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MÜ  
BOX

# MüBox Partnership Proposal & DX Capabilities

September 2023



**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.



# OFFICE LOCATIONS

DXagency has offices in Edgewater, Miami, Barcelona, DC, Mexico, and London and works with clients in North, Central and South America, Canada, and throughout Europe.



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Edgewater, NJ 07020  
201.313.1100



## **DX INTERNATIONAL**

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305.985.5883



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Spain



## **DX LONDON**

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Victoria, London SW1V 1LW



## **DX MEXICO**

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piso 3  
The Village at Juriquilla  
CP 76230 Querétaro, Mexico



## **DX DC**

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

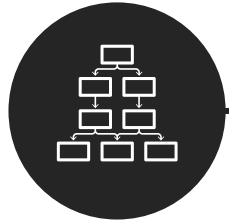
# DX'S CORE COMPETENCIES



RESEARCH &  
INSIGHTS



E-COMMERCE



STRATEGY &  
INNOVATION



PAID MEDIA



CONTENT



CRM

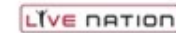


CREATIVE  
SERVICES



SOCIAL MEDIA

We are proud  
to represent  
the companies  
& brands we  
work with.



# THE PROOF IS IN OUR PARTNERSHIPS

DXagency is a proven and effective partner for a variety of e-commerce first brands. Our approach is based on measurable and tangible results:

**“Trust is built  
in drops and lost  
in buckets.”**

**Kevin A. Plank**



## **Tocca – Premium Fragrance and Body Care**

[www.tocca.com](http://www.tocca.com)

**+10%** YOY DTC Revenue growth, **+12%** Average Order Value Increase YoY, **+26%** Increase in Email Attributed Revenue



## **Mightly – Childrenswear**

[www.mightly.com](http://www.mightly.com)

YOY Conversion Rate Increased by **+33%**, AOV Increased by **+8%**, and Revenue Increased by **+~300%**



## **Ed Hardy Originals – Fashion Apparel**

[www.edhardyoriginals.com](http://www.edhardyoriginals.com)

**+222%** YOY Revenue growth, Site Sessions Grew **+43%**, Conversion Rate Up **+149%**, Total Orders Grew **+238%**



## **Schmidt Bros. Cutlery – Cutlery**

[www.schmidtbros.com](http://www.schmidtbros.com)

**+82%** Increase in Gross Revenue YTD, Site Sessions Grew **+23%**, Average Order Value **+41%**, Total Orders Increased by **+23%**



## **Zep – Leading Global Cleaning Products Manufacturer**

[www.zep.com](http://www.zep.com)

**+106%** YOY Increase in Gross Revenue Fiscal YTD, Site Sessions Grew **+78%**, Average Order Value **+57%**, Total Orders Increased by **+32%**

# TODAY'S MENU

## OUR APPROACH

- The Right Mindset
- Objectives And Strategies
- Phases And Milestones

## MARKETPLACE OPPORTUNITY

- Industry Trends
- Research

## UNDERSTANDING THE COMPETITION

- Competitive Landscape

## HERE'S LOOKING AT MÜ

- Market Positioning
- Uncovering Opportunities

## SETTING UP SHOP

- Creating your Space
- Potential Timeline
- Theme Selection

## WHO'S HUNGRY? THE TARGET MARKET

- Role of Paid Media
- Building a Plan
- Target Audience

## DON'T JUST TAKE OUR WORD FOR IT

- Power of Influencers
- Partnership Examples

## CREATIVE EXPLORATION

- Logo Ideas
- Branding & Packaging
- Merch

## MORE ABOUT DX

- Sizzling Examples
- Agency Capabilities







# OUR APPROACH



# THE DX WAY

DXAgency approaches each project with a mindset that sets us up for success. Keeping these philosophies in mind as we build out your brand architecture will ensure we stay the course and continuously challenge our team to work smarter and harder.

- Setting the right goals
- Attention to detail matters
- Must be backed by research
- One size doesn't fit all
- Strong foundations build solid structures
- Test, test, test (and test again)



# OBJECTIVES

DXAgency will work with MüBox to develop a comprehensive short and long-term strategic marketing plan that will deliver the following:

- Develop a research-based brand strategy that will identify the right audience and help create a viable space in the protein delivery marketplace for MüBox.
- Explore creative and brand playbook elements, including logo development, packaging design, brand voice, and image, promotional/premium items and more.
- Build a new customer-facing, brand-building, and transactional e-commerce website.
- Create a base Go-To-Market marketing communication plan, inclusive of owned and earned media strategies.



# OUR PHASED APPROACH IN ACTION – YEAR 1



DXAgency will work with you to set attainable goals throughout every phase of your brand and e-commerce development plan. Creating focused and strategic planning and execution phases will allow us to develop a deep understanding of your audience, the marketplace, brand point of difference, and positioning, which are all paramount to overall brand success. Below is a high-level example of this phased approach, which we will develop for your brand based on the final scope.

## Phase 1: Research & Brand Planning

Months 1-3

- Research
- Persona Development
- Brand Positioning
  - Brand Voice
  - Brand Image
- E-commerce Framework
  - SEO Playbook
- Media strategy development

## Phase 2: E-commerce Development & Implementation

Months 3-6

- E-commerce website design & development phase
- Email & CRM systems set up, configuration, and deployment
- Social commerce storefronts pixel installation & configuration
- Order fulfillment & warehouse systems software integration (TBD)
- Launch of digital properties
  - Earned media strategy development

## Phase 3: Launch & Growth Planning

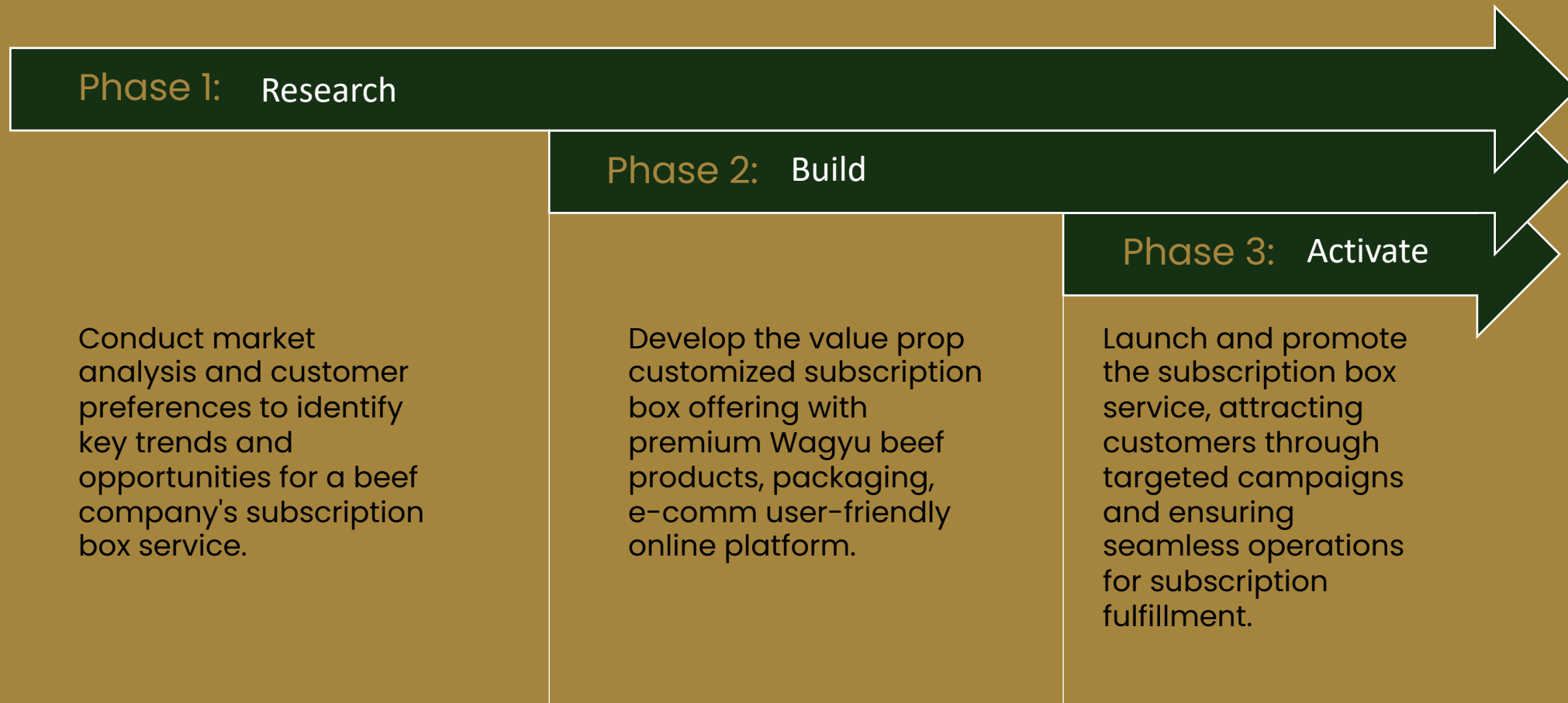
Month 6-1 year

- Media Plan implementation
- Influencer marketing and product seeding
- Promotional campaigns
- Launch E-commerce Site
- Measure, test, and learn



# OUR PHASED APPROACH

DXagency will develop strategies specifically designed to align with the brand's primary objectives. Our comprehensive approach guides clients through the entire process, from research to activation, informed by competitive analysis and continuous learning.





# MARKETPLACE OPPORTUNITY



## Phase 1:

Successful project launches demand a solid foundation built upon comprehensive upfront research. We will delve into category trends, strategic development, thorough research, awareness building, and persona development.

Understanding these aspects is paramount for any project launch, as it guides strategic decisions and safeguards against potential errors when entering the market. Investing in this research-driven approach will pave the way for informed, effective, and avoiding unnecessary costs to drive success.

# CATEGORY TRENDS

## **American Wagyu's Rising Prominence:**

American Wagyu beef, renowned for its rich marbling and exceptional taste, has gained domestic and international recognition. The American Wagyu Association reports a steady increase in American Wagyu cattle production and consumer interest.

## **Frozen vs. Fresh Meat:**

Many consumers have become more open to purchasing frozen meat products, especially through online meat box delivery services. Frozen meat can have a longer shelf life, making it convenient for consumers who prefer to stock up on meat for longer periods.

## **Sustainability Concerns:**

Sustainability plays a pivotal role in shifting consumer preferences. A study published in the journal "Nature Food" found that consumers increasingly consider the environmental impact of their food choices, leading to a desire for more sustainable meat options.





