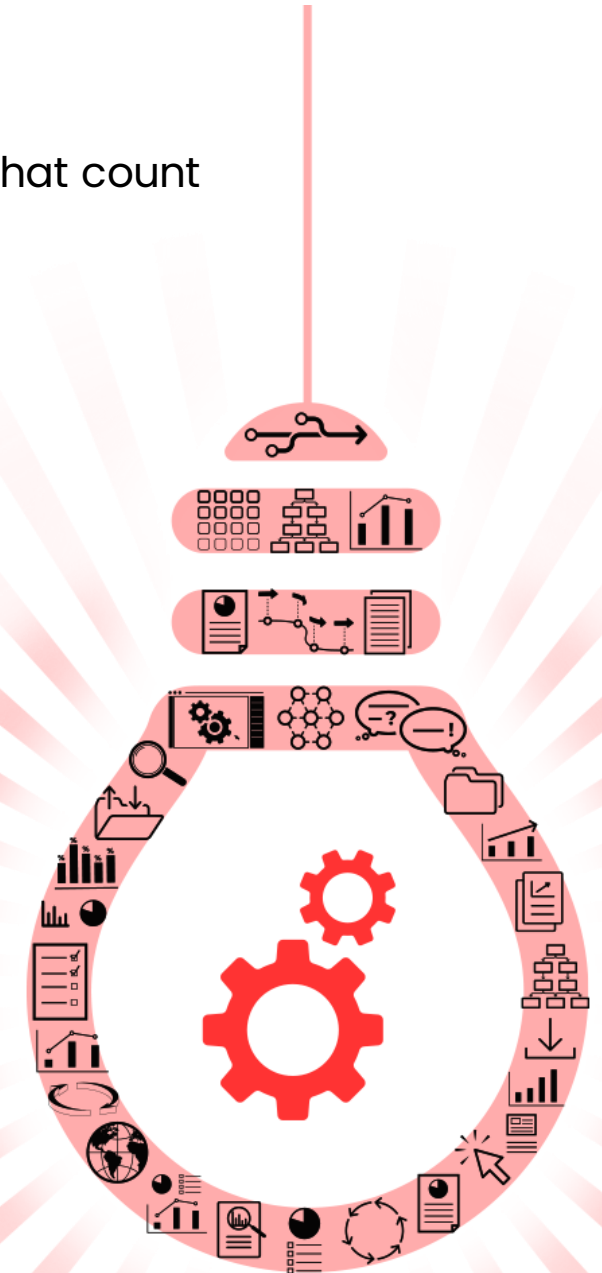
STRATEGY & PROJECT MANAGEMENT

CRM and Email experts on call to build and manage those connects that count

DX's team of CRM & Email Strategists and Project Managers have 20+ years of experience and specialize in creating bespoke strategies across a myriad of industries helping brands reach their consumers in an authentic way that drives results.

Our experts audit existing systems and manage client email programs from start to finish. At DXagency, our team is built to be an extension of the client, seamlessly integrating with tech stacks, internal teams, and processes.

- CRM Audits
- Deliverability, inbox placement, domain health
- Template, design, and development
- Monthly calendar management, design, and production



LEAD MANAGEMENT

Maximizing Lead Engagement and Conversion

DX's teams are experts in helping customers build lead capture strategies to maximize the effectiveness of their lead management initiatives.



Lead Generation

- Develop and execute comprehensive lead generation strategies from email campaigns, landing pages, and lead magnets (i.e., discounts, webinars, whitepapers, etc.).
- Optimize lead capture forms, test offers and incentives, and measure and analyze campaign performance.
- Capture and engage target audiences, grow lead databases, and drive revenue growth.



Lead Scoring

- Develop Lead scoring systems that measure each prospect's level of engagement with brands and the likelihood of conversion.
- Prioritize follow-up systems for sales teams to streamline lead pipeline to increase effectiveness and efficiency of the sales teams.



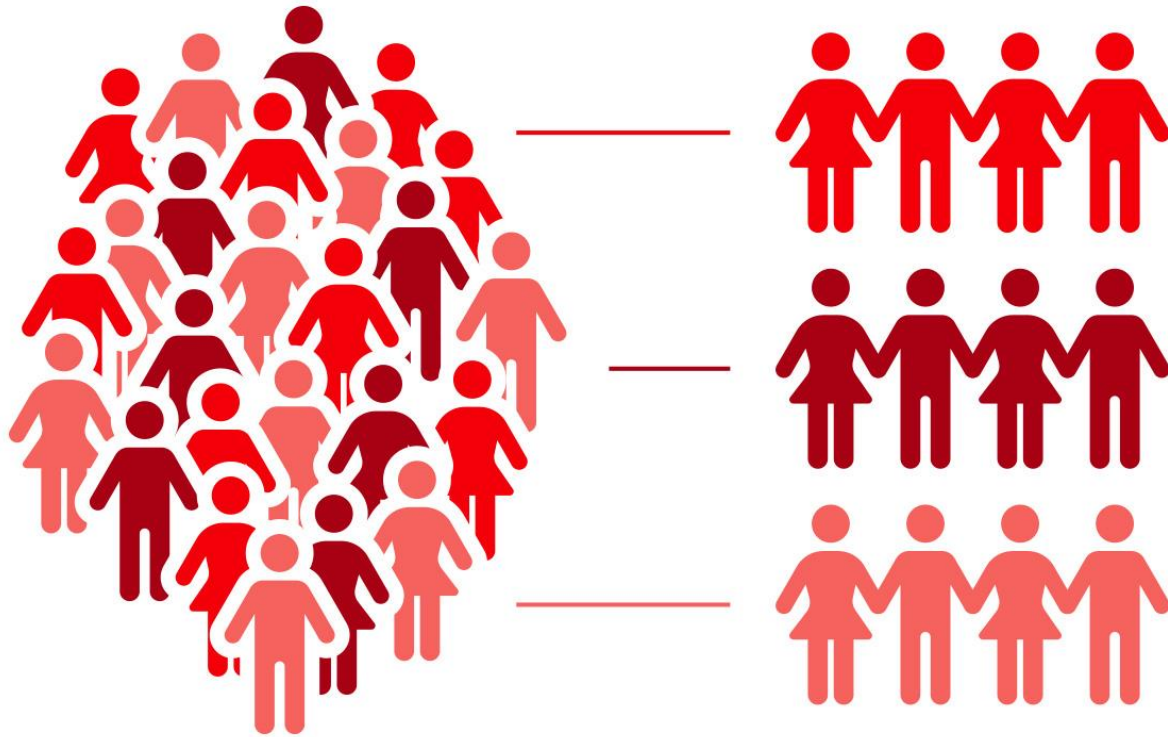
Lead Nurturing

- Develop and deliver targeted content engaging prospects at every stage of the buying journey.
- Generate personalized recommendations, relevant educational content, and compelling offers that move prospects closer to a sale.
- Build trust with prospects, reduce sales cycles, and increase conversion rates.