# CATEGORY TRENDS

## **Online Meat Box Delivery Services vs. Traditional Outlets:**

The convenience of ordering meat online through subscription-based services or specialized meat box delivery companies has been on the rise. Consumers appreciate the convenience, variety, and often traceability of the meat they receive through these services compared to traditional grocery stores or butcher shops.

## **Buying in Bulk vs. Per Meal:**

With an increasing focus on cost savings and reducing food waste, some consumers opt to buy meat in bulk through meat box delivery services. However, others prefer the flexibility of purchasing meat for individual meals.

## **Interest in Meat Cuts:**

There is a growing interest in understanding and exploring different meat cuts, grades, and sources. While Wagyu and Prime cuts remain popular among meat enthusiasts, there's also a curiosity about heritage breeds, grass-fed options, and unique cuts to enhance culinary experiences.

## **Meal Prepping Trend:**

Meal prepping has become a mainstream trend, driven by busy lifestyles and a desire for healthier eating. Meat box delivery services often cater to this trend by offering portioned cuts and meal kit options that make it easier for consumers to plan and prepare their meals.



# STRATEGY DEVELOPMENT

Developing a **comprehensive marketing strategy** is paramount to success, and **research** is at the heart of any effective strategy. Conducting thorough research across multiple dimensions is crucial before diving into strategy development.

This includes a deep exploration of the **competitive landscape** to understand market positioning, strengths, and weaknesses relative to rivals.

Equally important is exploratory research to **uncover emerging trends** and **consumer behaviors** that can shape the approach. Understanding awareness, attitudes toward the category, and usage patterns provides critical insights into where the brand could stand in the minds of target customers. Moreover, creating well-defined **buyer personas** is the cornerstone of crafting tailored messaging and experiences.

**Only by building a strategy with these research-driven insights can we effectively define the channels, messages, and tools that will resonate with our target audience, drive engagement, and, ultimately, grow the business. Research isn't just a preliminary step; it's the foundation upon which a successful marketing strategy is built.**



# DISCOVERY RESEARCH & COMPETITIVE LANDSCAPE ASSESSMENT

The objectives of this research phase are to:

- understand the market positioning of key competitors,
- identify their product offerings, pricing strategies, and distribution channels, and
- analyze their strengths and weaknesses in the Wagyu beef market.

The DX research team will serve as MüBox research & insights department and conduct an in-depth review of all secondary sources available, allowing DX to identify existing gaps in their knowledge/understanding of their competitive landscape. A competitive analysis is crucial to identify market gaps and opportunities. DX will analyze the key players in the meat delivery service market, their offerings, pricing, distribution, and marketing strategies.

Topics to be included in this research are:

- overview of each competitor's brand and reputation,
- product range and quality comparison,
- pricing and packaging strategies, and
- market reach and customer base.



# EXPLORATORY QUALITATIVE RESEARCH

The objectives of this research phase are to:

- identify key segments of potential customers and understand their preferences and needs,
- assess key competitors from a consumer perspective and understand their strengths and weaknesses.
- gain insights into consumer preferences regarding meat quality, cuts, sourcing, pricing, delivery options, and packaging,
- identify potential barriers and challenges that consumers may face when considering a meat delivery service, such as concerns about freshness, ethical sourcing, or food safety,
- understand pricing strategies that would be most attractive to potential customers while ensuring profitability, and
- explore packaging preferences and assess the logistical aspects of meat delivery, including delivery time.

DX recommends conducting **four online focus groups** among consumers who meet the following screening criteria:

- be male or female (*2 groups of each gender*),
- are between the ages of 18-65,
- who consume meat at home on a regular basis,
- non-rejectors of meal/meat delivery services,
- above average household income (*good mix*),
- who are solely or jointly responsible for meat purchases in the household, and
- pass past participation and security screening.



# AWARENESS, ATTITUDE & USAGE STUDY

The objectives of this research phase are to:

- **Assess Brand Awareness**

- *Unaided Awareness*: Measure the extent to which consumers can recall meat delivery service brands without prompting.
- *Aided Awareness*: Determine how consumers' awareness levels change when provided with a list of meat delivery service brand names.
- *Source of Awareness*: Identify the primary sources through which consumers become aware of meat delivery services (e.g., advertising, social media, word-of-mouth).

- **Attitudes**

- *Perceptions of Quality*: Evaluate consumers' perceptions of the quality and freshness of meat provided by delivery services compared to traditional brick-and-mortar sources.
- *Perceptions of Convenience*: Assess consumer opinions regarding the convenience and time-saving aspects of meat delivery services.
- *Ethical and Sustainable Practices*: Explore consumers' attitudes and beliefs concerning the ethical and sustainability practices of meat delivery services, including sourcing and packaging.
- *Pricing Sensitivity*: Understand how price factors into consumers' decision-making when using meat delivery services.
- *Trust and Reliability*: Measure the level of trust consumers place in meat delivery services in terms of order accuracy, on-time deliveries, and product quality.
- *Customer Loyalty*: Investigate the factors that influence customer loyalty, including repeat purchases and referrals, in the context of meat delivery services.

- **Usage**

- *Frequency of Use*: Determine how frequently consumers use meat delivery services (e.g., weekly, monthly, occasionally) and identify patterns in usage (*among users*).
- *Reasons for Usage*: Explore the key reasons consumers could opt for meat delivery services, such as convenience, time-saving, or product variety.
- *Barriers to Usage*: Identify any barriers or concerns that prevent consumers from using meat delivery services more frequently.
- *Customer Experience*: Evaluate the overall customer experience expectations, including ease of ordering, delivery reliability, and customer service satisfaction.



# AWARENESS, ATTITUDE & USAGE STUDY (*cont'd*)

DX recommends conducting a quantitative AA&U study, conducting a total of **500 online interviews** among consumers who meet the following screening criteria:

- be male or female (*50/50*),
- are between the ages of 18-65 (*soft quotas to ensure a good mix*),
- who consume meat at home on a regular basis,
- non-rejectors of meal/meat delivery services,
- above average household income (*soft quotas to ensure a good mix*),
- who are solely or jointly responsible for meat purchases in the household, and
- pass past participation and security screening.

The questionnaire will be no more than 15-minutes in length with no open-ended questions.



# PERSONA DEVELOPMENT

The overall objective of (research-based) persona development is to create detailed and relatable user representations that enhance empathy, align teams, and drive user-centric product design and marketing strategies, ultimately resulting in higher user satisfaction and success.

Research-based personas for MüBox will include data on demographics (age, gender, location, income, family size), psychographics (lifestyle, values, interests, hobbies), purchase behavior (buying habits, frequency, preferences), customer pain points, and online behavior (platform usage, information-seeking).

The creation of 4-5 research-based personas will draw upon data collected throughout all three research phases, encompassing the discovery, exploratory, and awareness, attitude, and usage studies conducted by DX.

**PRIMARY** Achiever

## THE MODERN MULTITASKER

**WHY MOVADO IS FOR ME**  
I remember the watches that my father wore—timepieces that perfectly reflected his strong character. I've always gravitated toward bold, stainless steel watches with larger faces and simple detailing, characteristics that I see woven into so many Movado designs.

**MY STORY**  
Passion rules everything I do. As a former dancer, I am grateful that I can infuse the arts into my career. I also encourage my children to find their own passions and pursue them with full abandon.

**PERSONAL EXPRESSION OF STYLE**  
Polished, modern, minimal, and subdued, my style is a neutral canvas for colorful and sometimes quirky accents. A piece of jewelry or accessory that has history or a great story draws me in. And who doesn't like diamonds to make an outfit that much better?

**HERE AND NOW**  
Despite being a BUM—busy urban mom—I strive to find balance in everything I do. Between work and caring for my children, I need clothing and accessories that can take me from 7 a.m. conference calls to 7 p.m. bedtime stories.

**ITEMS OF IMPORTANCE**  
My two kids, work, and busy lifestyle require clothes and accessories that are versatile but beautiful. Quality is extremely important to me; I love a good deal but I never clip a coupon. Above all, I'm truly brand loyal. Give me a positive experience and I'll tell all my friends about you.

**Leigh Silva-Morelli**  
Age: 42  
New York, NY  
Married with two children  
MFA, University of the Arts  
Director, Alley Extension  
Income: \$105,000



**PRIMARY** Achiever

## THE MODERN MULTITASKER

**BRAND LOYALTY**


Theory ANTHROPOLOGIE  
J.CREW COS  
wayfair

**BRAND ASPIRATION**

EQUIPMENT HELMUT LANG  
THE ROW

**HOW THEY SHOP**

BRICK AND MORTAR STORES ECOMMERCE SHOPS BOUTIQUES GILT



**PRIMARY** Achiever

## THE MILESTONE MARKERS

**MY STORY**  
We met in college and have experienced all of life's big moments—graduation, finding first jobs, marriage, our first house, and two kids—as a team. We're in this thing for the long haul!

**WHY MOVADO IS FOR US**  
Movado means a lot to us. My mom and dad gave me a bracelet-style watch when I finished college, and I gave Nick an 1881 on our wedding day. Because we cherish these gifts so much, Movado has become our gift of choice for helping friends and family celebrate their biggest moments.

**PERSONAL EXPRESSION OF STYLE**  
We're not fancy, but when it comes to the things that we'll have for years and years—our cars, home furnishings, jewelry—we want strength and longevity that matches our relationship and family.

**HERE AND NOW**  
While Nick is busier at work day-to-day, Jessica's busiest moments are spent keeping the family organized. She stays on top of schedules, does most of the shopping, and makes many of the family's financial decisions.

**ITEMS OF IMPORTANCE**  
I prefer shopping at my local mall because I can fuss with a stroller and car seats one time but shop at a variety of stores. Macy's is my go-to when I need a nice gift for a bridal shower, wedding or graduation.

**Jessica and Nick Allen**  
Age: 34, 36  
Chesapeake, MO  
Married with two children  
BA, Economics, St. Louis University  
Executive Assistant, St. Luke's Hospital  
Senior Manager, Vertical Operations, Anheuser-Busch  
Income: \$, \$44K, \$, \$73K




# RESEARCH DRIVEN OPTIMIZATION

The research conducted across the three phases and the creation of personas plays a pivotal role in guiding the conceptualization and design of marketing campaigns, media strategies, and e-commerce development.

## MEDIA STRATEGIES

- *Audience Segmentation:* The research findings allow for precise audience segmentation, enabling tailored media strategies for each identified group. This ensures that messaging and content resonate with each segment's unique preferences and behaviors.
- *Channel Selection:* Informed by the research, choosing media channels and platforms becomes strategic. It ensures that advertising efforts are placed where the target audience is most active, increasing the likelihood of engagement and conversions.

## E-COMMERCE

- *User-Centered Design:* The research insights guide e-commerce platform development, emphasizing a user-centered approach. This ensures that the platform's layout, features, and functionalities align with the specific needs and expectations of the identified consumer segments.
- *Content Customization:* Tailoring product listings, descriptions, and recommendations based on research findings improves the user experience and increases the likelihood of conversions.
- *Pain Point Mitigation:* The research identifies consumer pain points, allowing for the integration of solutions within the e-commerce platform. This results in a smoother and more satisfying customer journey.







# UNDERSTANDING THE COMPETITION



# BUTCHER BOX

## Brand and Reputation:

Butcher Box is known for its commitment to delivering high-quality, sustainably sourced meat products. It has a strong reputation for providing customers with convenient access to premium meat cuts, including grass-fed and organic options.

## Product Range and Quality:

Butcher Box offers a variety of meat products, including beef, pork, chicken, and seafood. They focus on sourcing products free of antibiotics and hormones, and their meats are typically high-quality and well-regarded.

## Pricing and Packaging:

Butcher Box operates on a subscription-based model, where customers can choose from various box options with different cuts and sizes. Prices vary based on the box chosen, but they often emphasize the value and quality of their products. They also offer occasional promotions and discounts.

## Market Reach and Customer Base:

Butcher Box has a significant customer base in the United States, with a growing presence. They appeal to consumers seeking convenience and premium meat products.



Get inspired with recipes, tips, and stories about the people behind your plate.

VISIT US ON  




Tim McGraw · Follow

Paid Partnership · November 17, 2020 · 🌐

If you wanna know what I'm cooking at home... it's [ButcherBox](#) meat. Grass fed beef, wild caught sockeye salmon, and my favorite...bacon!! Makes me feel really good to know where my meat products are sourced, and I can always trust the folks at Butcher Box to take care of my family. 💎

For a limited time only, new members get 6 free grass-fed, grass-finished steaks! That's 2 New York strips and 4 top sirloins added to your first ButcherBox for free. Sign up here: [butcherbox...](#) See more — with [ButcherBox](#).



👍❤️ 3K

248 comments 238 shares

👍 Like

💬 Comment

🔗 Share

26

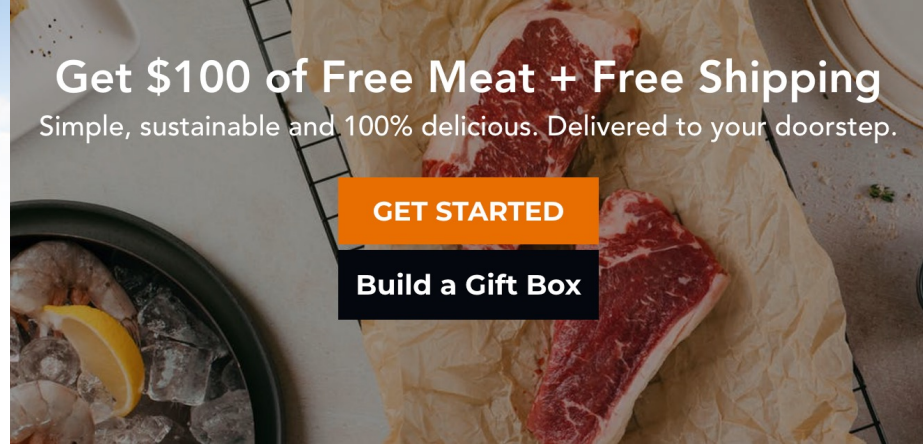
# CROWD COW

**Brand and Reputation:** Crowd Cow is known for its transparency and commitment to connecting consumers with independent farmers and ranchers. They have a reputation for offering a variety of unique and ethically sourced meats.

**Product Range and Quality:** Crowd Cow offers a range of meats, including beef, pork, chicken, and more. They emphasize the quality and sourcing of their products, often highlighting specific farms and producers.

**Pricing and Packaging:** Crowd Cow offers a variety of pricing options, including individual cuts and curated boxes. They often have a selection of different cuts and specialty products. Packaging is designed to reflect the ethical sourcing of their meats.

**Market Reach and Customer Base:** Crowd Cow appeals to consumers who value transparency, ethical sourcing, and unique meat offerings. They have a customer base interested in the origin of their food.



SS S Saba  
1 review US



Apr 18, 2023

### Horrible customer service and...

Horrible customer service and experience all the way around. They shipped me 2 orders - their mistake - and charged me twice and would not make it right. Their products are not that great - all the fish is small portions with mismatched thickness - only 6 oz. And meat is no different than you can get in the stores. Not worth the aggravation. Go to your local farmers market - support them. Not the greedy cheaters.

Date of experience: April 18, 2023

AR AR  
1 review US



May 31, 2023

### I several bags of shrimp and they were...

I several bags of shrimp and they were all spoiled. I was very disappointed in the quality and how customer service only wanted to give me a \$25 credit which is nowhere near the cost paid. I would have accepted a replacement but I was never given that option.

Date of experience: May 27, 2023

# SNAKE RIVER FARMS

**Brand and Reputation:** Snake River Farms is known for its premium American Wagyu and Kurobuta pork. They have a strong reputation for delivering high-quality, luxury meat products.

**Product Range and Quality:** Snake River Farms specializes in American Wagyu and Kurobuta pork, offering a limited but premium selection. Their products are renowned for their marbling and flavor.

**Pricing and Packaging:** Snake River Farms' products are priced at a premium level, reflecting the exclusivity of their offerings. They often package their products in elegant, high-end packaging.

**Market Reach and Customer Base:** Snake River Farms caters to a niche market of consumers who are willing to invest in top-tier meat products. They have a customer base seeking the finest meat experiences.



**MEMBER+**  
Annual Spend \$150

- ✓ 1 point per dollar
- ✓ Access to \$ off and free product
- ✓ Birthday offer
- ✓ 15% off our semi-annual Friends & Family sale

**INSIDER**  
Annual Spend \$500

- ✓ 1 point per dollar
- ✓ Access to \$ off and free product
- ✓ Birthday offer
- ✓ 15% off our semi-annual Friends & Family sale
- ✓ Free Standard Shipping on orders over \$149

**LEGEND**  
Annual Spend \$2,000

- ✓ 1 point per dollar
- ✓ Access to \$ off and free product
- ✓ Birthday offer
- ✓ 20% off our semi-annual Friends & Family sale
- ✓ Free Standard Shipping on ALL orders
- ✓ Exclusive Legend Welcome Gift



# RASTELLI'S

**Brand and Reputation:** Rastelli's is known for its reputation as a gourmet meat provider. They have a strong focus on delivering high-quality, restaurant-grade meats to consumers.

**Product Range and Quality:** Rastelli's offers a wide range of meat products, including beef, pork, chicken, and seafood. They are known for their commitment to quality and have partnerships with renowned chefs.

**Pricing and Packaging:** Rastelli's offers both individual product purchases and subscription options. Their pricing reflects their premium quality, and they often bundle products into value packs.

**Market Reach and Customer Base:** Rastelli's caters to consumers who are willing to pay a premium for restaurant-quality meat. They have a customer base that appreciates high-end dining experiences at home.

## RASTELLI'S SUPPORTS THE MILITARY AND FIRST RESPONDERS

Enjoy 10% off your orders, every day. Just a small way for us to show our heartfelt appreciation for your service.



### Military

Includes Active Duty, Veterans & Dependents.



### Responder

Includes Police, Fire and EMT.



### Medical

Includes Doctors, Nurses & medical staff.

# RASTELLI'S REWARDS

Get rewarded while you eat! Simply shop & share to earn points for deep loyalty discounts, free gifts, and more!

JOIN NOW

LOG IN



## WAGYU FLANK STEAK

★★★★★ 5.0 (7)

(1) 16 oz. steak

\$30.00 USD

## ASK THE BUTCHER!

Our butcher, Ray, has a few short questions to help him curate the perfect Rastelli's menu for you and your family.

SO...LET'S GET GOING.





HERE'S LOOKING AT MÜ



## Phase 1:

In our quest for innovation and market success, we delve into the competitive landscape online to identify the 'white spaces.' This strategic approach enables us to learn from our competitors and empowers us to capitalize on missed opportunities by offering emerging products like MüBox to compete and thrive effectively.

Variety of Meats



Luxury, American Wagyu



High Quality



Convenience



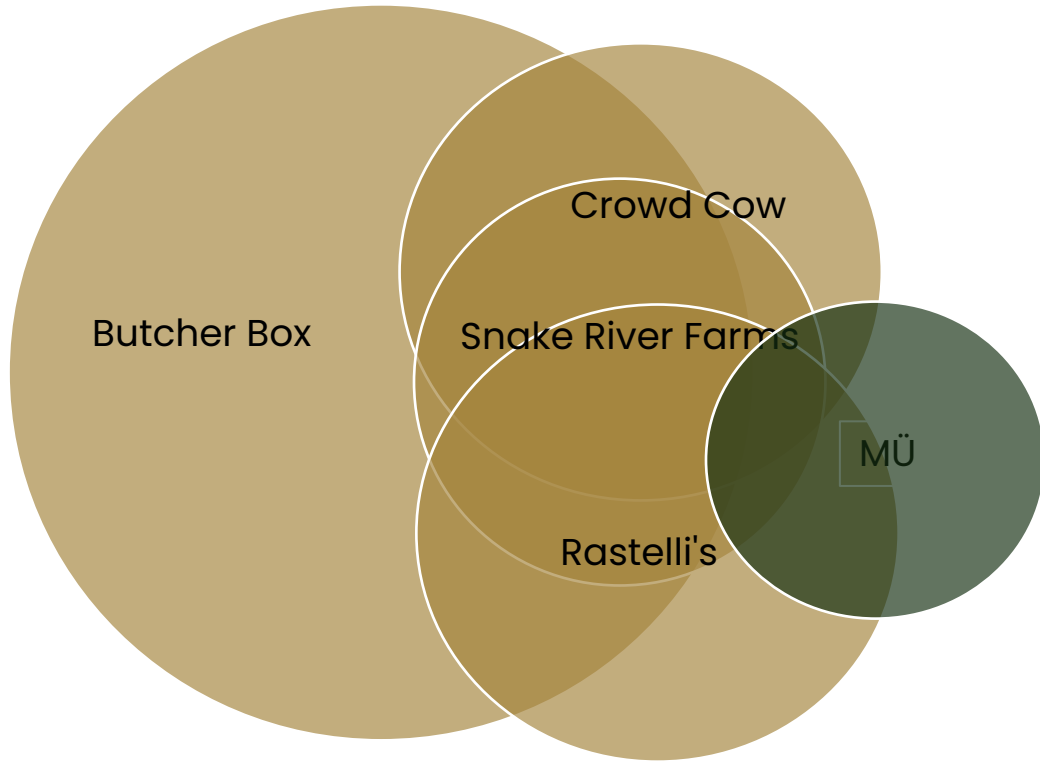
Subscription

Sustainable, Sourcing



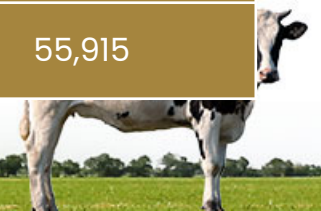


Much like Rastelli's, MüBox provides high-quality meat selections and variety. Furthermore, MüBox positioning, leaning towards luxury goods like Snake River Farms, introduces a distinctive value proposition. This positioning could draw in a previously unreached audience segment looking for premium and diverse meat products with an added touch of luxury.