AUDIENCE MANAGEMENT

Enhancing Customer Engagement, Increasing Retention, Improving Customer Lifetime Value



Audience Segmentation

“Your Network is your Net Worth”

Your audience and all their revenue-driving potential are key to generating those conversions that count. In this digital era, where users are over-saturated with information, how and when we speak to them is essential.

DX’s CRM team helps segment both customer and prospect databases based on key characteristics such as demographics, behavior, and preferences.

Segmentation enables clients to deliver targeted campaigns that drive better engagement and conversion rates, increasing the overall effectiveness of marketing campaigns.



AUDIENCE MANAGEMENT – LOYALTY PROGRAMS

Enhancing Customer Engagement, Increasing Retention, Improving Customer Lifetime Value

DX creates and implements customer loyalty programs that incentivizes repeat purchases, rewards loyal customers, and increases customer lifetime value.

By strengthening customer relationships, clients can increase retention and differentiate themselves from competitors, driving meaningful business results.



Points Program



Tier Program



Value Program



Paid Program



LOYALTYLION

friendbuy



MARKETING AUTOMATION & BEYOND

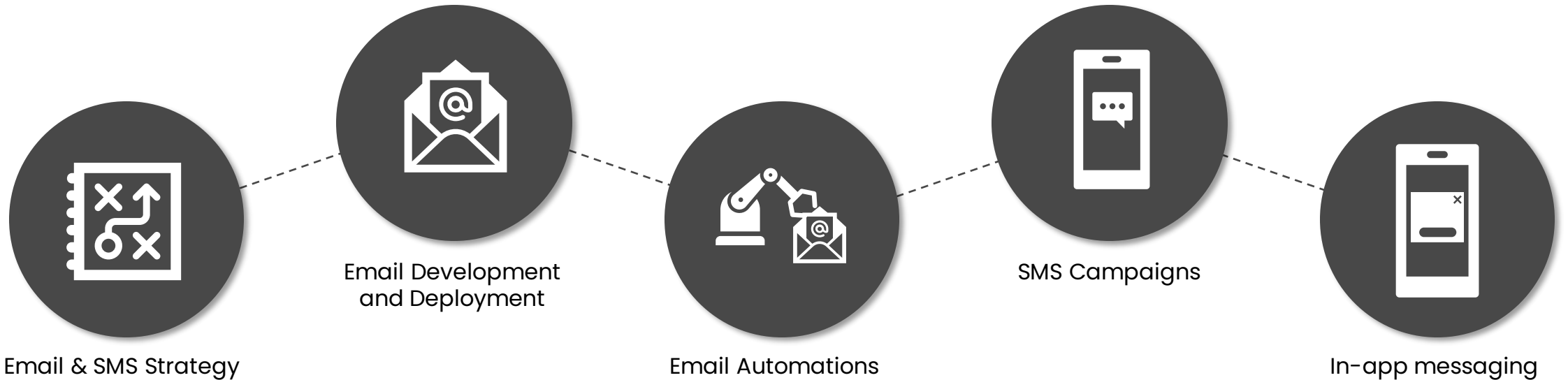


Multichannel Marketing: Email Design, Development, and Deployment; SMS Messaging; Push Notifications

DX's team of Email Marketing Strategists, Designers, Developers and Analysts manage the channels from configuration to reporting, focusing on improving email performance, increasing customer engagement, and growing revenue.

Our developers are skilled at delivering innovative email templates built to render with precision across 40+ email clients, multiple browsers, and 15+ devices.

DX's CRM team is a trusted partner for our clients. Our agile framework enables clients to bring us in for one piece of a project or as a full extension of their team.