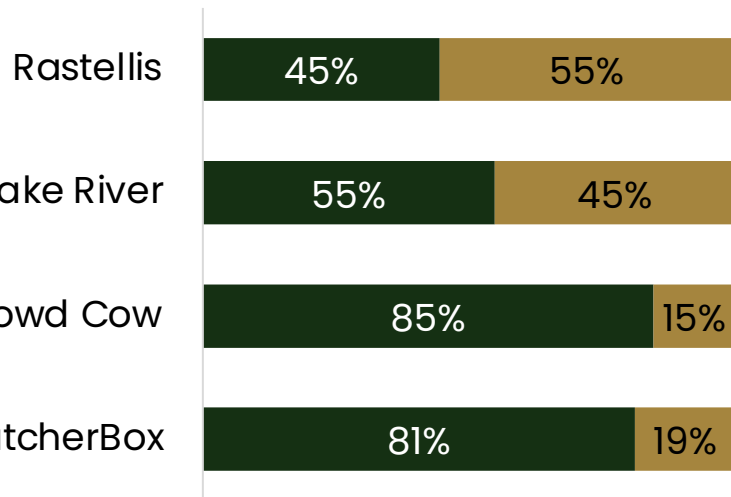
Digital Audience Overlap

Websites	Shared Audiences	Primary Sites Unique Visitors	Unreached Potential Visitors
rastelli's butcherbox crowdcow snakeriverfarms	3.8%	11,201	417,175
rastellis butcherbox snakeriverfarms	5.3%	11,717	369,712
rastellis butcherbox crowdcow	5.2%	11,863	363,197
rastellis crowdcow snakeriverfarms	6.0%	12,251	112,666
rastellis butcherbox	13.8%	12,698	313,106
rastellis snakeriverfarms	11.9%	12,969	60,208
rastellis crowdcow	10.8%	13,131	55,915

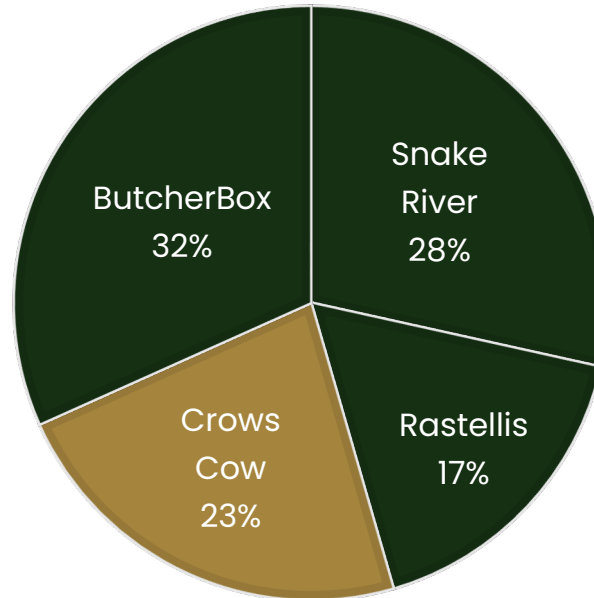


Snake River Farms is on the 7th page, while Crowd Cow is on the 10th page of Google regarding the keyword "Wagyu." This presents a strategic opportunity for MüBox to step in and potentially dominate this keyword, capitalizing on its presence in this market segment.

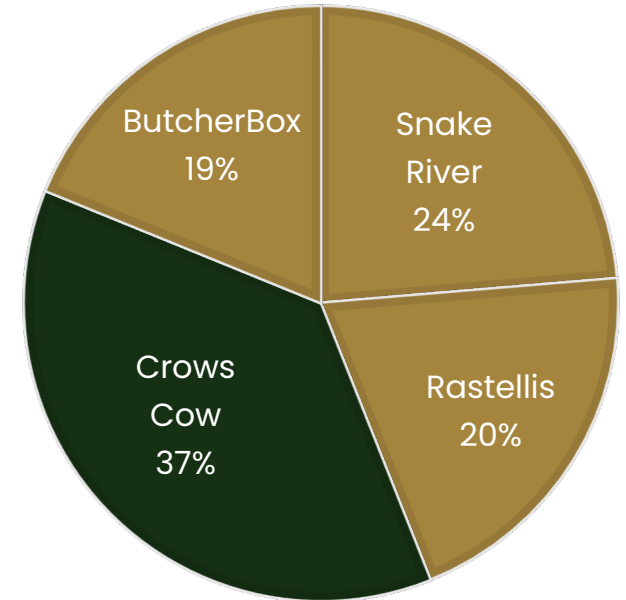
■ Organic ■ Paid



POS. 1-3 RANKING SHARE



POS. 4-10 RANKING SHARE



Are the only two optimizing for Wagyu:

<https://www.snakeriverfarms.com/american-wagyu-beef.html>

<https://www.crowdcow.com/wagyu/beef>



Butcher Box's paid traffic shows the power of its brand equity. Rastelli's à la carte page, emphasizing their commitment to meeting customer needs. Both compete for the Wagyu market in non-branded keyword terms. Snake River Farms highlights its use by award-winning chefs. On the other hand, Crowd Cow focuses on breeding. These approaches leave a strategic opportunity for MüBox to differentiate itself by taking a unique approach.

**Branded**

Company	Top Paid KW	Traffic	CPC	URL
Rastelli's	rastellis	2.4k	\$0.80	<a href="https://www.rastellis.com/collections/a-la-carte">https://www.rastellis.com/collections/a-la-carte</a>
Butcher Box	butcherbox	54K	\$2.07	<a href="https://www.butcherbox.com/plans-and-addons/">https://www.butcherbox.com/plans-and-addons/</a>
Crowd Cow	crowd cow	10.9K	\$2.12	<a href="https://www.crowdcow.com/">https://www.crowdcow.com/</a>
Snake River Farms	snake river farms	40k	\$1.75	<a href="https://www.snakeriverfarms.com/">https://www.snakeriverfarms.com/</a>

**Non-Branded**

Company	Top Paid KW	Traffic	CPC	URL
Rastelli's	grass fed meat	567	\$3.25	<a href="https://www.rastellis.com/collections/beef/source:grass_fed">https://www.rastellis.com/collections/beef/source:grass_fed</a>
Butcher Box	meat delivery	3.2K	\$5.05	<a href="https://www.butcherbox.com/get-started/">https://www.butcherbox.com/get-started/</a>
Crowd Cow	Wagyu Beef	1,700	\$0.94	<a href="https://www.crowdcow.com/wagyu/beef">https://www.crowdcow.com/wagyu/beef</a>
Snake River Farms	Wagyu Beef	2,100	\$0.94	<a href="https://www.snakeriverfarms.com/american-wagyu-beef.html">https://www.snakeriverfarms.com/american-wagyu-beef.html</a>





# SETTING UP SHOP



## Phase 2:

Having equipped ourselves with valuable insights from thorough research and learning, it's time to transition into the build-out phase. In this segment of the presentation, we will leverage our newfound knowledge to craft a website that aligns with our insights and serves as a foundation for powerful and effective digital campaigns and user pathways. In this phase, ideas take shape, strategies come to life, and our vision transforms into a tangible, impactful online presence.