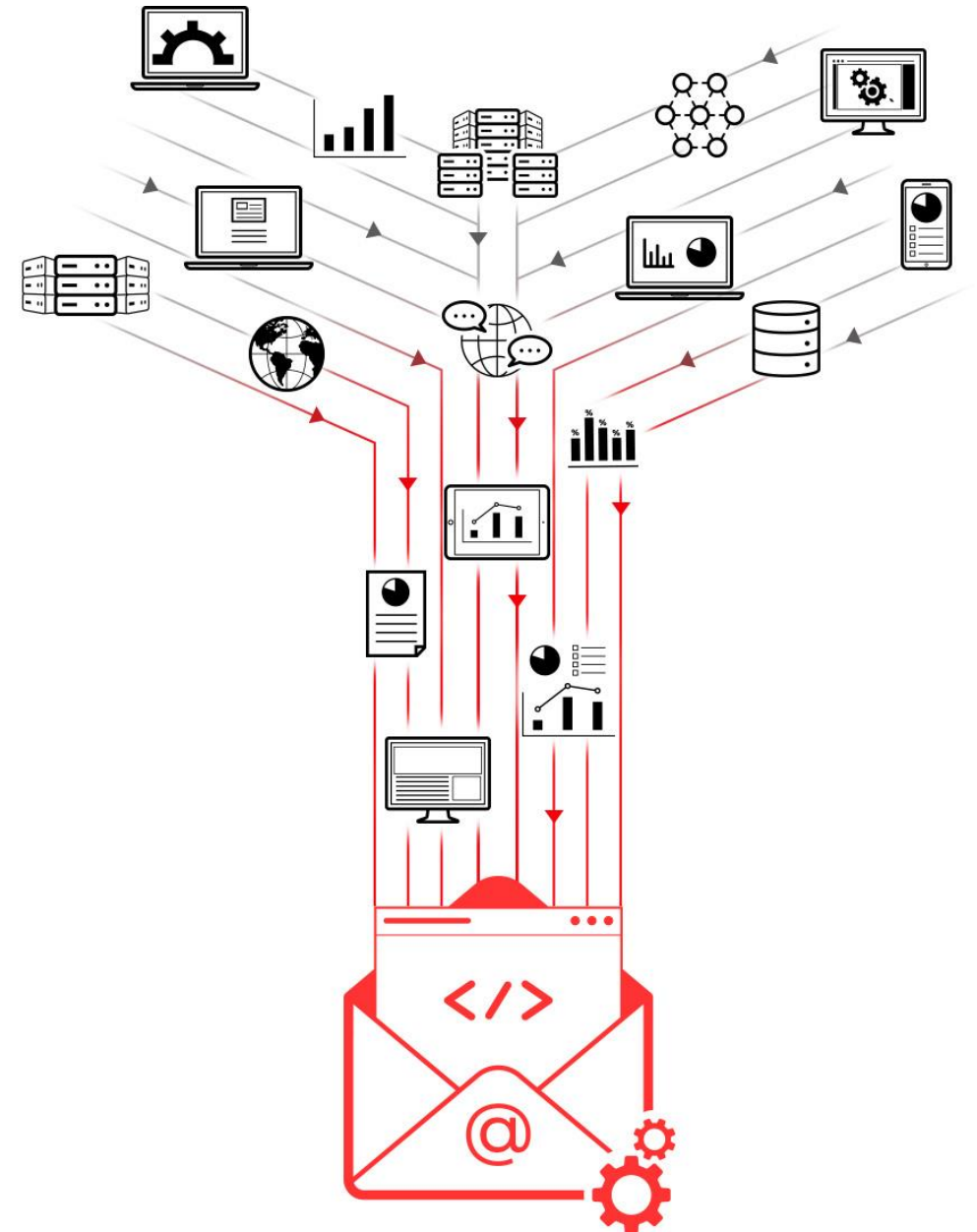


CUSTOM INTEGRATIONS

Tailored Solutions for Unique Business Needs

Integrating marketing and messaging channels with a CRM system allows clients to track customer interactions, gather valuable data, and create more personalized customer experiences.

- **Custom integrations:** DX can create custom integrations to meet specific business needs. Whether integrating with a proprietary CRM system or a third-party platform, DX can build custom-coded solutions that allow clients to leverage the full potential of marketing and messaging channels. DX has 10+ years of experience with API integrations and can create custom-coded solutions for more complex integrations.
- **API integrations:** DX offers API integrations with popular CRM systems such as Salesforce, Klaviyo, ClickDimensions, and more, allowing for seamless integration and data syncing between CRM systems and marketing channels to create more personalized customer experiences and drive better results.





Examples of OUR WORK

ED HARDY: BUILDING A NEW ECOMMERCE EXPERIENCE

DXagency is helping this legacy brand welcome an entirely new generation into the Ed Hardy experience and lifestyle through a visually refreshed website and upgraded user experience.

THE GOAL:

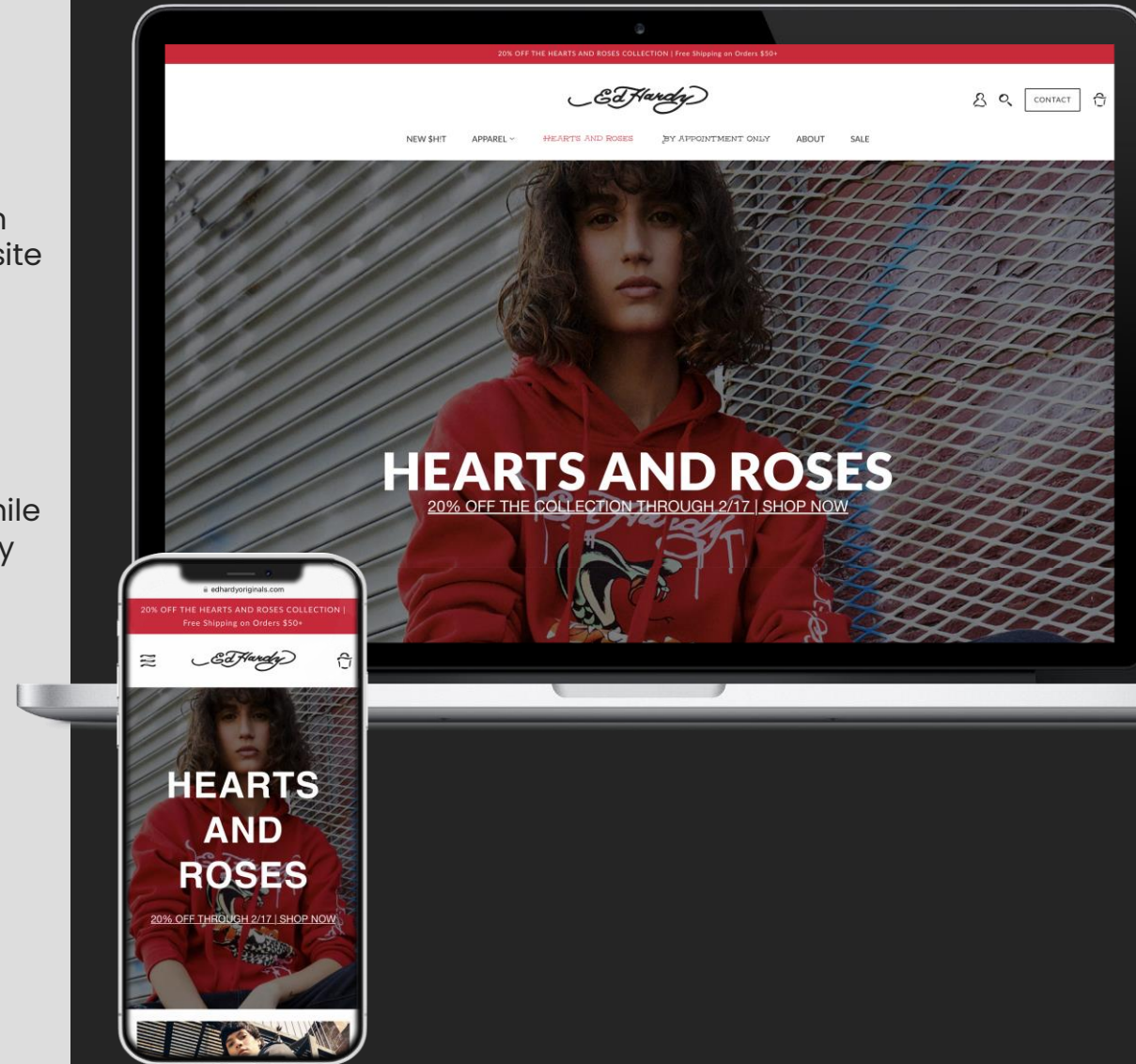
Create a new ecommerce experience for Ed Hardy.

THE DX APPROACH:

Upgrade Ed Hardy's Shopify platform to be more user friendly and create a smooth shopping experience that drives conversion and increased AOV, while also ensuring customers are invited into the brand experience and Ed Hardy lifestyle through design and customized content.

THE RESULTS + IMPACT:

- Project is ongoing (performance up 200%).
- Audit current site to identify SEO & UX/UI challenges & opportunities.
- Bring site up to code for ADA compliance.
- Populate new products/accessories to the site with enhanced product descriptions.
- Develop new welcome & cart abandonment email series.
- Create new homepage, product pages, and checkout experience.



edhardyoriginals.com

MIGHTLY: DRIVING NEW CUSTOMERS TO SUSTAINABLE SHOPPING

Products with purpose continue to resonate with customers – especially parents. DXagency is once again working with organic kids clothing brand, Mightly, on their new ecommerce website.

THE GOAL:

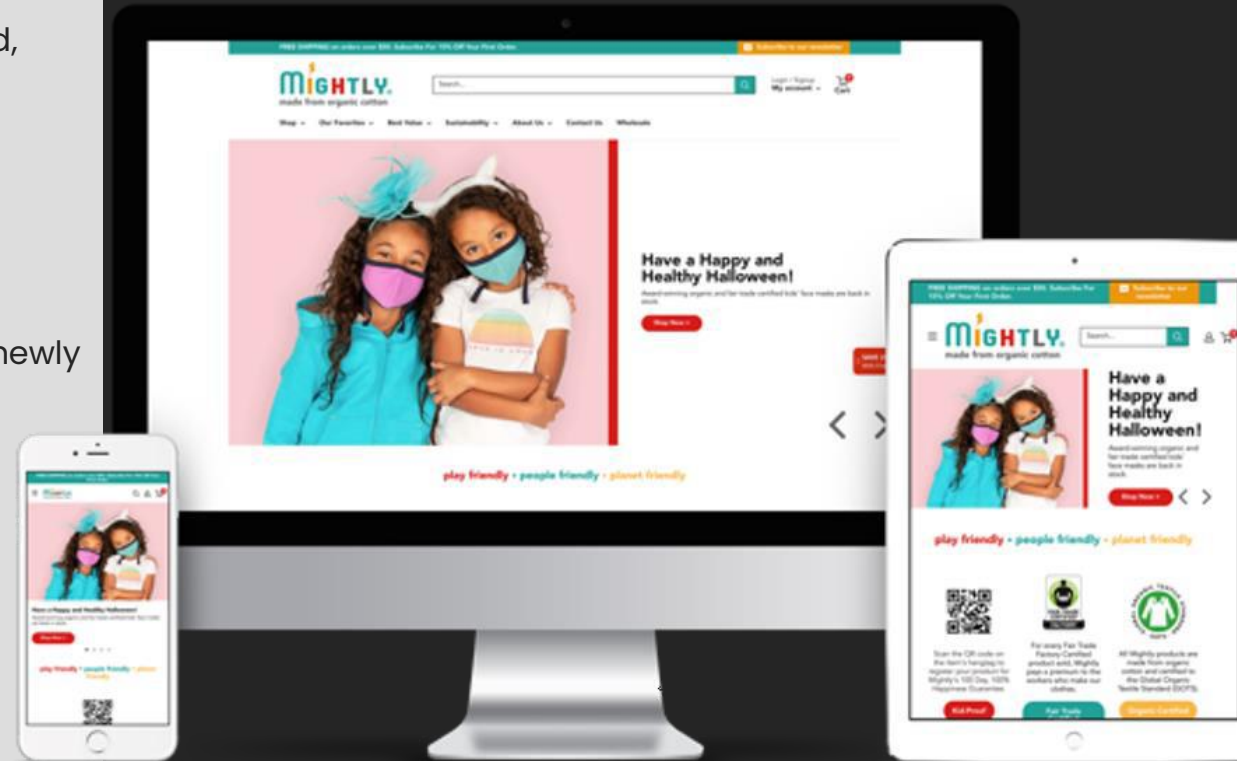
Drive traffic, sales, and engagement to the brand's ecommerce website.

THE DX APPROACH:

Through strategic campaign development, new creative asset creation, website optimization, and a focus on key brand attributes of comfort, creativity, seasonality, and sustainability, Dxagency helped relaunch the newly optimized website for maximum engagement and sales.

THE RESULTS + IMPACT:

- In the first month alone, conversion rate increased by 29% and revenue increased by 45%.
- YOY conversion rate increased by 33%, AOV increased by 8%, and revenue increased by 300+%.



MAMIYE BROTHERS BRANDS: CONTENT DEVELOPMENT

Capturing the essence of a brand in one photo is a challenge – especially for kids' clothing brands! DXAgency worked with Mamiye Brothers brands (Peek Kids, Habitual Girl) to capture images that helped promote their Spring/Summer lines for 2022.

THE GOAL:

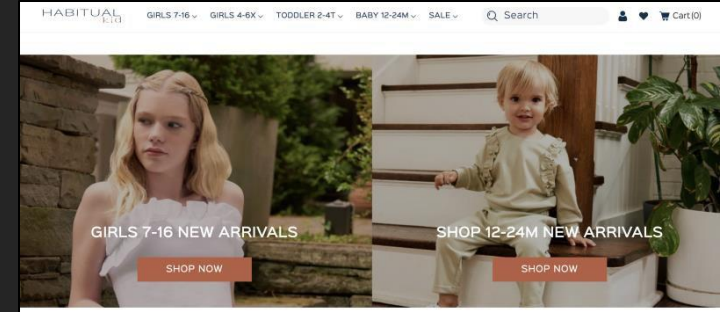
Generate ecommerce and social lifestyle content & product photography.

THE DX APPROACH:

Engage new models for on-location photoshoots and capture over 80 styles & over 100 pieces of usable content for each brand.

THE RESULTS + IMPACT:

- Content rejuvenated the brand look and feel, and is being used on social media, ecommerce, and in brand email communications.
- Provided multiple, dynamic images per style.
- Worked with Peek and Habitual on a web development project to ensure their websites were ADA compliant.
- Partnership was extended with Mamiye Brothers baby brands for a 3 day, 4 brand photoshoot for the Spring 2023 line (Kissy Kissy, Little Me, Focus, and Kissy Love brands).



SCHMIDT BROTHERS: RE-ENGAGING LEGACY BRAND AUDIENCES

The importance of constant and effective communication, brand evolution, and content development – that all equate to conversions – is where DXagency can help your brand thrive.