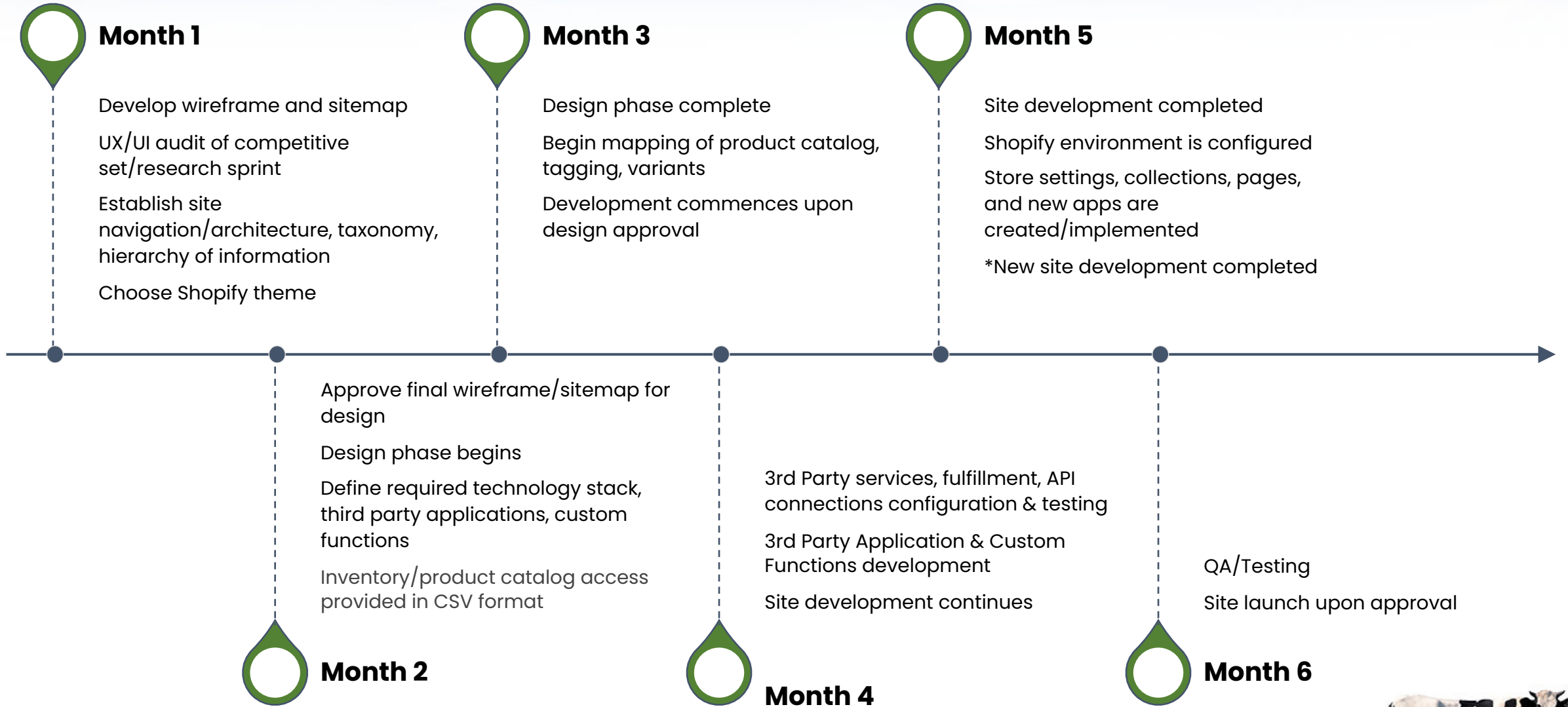
# SETTING UP SHOP

Creating an online brand experience that is not only attractive but functional and easy to navigate is key to your e-commerce success. From choosing the right layout to creating an easy checkout experience, the details matter. DX's team of e-commerce experts will ensure all the highest-value tactics are included in your new website build. Some of the considerations we keep in mind as we develop your e-commerce framework:

- UX/UI Best Practices
- Wireframing, Taxonomy, Architecture
- Website Design & Development
- Reporting and Management Tools (What does our tech stack look like)
- Design Elements/Templates
- ADA Compliance
- Google Analytics 4 Set Up



# POTENTIAL TIMELINE OF SITE DESIGN & DEVELOPMENT

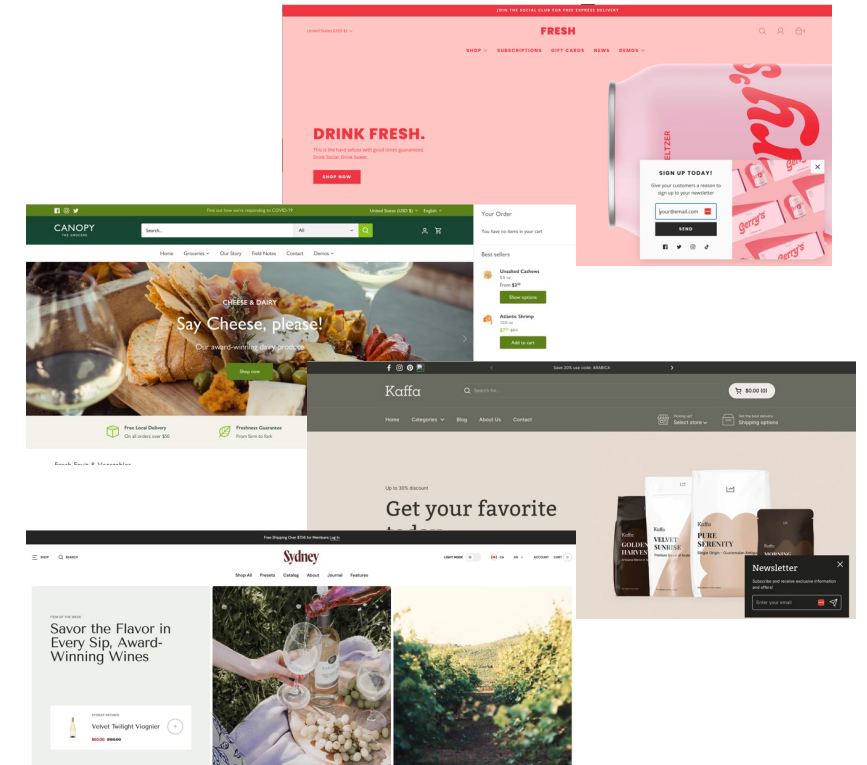


# SHOPIFY THEME SELECTION

- Choosing the right theme is crucial as it sets the foundation for the store's overall appearance and functionality. The theme not only dictates the aesthetic and stylistic elements but also influences key functionalities, such as product display, navigation, and the checkout process.
- The performance and load speed significantly impact the user experience, and SEO can be heavily influenced by the theme choice. Choosing an appropriate theme that aligns with the brand and provides the features needed for optimal performance and customer experience will form the bedrock of a successful e-commerce website.

Theme features suggested for a MüBox's e-commerce storefront:

- Cart notes
- Quick view /Quick buy
- Slide-out cart
- Marketing and conversion
- Blogs /Recipes
- UGC/Testimonials/Reviews
- Cross-selling
- Customizable contact form
- FAQ page
- In-menu promos
- Product badges
- Product reviews
- Promo banners
- Promo popups
- Promo tiles
- Recently viewed
- Recommended products
- Stock counter
- Trust badges
- Merchandising
- Animation (assets required)
- High-res/3D images (assets required)
- Image galleries
- Image hotspot
- Image rollover
- Image zoom
- Product options
- Product videos
- Slideshow
- Preparation information
- Breadcrumbs
- Collection page navigation
- Enhanced search
- Mega menu
- Product filtering and sorting
- Recently viewed
- Recommended products
- Shipping/delivery information
- Delivery scheduling
- & many more TBD...

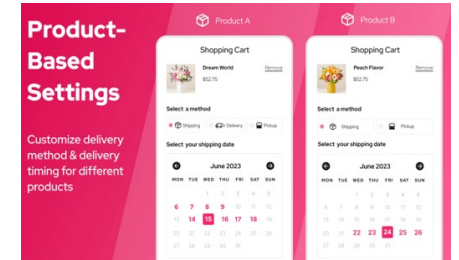
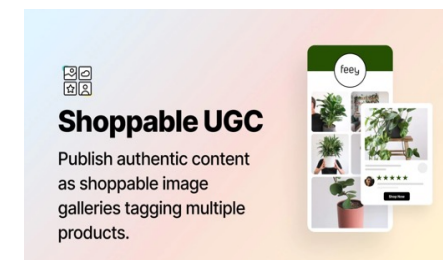
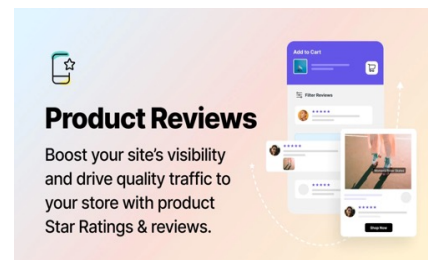
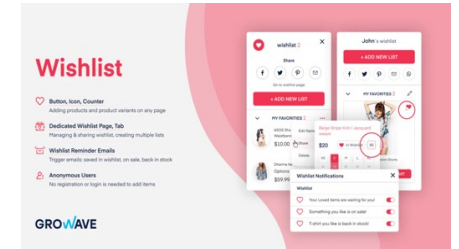
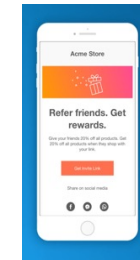
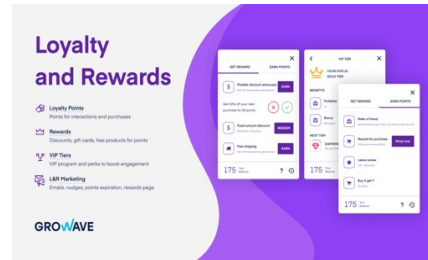
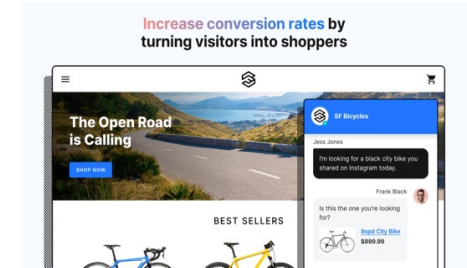
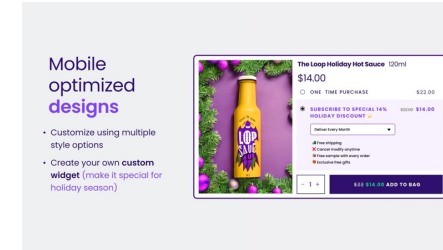
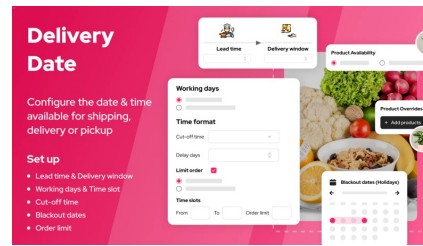




# 3RD PARTY APPS & FUNCTIONALITIES TO CONSIDER

- DXAgency can develop custom functions that you own outright or leverage Shopify's 3rd-party app ecosystem to provide additional site features to enhance the MüBox shopper experience.

- Delivery scheduling tools
- Flexible subscriptions (Loop & Recharge)
- Live sales/support chat widget (Gorgias, ZenDesk, etc.)
- Email/CRM contact capture forms/overlays (Klaviyo)
- Refer a friend app/program (Rebuy, Growave, etc.)
- Loyalty/rewards program (Loyalty Lion, Friendbuy, Stamped, etc.)
- Integrate reviews/social UGC/customer proof on PDPs (Reviews.io or Okendo)
- Bundles & Upsells (native Shopify app or Custom Functions)



# E-COMMERCE & MARKETING TECHNOLOGY STACK RECOMMENDATIONS

- **Optimized Marketing:** Integrating with **Klaviyo** enables tailored email/SMS marketing campaigns, boosting conversion rates and enhancing customer lifetime value by delivering personalized content.
- **Excellent Customer Service:** **Gorgias** integration allows for streamlined customer service communications, improving customer satisfaction, reducing resolution time, and increasing overall efficiency.
- **Engaging User Experience:** By using **ViralSweep**, you can create enticing sweepstakes and contests, fostering engagement and boosting customer retention.
- **AI-Driven Sales:** The integration with **Rebuy** empowers AI-based product suggestions and bundling, enhancing cross-selling and up-selling opportunities, thereby increasing average order value.
- **Efficient Fulfillment:** **ShipStation** makes order processing and shipping more efficient, reducing errors, and ensuring prompt delivery, which improves the overall customer experience. (if not FBA/FBW\*)



\*Third-party Shopify applications are priced at an additional cost to the monthly Shopify subscription payment but are essential to end-to-end customer satisfaction and success of the DTC webstore.