THE GOAL:

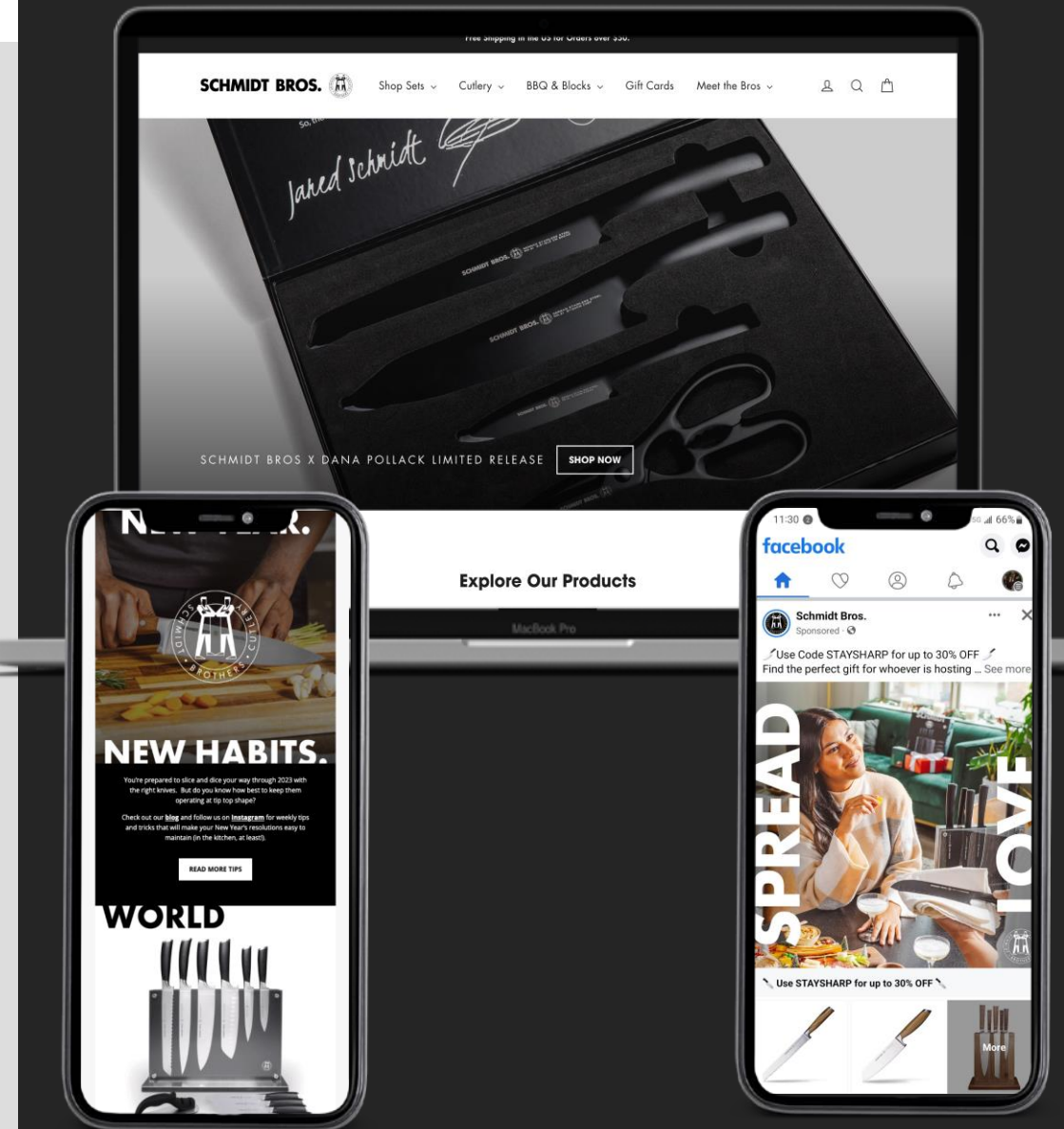
Re-engage dormant audiences through new email strategy; build strategic, conversion-driven media plans to drive traffic to brand site and retail partner sites; optimize ecommerce experience for conversions.

THE DX APPROACH:

Develop new welcome & abandoned cart emails, including promotional calendarization; revised audience segmentation to customize messaging for specific retail audiences & buying behaviors; CRO audit, website optimizations, and a refresh of website experience; Revised tactical media plan, ad redesign, and messaging.

THE RESULTS + IMPACT:

- Doubled gross revenue on their DTC .com business in 2022 compared to 2021.
- Delivered a 3.5x ROAS for Google leveraging SEM & Google Shopping Ads.
- Created a full funnel prospecting & retargeting campaign on Meta that delivered a ROAS of 2x with a conversion rate of 5%.



schmidtbros.com



GOSHI: ENGAGING NEW AUDIENCES

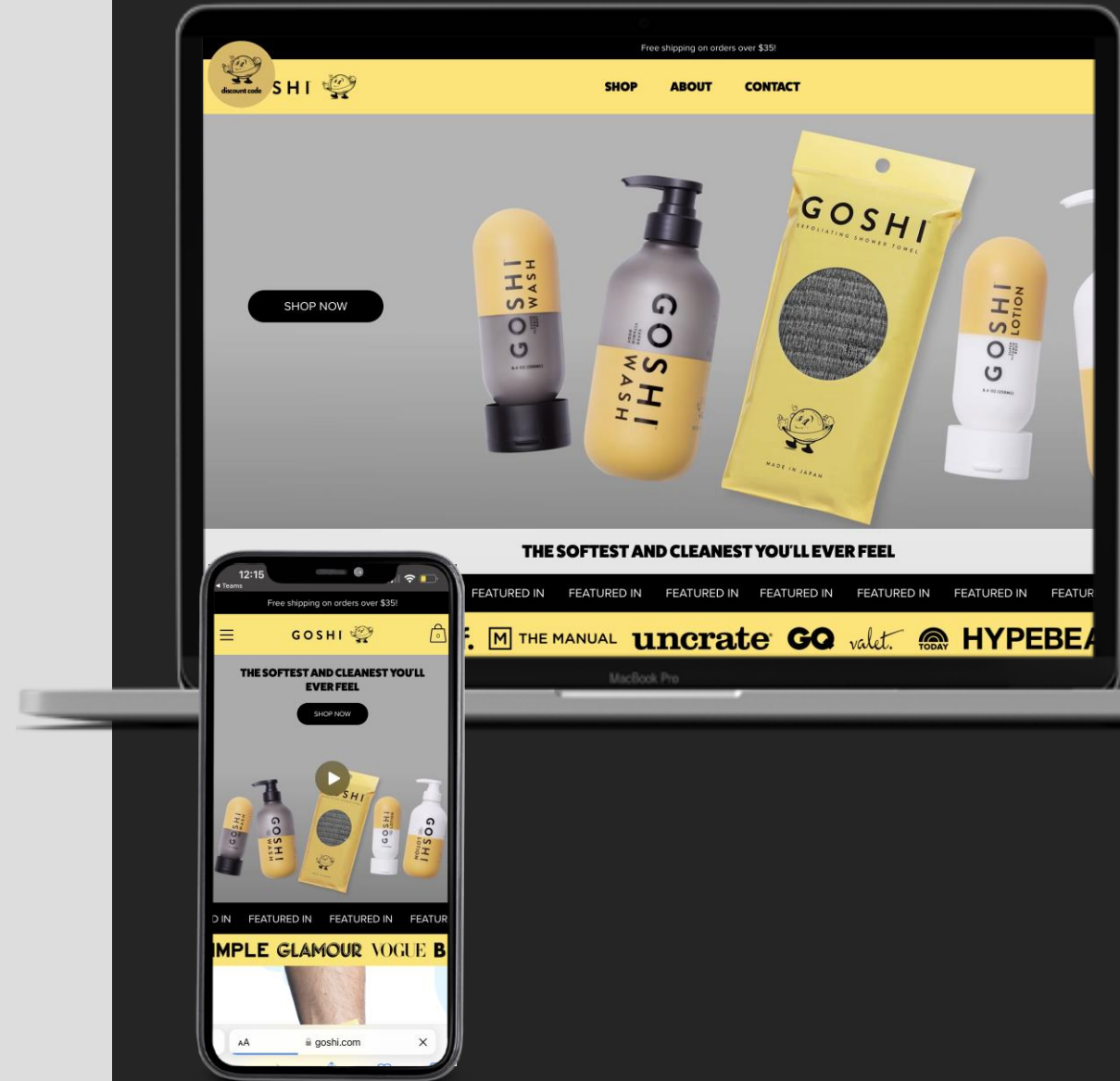
Goshi is a skincare company out of Japan that developed a natural, groundbreaking exfoliation towel and was launched via Kickstarter.