# E-COMMERCE & MARKETING TECHNOLOGY STACK RECOMMENDATIONS (cont.)

- **Data-Driven Decisions:** **Google Analytics 4** allows you to track website performance and user behavior, giving you insights for informed decision-making and optimization strategies.
- **Inventory Management:** **Linnworks** simplifies inventory control, ensuring you have the right amount of stock and helping to avoid costly overstocks or damaging out-of-stock scenarios.
- **Customer Retention:** Using tools like **Klaviyo**, **Recharge**, and **Rebuy** together can help create a seamless journey from personalized email marketing to AI-driven product suggestions and smart subscription upsells that promote customer loyalty and repeat purchases.
- **Enhanced SEO:** Shopify's integration with various SEO apps helps improve your store's search engine visibility, driving more organic traffic to your site.
- **Automated Processes:** Many integrations allow for automation of processes (like email marketing with Klaviyo or order fulfillment with ShipStation), saving time and resources, allowing you to focus more on strategic growth initiatives.



\*Third-party Shopify applications are priced at an additional cost to the monthly Shopify subscription payment but are essential to end-to-end customer satisfaction and success of the DTC webstore.



# DX'S TECHNICAL PROFICIENCIES TO DRIVE SUCCESS

- **Shopify Platform:** At the core is Shopify itself, offering a comprehensive e-commerce platform with a robust Content Management System (CMS).
- **Shopify Themes:** Utilize responsive Shopify themes that cater to all types of devices.
- **HTML5/CSS3:** Knowledge of these front-end technologies is essential for customizing the store.
- **JavaScript:** Required for adding dynamic elements to the store.
- **Liquid:** Shopify's templating language for loading dynamic content on the storefront.
- **Shopify Apps:** Utilize Shopify's extensive app ecosystem for added functionalities like SEO, email marketing, etc.
- **Shopify Plus:** An enterprise-level solution for high-volume merchants and large businesses.
- **Shopify API:** Utilize the API for integrating external services and for custom development.
- **Shopify Checkout Scripts:** Allows for custom scripts to tailor the checkout process.
- **SEO Tools:** For enhancing the store's visibility on search engines.
- **Social Media Integration:** For boosting brand visibility and connecting with customers.
- **Payment Gateway Integration:** Support for multiple payment methods.
- **Shipping and Fulfillment Integrations:** For automating and managing shipping processes.
- **Inventory Management Systems:** Tools for tracking stock levels, orders, sales, and deliveries.
- **Email Marketing Tools:** For sending newsletters, promotional emails, and cart recovery emails.
- **Analytics Tools:** Google Analytics or Shopify's built-in analytics to track store's performance.
- **SSL Certificate:** For securing your website and gaining customers' trust.
- **Content Delivery Network (CDN):** Shopify provides a built-in CDN to ensure fast loading times globally.





# WHO'S HUNGRY? THE TARGET MARKET

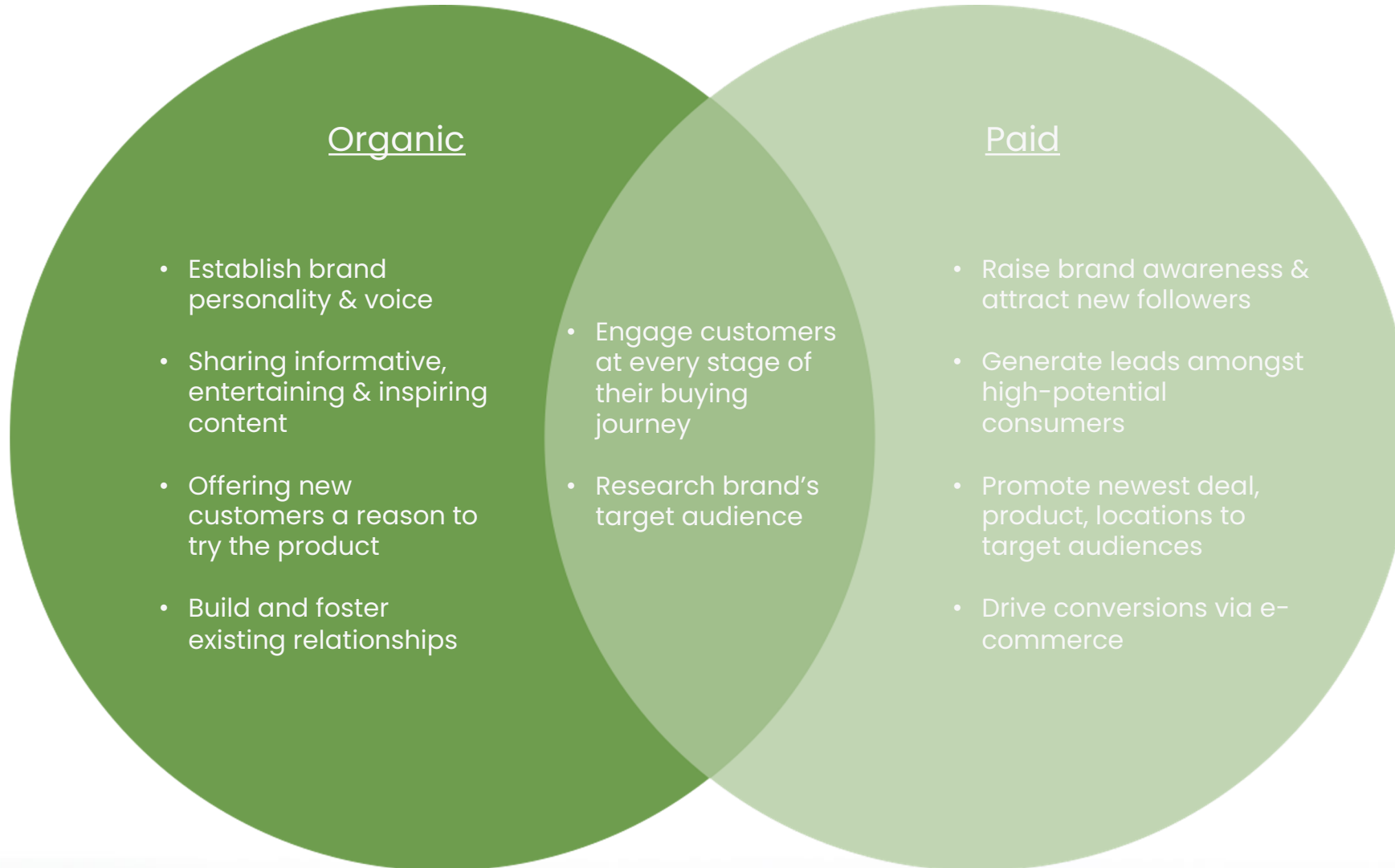


### Phase 3:

This pivotal stage is the culmination of our earlier efforts, where the insights gathered and the foundation built in the preceding phases converge to drive actionable results. In this segment of the presentation, we'll explore how our meticulous research, strategic development, and website build-out empower us to launch dynamic and impactful campaigns. This is where we bring our vision to life, engaging our target audience effectively and achieving our goals.

# ROLE OF PAID MEDIA IS TO PROSPECT NEW CUSTOMERS

Paid media is used to attract new customers with targeted ads while organic content nurtures the relationships you've already built.



# BUILDING A PATH TO PROFITABLE AD ATTRIBUTED SALES

## Clear Objectives & Strategies

- Ensure a clear understanding of the marketing objectives and strategies from both the client & agency side.
- Agree upon the core KPIs & goals, with an outline of what success looks like.

## Data-Driven Decision Making

- Leverage the considerable access to 1P data to make informed decisions about campaign optimization & allocation.
- Includes access to data on customer behavior, campaign performance, and sales metrics.

## ROAS-Focused Strategy

- At DX, we approach ROAS Strategy with a balance of attracting new consumers while prioritizing campaigns & tactics that deliver the most profitable results.
- Maximizes profitability without sacrificing new relationships at the TOF.

## Continuous Optimization

- Drives better performance through personalization and a constant evaluation of media components that enhance sales.
- This includes analyzing performance metrics, identifying areas of improvement, and testing new tactics.





# DEFINING THE RIGHT TARGET AUDIENCE

Build out paid media targeting leveraging the Marketing Research, Persona Development, and robust online data

## Demographics

A35+ with HHI of \$100k+ living in top Urban and Suburban locations

## Home Chefs

Families who enjoy quality, health, diet (e.g. Paleo, Keto) and are passionate about cooking.

## Grilling Dad

Passionate men whose kingdom is the Grill, Sports, and Tailgating

## Competitors

Conquest other competitive brands' customers (e.g. Butcher Box, Snake River Farms)



# DEVELOP A FOCUSED TESTING STRATEGY AND THEN SCALE

## Benefits of a Testing Strategy

- Hyper-targeted ads developed for each audience segment, product, and key moment at each stage of the journey
- Ads fine-tuned for personalization and allows for multivariate creative testing
- Algorithmic optimized to drive the best performance against set KPI

## Questions Asked

- Who are we talking to?
- What do we want to communicate?
- How can we reach them?
- What do we want them to do next?
- What do we want to learn?

## Methodology

- Map out target audiences and planned impressions to control testing cadence
- Define personalized message & creative strategy against each segment
- Establish what test (product, image, copy) will be run against each audience
- Establish number of variants to best tested
- Isolate variables and run micro A/B tests to determine right mix
- SCALE budget with proven winner



# DRIVE REVENUE THROUGH A TARGETED APPROACH

## Paid Social

Leverage the robust targeting capabilities of the social platforms to drive awareness, engagement, and sales through a DTC approach

- Create a full-funnel approach by building interest, retargeting website visitors, and optimizing towards sales on .com
- Make the ads shoppable through dynamic product ads

## Paid Search/PPC

Capture hand raisers searching for high-quality meat products online through a pay-per-click Google campaign

- Buy long-tail Unbranded Search terms such as “best American Wagyu” to drive interest
- Capture Branded search terms to drive sales
- Compete in Google Shopping when customers are looking for specific products

## Influencers / Affiliate

Encourage and build trust amongst customers who are looking for the best product through influencer and affiliate marketing

- Partner with key content creators who have a robust following to create spark for Mü
- Drive sales through affiliate channels to encourage people to sell on the company’s behalf

**\$25,000**

Recommended Gross Monthly Budget

**3:1**

Return on Ad Spend





DON'T JUST TAKE OUR WORD FOR IT



# THE POWER OF INFLUENCERS

Influencers can be a powerful connection between your brand and your customers. Awareness, trust, and loyalty come with an endorsement of most influencers, so if curated authentically with genuine interest, influencer marketing could help propel your brand into the spotlight. DX will help you identify and contract the right influencers based on goals, budgets, and brand synergy with your brand marketing efforts.

## Micro Influencers

- Smaller following (Less than 10k)
- Niche audiences
- Already engaged with your brand

### Benefits:

- UGC development
- High engagement rates
- Likely to convert

### Challenges:

- Need more influencers to make impact

## Mid-Tier Influencers

- Sizable following (10-50k)
- Recognizable personality
- Have built their own community

### Benefits:

- Build brand awareness
- UGC development
- High engagement rates
- Extensive reach

### Challenges:

- Crowded space
- Challenge to find the 'right' influencers

## Macro & Mega Influencers

- Macro large scale following (50k+)
- Celebrity large scale following (1 mil+)
- Heavy influence among audience

### Benefits:

- Brand awareness
- Mass reach

### Challenges:

- Very expensive
- Not as likely to appear genuine

# INFLUENCERS

Below are examples of influencers from all three tiers that DX has worked with in the past, along with a few influencers that we feel could help MüBox grow and gain more exposure. Once we define your audience and value proposition, we can compile a list of strong influencer candidates that align with your brand position and values for your campaign. DX takes the time to personally vet influencers to ensure your partnership is the most authentic and synergistic partnership we can deliver.

## Micro Influencers

[@whiskitrealgud](#)  
[@turnrowtable](#)



## Mid-Tier Influencers

[@katieworkman100](#)  
[@blisteredpeppers](#)



## Macro & Mega Influencers

[@flychefaldenb](#)  
[@roccodispirito](#)





# CREATIVE EXPLORATION



# INITIAL LOGO BRAINSTORM

MÜ  
BOX

MÜ  
BOX

MÜ  
BOX





# BRANDING & PACKAGING DESIGN

Packaging and brand materials are a natural extension of your brand and provide a crucial first impression and visual connection to your customers. DXAgency can help you develop brand packaging elements such as:

- Box Design
- Packaging Inserts
- Unboxing Experience



\*Current DX Client Allen Brothers



# GIFT WITH PURCHASE IDEAS



Creative ways to drive adoption:

- Get your first month at 50% off when you sign up for a subscription (cancel anytime)
- Free GWP with subsequent active months (swag):  
1 month = a hat, 2 months = a t-shirt,  
3 months = a branded Yeti mug.

# PRICING

# PRICING MENU

## **ACCOUNT MANAGEMENT & STRATEGY – \$25,000 p/m**

### **RESEARCH – \$85,000 one time**

- Discovery & Competitive Landscape
- Exploratory Qualitative
- Awareness, Attitude & Usage Study
- Personas

### **BRAND DEVELOPMENT – \$25,000 one time**

- Logo, Brand Guidelines (visual/voice)

### **PAID MEDIA STRATEGY & CAMPAIGNS – \$32,500 p/m**

- Strategy & Reporting: \$2,500 per month
- Recommended budget \$30,000 gross (15% agency fee on all media campaigns)

### **SEO PLAYBOOK –**

- **SEO Audit and strategy build-out: \$6,500 one time**
  - Keyword Research, Keyword gap analysis
  - Clustering
  - Indexability & Crawlability
  - Technical Sitemap set up
  - NLP
- **On-Going SEO: \$3,500 p/m**
  - 2 Blog posts a month
  - Page metadata & header tags
  - Internal link building, Backlinks

## **EARNED MEDIA – \$17,500 p/m**

- Influencer recommended budget (initial/kickoff)
- PR recommended budget (initial/kickoff)

## **WEBSITE DESIGN & DEVELOPMENT: \$75,000**

- **UX/UI COMPETITIVE AUDIT, WIREFRAMING, & PROTOTYPE**
- **WEBSITE DESIGN**
- **WEBSITE DEVELOPMENT**
  - Site Build
  - Basic CRM setup (Welcome/Abandoned Cart)
  - APP Installation & Configuration
    - Live Customer Service Chat/Email/SMS Support Module
    - Google Analytics 4 Reconfiguration
    - Social Commerce/Pixel Setup (META/TikTok/Pinterest)
    - Subscription program implementation
    - Loyalty Program Development & Implementation
    - Order fulfilment software systems integration with Shopify
- **SEO (BASIC ON-PAGE OPTIMIZATION)**
  - Basic Keyword research
  - Meta Data and Header tags

# PRICING MENU

- **ACCOUNT MANAGEMENT & STRATEGY -** **\$25,000 p/m x 12 = \$300,000**
- **RESEARCH -** **\$85,000 one time**
- **BRAND DEVELOPMENT -** **\$25,000 one time**
- **PAID MEDIA STRATEGY & CAMPAIGNS -** **\$32,500 p/m x 6= \$195,000 (tbd)**
- **SEO PLAYBOOK -** **\$6,500 one time**
- **SEO ONGOING -** **\$3,500 p/m x 12 = \$42,000**
- **EARNED MEDIA-** **\$17,500 p/m x 7 months = \$122,500 (tbd)**
- **WEBSITE DESIGN & DEVELOPMENT-** **\$75,000 one time**

# ESTIMATED SHOPIFY & THIRD-PARTY APP SUBSCRIPTION FEES

- Shopify Advanced Subscription Plan \$399/mo
- Live Sales Chatbot/Support Widget \$99/mo+ (usage % based on # of tickets/conversations)
- Delivery Scheduler Tool \$49/mo
- Rebuy Smart Merchandising App \$99-\$249/mo + per order usage fee % based on # of orders
- Triple Whale E-comm Dashboard (Recommended) \$400/mo
- Fueled Attribution & Analytics Suite \$249/mo
- Klaviyo Email/SMS CRM Platform \$415/mo for 30K contacts
- Subscriptions \$99-\$400/mo
- Loyalty \$159-\$399/mo
- Reviews \$159/mo
- Advanced Shipping Profiles & Delivery Scheduler \$100/mo

**Estimated total monthly subscription fees: ~\$2,000**



## MORE ABOUT DX





OUR WORK  
SIZZLE + SUBSTANCE



# GREEN VALLEY: WELCOMING ALL TO THE ORGANIC VALLEY

## THE CHALLENGE

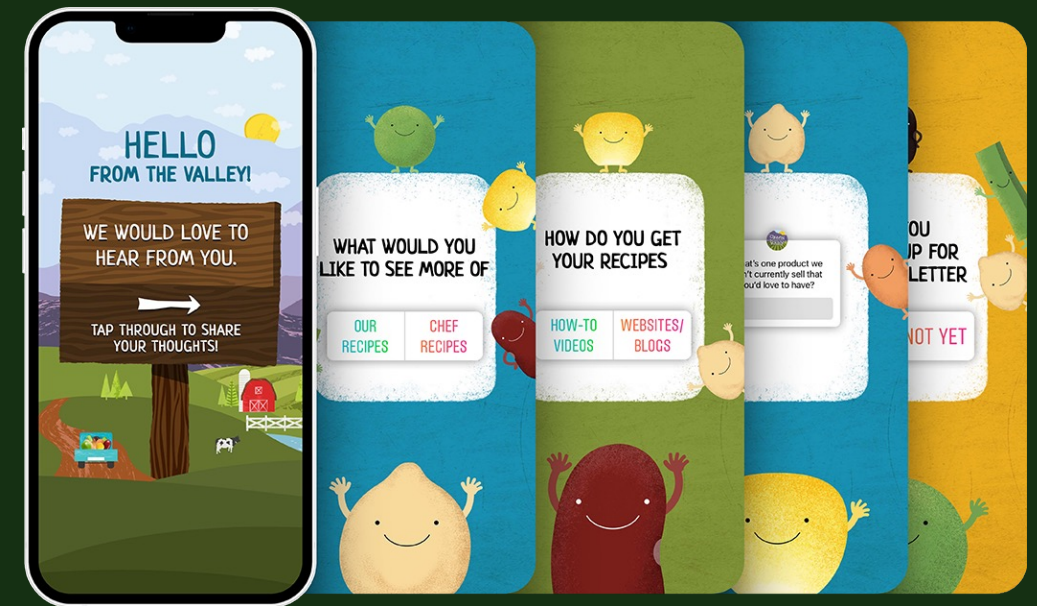
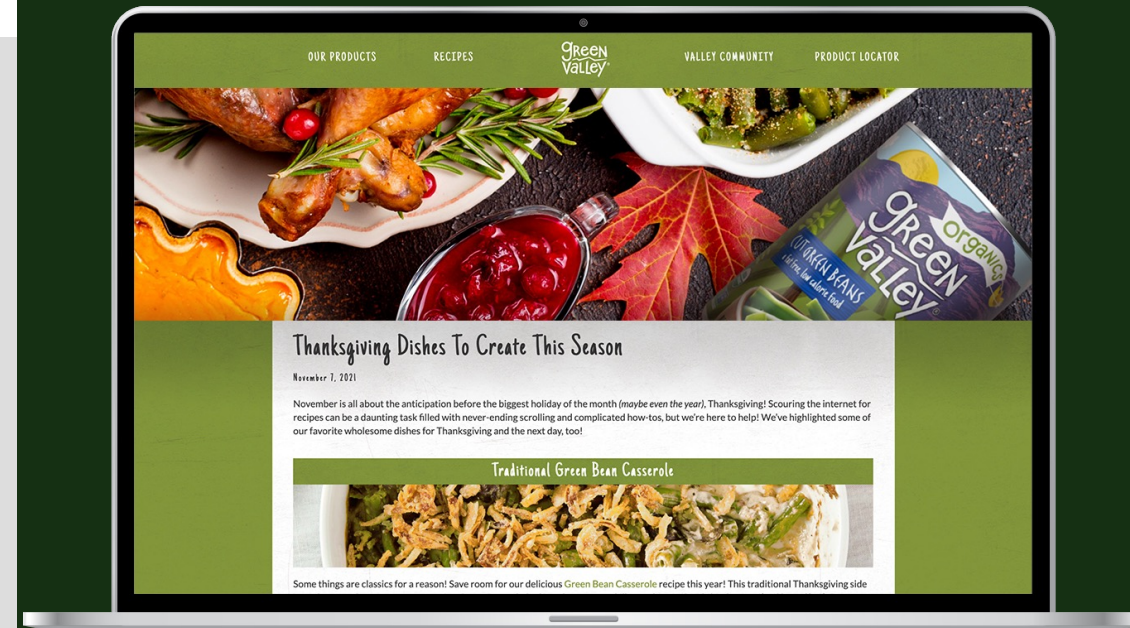
Green Valley had a great product—organic beans and vegetables—and the drive to succeed. The company just needed the right brand positioning and marketing to launch and establish distribution.