THE DX APPROACH:

DX redesigned and developed the GOSHI.com website to create a fully optimized brand experience designed to target new and returning customers.

THE RESULTS + IMPACT:

DX built a best-in-class Shopify site that can be customized, upgraded, and enhanced with new features as they are made available, and communicated their design vision while conforming to ecommerce best practices.



OTICON OPN™

A strategy that's sound.

THE CHALLENGE

Oticon tasked DX with building an addressable consumer audience and nurturing risk-free trials and product sales through regular email communications. By establishing an always-on marketing channel, Oticon can effectively communicate product launches and updates in a timely manner. Additionally, the nurturing campaigns supported B2B2C goals by reinforcing Oticon brand preference among consumers when visiting hearing care professionals.

TARGET AUDIENCE

- Adults with hearing loss based on medical condition or age.
- Aged 55-75+

THE SOLUTION

DX partnered with Oticon to build a qualified database by generating leads through social community outreach, targeted paid media, and a digital sweepstakes. The result: a robust segmented email program and other nurturing tactics converted qualified leads into Oticon customers. The campaign contributed to the sale of more than one million Oticon Opn™ hearing aid units.



We're all about analytics. Let's check out how we did:

35K

Leads

1,000,000

Purchases



[View Full Case Study](#)

OTICON MORE™ ON VA CONTRACT

THE CHALLENGE

Hearing aids are provided at VA clinics at no cost to the veteran consumer. With all high-end hearing aid brands releasing new products on contract at the time times every year, Oticon looks to stand out from the competition. Based on the VA contracts, hearing aid companies are not permitted to collect veteran email addresses. Oticon tasked DX with how to enrich their launch plan for May 2021 and find measurable metrics of intent.

TARGET AUDIENCE

- Veterans with hearing loss
- Additional focus on states with high concentration of VA clinics

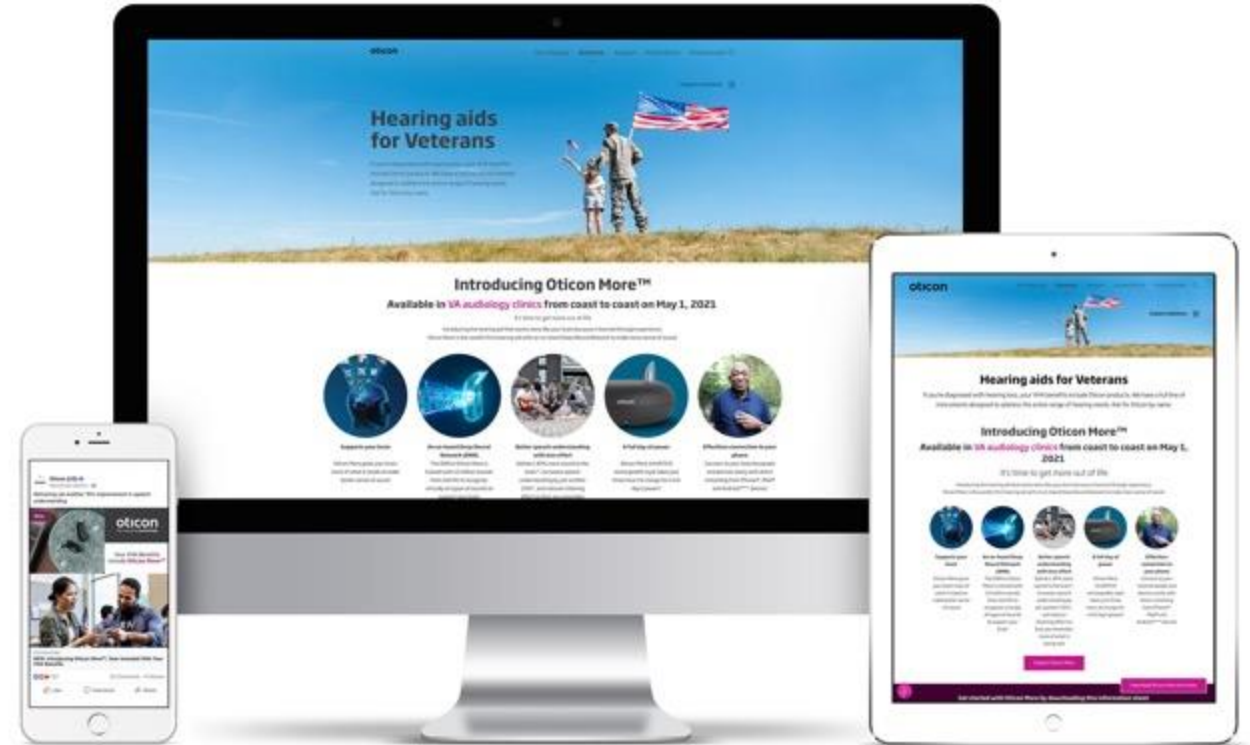
THE SOLUTION

In advance of the May 2021 contract launch, DX conducted a competitive analysis to determine how Oticon's digital activities compared to other high end hearing aid brands in the VA marketplace. Using findings from this analysis plus opportunities to elevate the digital presence, DX recommended updates to the consumer facing website to serve as a landing page for a digital paid media campaign. These updates enhanced Oticon presence in the consumer's mind, gave them a takeaway as a reminder to ask for Oticon at your clinic, and provided measurability, without collecting data from consumers.

Ad · <https://www.oticon.com/>

Oticon More™, Now for Veterans | New Hearing Aids for Veterans

If you're diagnosed with hearing loss, your VHA benefits include Oticon More hearing aids. Experiencing hearing loss after active duty? Learn how Oticon More hearing aids can help.



We're all about analytics. Let's check out how we did:

11,363 Page Visits

17% Conversion Rate
vs 3.4% projected rate

OTICON MORE™ LAUNCH EMAIL AUTOMATION

THE CHALLENGE

Oticon tasked DX with developing a campaign to nurture leads on the path to conversion during Oticon More's product launch. Because hearing aids are a large investment, it's important to target each lead with customized messaging at all stages of the consumer lifecycle, including initial interest, risk-free trial submission phase, audiologist appointment phase, recent purchase, and beyond.

TARGET AUDIENCE

- Adults with hearing loss based on medical condition or age.
- Aged 55-75+

THE SOLUTION

DX built out an extensive automated email customer journey where leads were targeted with relevant, personalized messaging based on digital behaviors. When users signed up to learn more about Oticon More, they received product information and were encouraged to sign up to try the hearing aid, risk free. Once they signed up for a risk-free trial, they were encouraged to make an appointment to get fitted with a hearing aid. Each email included custom contact information of an audiologist near the location of the lead. Once an appointment was made information about use and care was shared and users were asked to confirm whether they purchased the device or not. The emails involved in this automation received a 34.73% open rate and a 7.64% click rate. Industry averages are 21.72% for open rate and 2.49% for click rate.



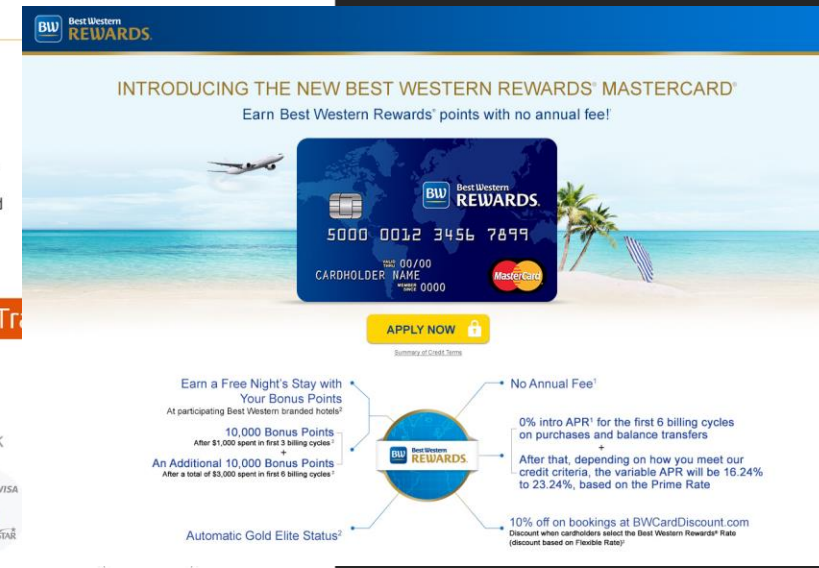
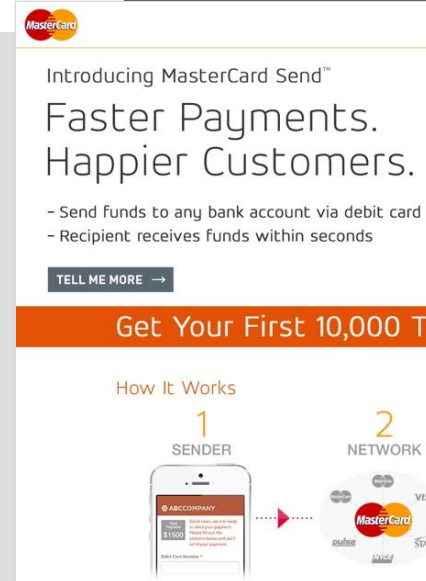
MASTERCARD

Concepting, Copywriting & Landing Pages

DX collaborated with various business units within Mastercard to build out a CRM engine including a content strategy to help target Mastercard's customers with personalized and relevant content. This provides value to the customer while positioning Mastercard as a thought leader and indispensable partner.

DX curates market specific emails for the Mastercard B2B audience. The engagement rates perform well above the industry benchmarks, and these communications have increased conversation rates by nearly 170%.

In addition to content, DX has designed a variety of custom landing pages to support Mastercard campaign launches around credit card acquisition efforts. These crisp, beautiful, and conversion-driving designs covered a variety of industries, from cruise ships to health and fitness.



CREATING EYE-CATCHING LANDING PAGES ACROSS THE MASTERCARD FOOTPRINT

DX has designed a variety of custom landing pages to support Mastercard campaign launches around credit card acquisition efforts. These crisp, beautiful, and conversion-driving designs covered a variety of industries, from cruise ships to health and fitness.

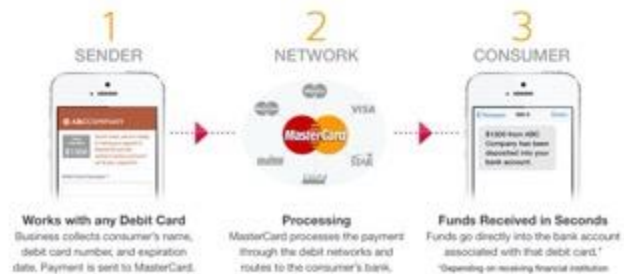
Introducing MasterCard Send™
Faster Payments.
Happier Customers.

- Send funds to any bank account via debit card
- Recipient receives funds within seconds

TELL ME MORE →

Get Your First 10,000 Transactions Free

How It Works



Watch Now to Learn More



INTRODUCING THE NEW BEST WESTERN REWARDS™ MASTERCARD®
Earn Best Western Rewards® points with no annual fee!

APPLY NOW

- Earn a Free Night's Stay with Your Bonus Points
At participating Best Western® branded hotels
- 10,000 Bonus Points After \$1,000 spent in first 3 billing cycles*
- An Additional 10,000 Bonus Points After a total of \$3,000 spent in first 6 billing cycles*
- No Annual Fee!
- 0% intro APR¹ for the first 6 billing cycles on purchases and balance transfers
- After that, depending on how you meet our credit criteria, the variable APR will be 16.24% to 23.24%, based on the Prime Rate
- 10% off on bookings at BWCARDDiscount.com
Discount when cardholders select the Best Western Rewards® Rate (Discount based on Flexible Rate)
- Automatic Gold Elite Status²

It's easy to earn thousands of points that never expire!

For example	Each month	Total Points
Stay (average night stay at \$100)	4 nights per month	\$400 x 13 points
		5,200 points per month

Citizens Bank®
Earn up to **1.8% cash back** with our purchase and relationship bonuses!
With the Citizens Bank Cash Back Plus™ World MasterCard®

APPLY NOW

- 0% Intro APR** on purchases and balance transfers for the first 15 billing cycles!
*Transfer a 1.49%, 11.99% or 20.99% variable APR based on your creditworthiness!
- 0% No Annual Fee!**
- 0% No Cash Back Limits**
- 0% No Rotating Categories**
- Unlimited cash back rewards with no rotating categories
- Unlimited **1.5%** cash back on every eligible purchase* with no rotating categories or enrollments to keep track of
- 10%** Purchase Bonus¹ on your earned cash back rewards when you make at least one eligible purchase every month for six consecutive months or more
- 10%** Relationship Bonus² on your earned cash back rewards and Purchase Bonus when you direct deposit them in a Citizens Bank personal checking, savings or money market account
- Take advantage of both bonuses to earn up to **1.8% unlimited cash back**
- Calculate your cash back >

Shopping protection	World Card Travel Benefits	Additional Benefits
<ul style="list-style-type: none"> Extended Warranty Protection doubles the original manufacturer's warranty Travel Insurance for up to two people Travel Protection for 100-day travel purchase 	<ul style="list-style-type: none"> Concierge Service³ Top-Cancellation Insurance⁴ Top-Reservation Insurance⁵ WorldTravel Insurance for cell phone loss 	<ul style="list-style-type: none"> No foreign transaction fees! No penalty APR for late payments! Zero liability protection against unauthorized purchases!

CRM – CAMPAIGN EXAMPLES

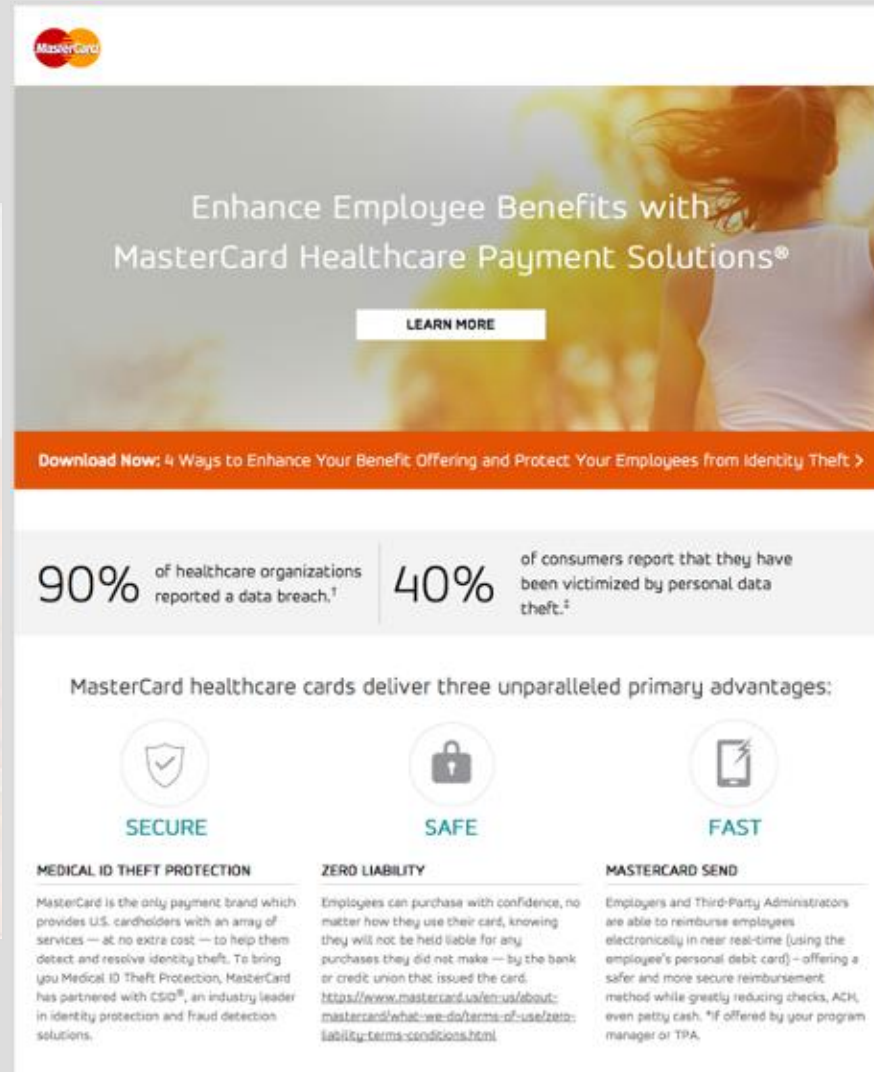
Design and Development



MasterCard Healthcare Payment Solutions®

Complimentary Medical ID Theft Protection

LEARN MORE NOW



Enhance Employee Benefits with
MasterCard Healthcare Payment Solutions®

LEARN MORE

Download Now: 4 Ways to Enhance Your Benefit Offering and Protect Your Employees from Identity Theft >

90% of healthcare organizations reported a data breach.¹ 40% of consumers report that they have been victimized by personal data theft.²

MasterCard healthcare cards deliver three unparalleled primary advantages:

- SECURE**
MEDICAL ID THEFT PROTECTION
MasterCard is the only payment brand which provides U.S. cardholders with an array of services — at no extra cost — to help them detect and resolve identity theft. To bring you Medical ID Theft Protection, MasterCard has partnered with CSO®, an industry leader in identity protection and fraud detection solutions.
- SAFE**
ZERO LIABILITY
Employees can purchase with confidence, no matter how they use their card, knowing they will not be held liable for any purchases they did not make — by the bank or credit union that issued the card. <https://www.mastercard.us/en-us/about-mastercard/what-we-do/terms-of-use/zero-liability-terms-conditions.html>
- FAST**
MASTERCARD SEND
Employers and Third-Party Administrators are able to reimburse employees electronically in near real-time (using the employee's personal debit card) — offering a safer and more secure reimbursement method while greatly reducing checks, ACH, even petty cash. *If offered by your program manager or TPA.

Download now to learn how to help enhance a Consumer Directed Health Benefit Program



MasterCard Healthcare Payment Solutions®

Learn How to Get Complimentary Medical ID Theft Protection

LEARN MORE NOW



THANK YOU