## THE SOLUTION

DX developed the company's website, with more than 70 unique recipes and blog posts for WelcomeToGreenValley.com, launched and managed its social profiles, held photoshoots, and ran paid media. Once an audience was established, DX utilized paid media to strategically geo-target consumers near grocery stores where the brand had shelf space. DX put foot traffic data provided by programmatic partners alongside in-store sales data to determine where media efforts had the greatest impact and ramped up efforts in those high-value areas.

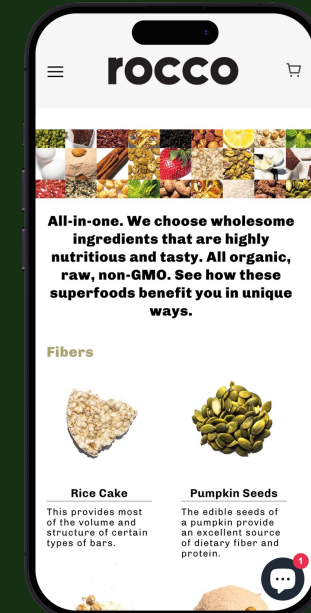
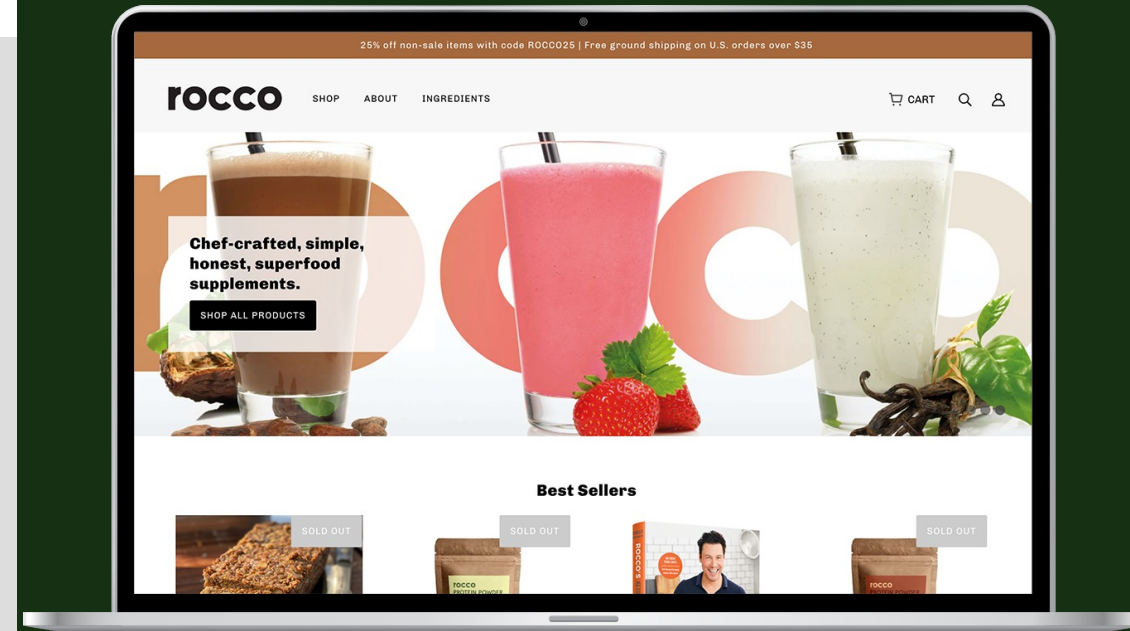
## THE RESULTS

Today, Green Valley can be found in over 1,000 stores nationwide, including major national chains such as Whole Foods, Acme, and Kroger, with new locations being secured each day. Green Valley blog posts have been viewed over 170,000 times with an average read time of 1 minute 45 seconds per post. Through easy-to-access product information and strategically selected placements and targeting, the brand has garnered a ROAS of over 300%.



# ROCCO DISPIRITO: COOKING UP E-COMMERCE SUCCESS

DX has worked with celebrity chef Rocco DiSpirito for years, helping the cookbook author push his books to no. 1 on the New York Times Best Sellers list. When DiSpirito set his sights on an e-commerce platform for his clean-eating products, he once again partnered with DX to bring the online store to life.



# THE CHEFS' WAREHOUSE: A SEAT AT THE HEAD OF THE B2B TABLE

## THE CHALLENGE

The client approached us with a considerable challenge: to devise an integrated social media and CRM solution to promote their services to a B2B audience effectively.

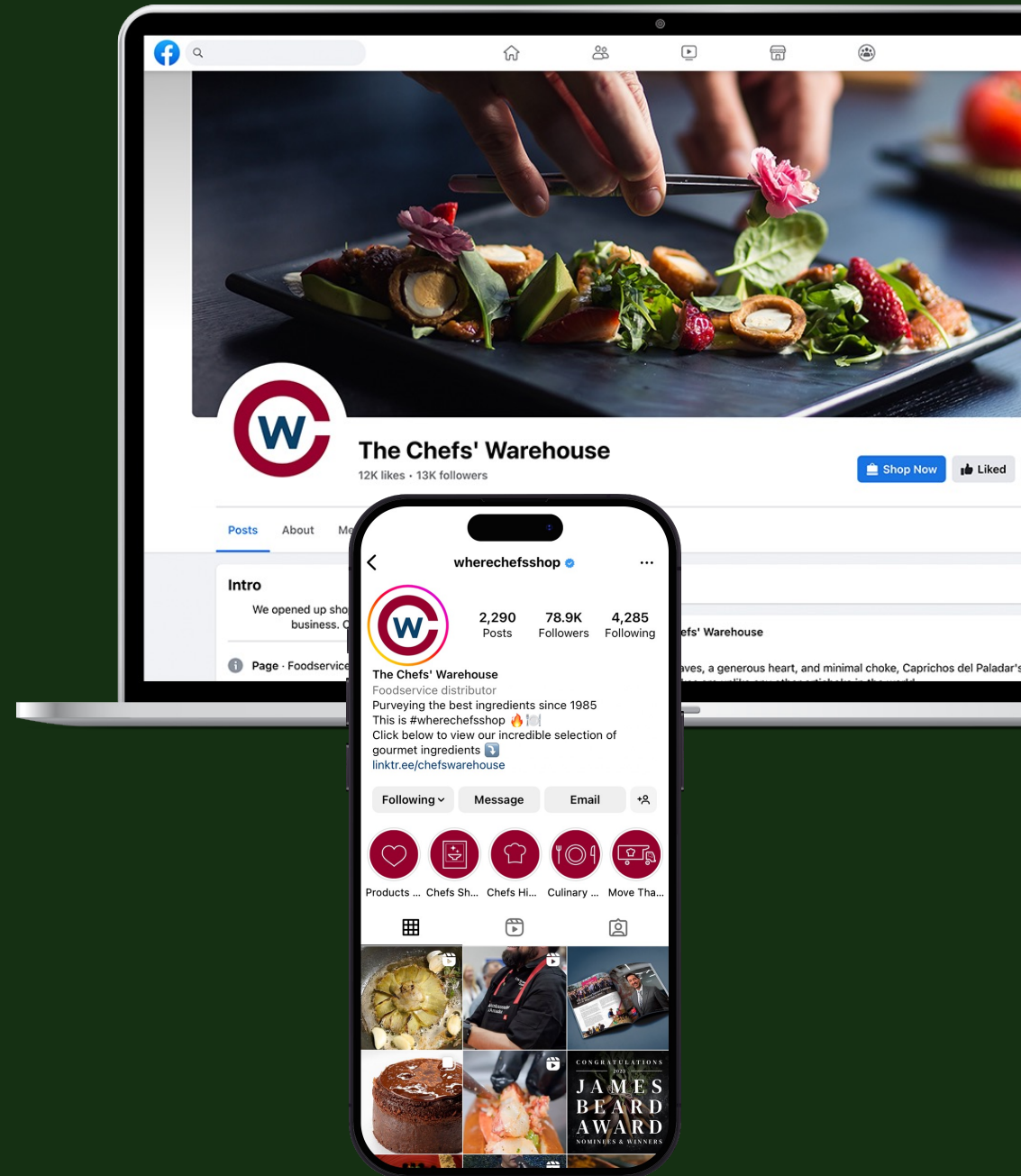
- Amplify their online presence in the competitive B2B space.
- Drive substantial increases in both website traffic and social media engagement.

## OUR SOLUTION

Our first step was a comprehensive audit of the client's existing email and CRM systems. This deep dive helped us identify current strengths, weaknesses, and areas for improvement. Simultaneously, a competitive social audit was conducted to gauge what industry peers were executing effectively and where they fell short. The insights allowed us to craft a strategy that incorporated best practices and went a step further, setting our client apart from the competition.

## RESULTS:

- **Social Engagement:** Within a short period, there was a remarkable **21.3%** increase in social media engagement. This demonstrated the resonance of our content strategy with the targeted B2B audience.
- **Website Traffic:** The synergy of our social media efforts with the refined CRM system drove a lift of **204%** in website traffic.
- **Email Engagement:** Through the revitalized email content, we observed an impressive boost in email engagement rates.



# HERO SNACKS JERKY: STANDING OUT FROM THE SEA OF SAMENESS

**THE GOAL:** To distinguish itself in the competitive beef jerky market, a renowned brand embarked on a packaging redesign project to stand out among the sea of similar packaging designs. The primary objective was to create packaging that showcased the product's quality and appealed to consumers on the shelf.

**THE DX APPROACH:** To achieve this, a comprehensive market research study and focus groups were conducted to identify the attributes that resonated with customers. These elements included vibrant colors, a bold brand logo, and a focus on unique flavor profiles.

**RESULTS:** After implementing these findings, a new round of focus groups was held where positive feedback confirmed that the packaging changes resonated with consumers and made the product more noticeable in a crowded market. This successful packaging update will solidify the brand's position as a frontrunner in the beef jerky industry and accomplish its goal of standing out among its competitors.

From this to  
**THIS!**



# RIGONI DI ASIAGO: TASTY INTRODUCTIONS

Rigoni di Asiago, a market-leading manufacturer of fruit, hazelnut spreads, and other food additives in Italy, began distributing products in the US nearly a decade ago. These premium quality products have been slow to gain market share stateside, and the family-owned company needed help to raise its profile. DXAgency devised a strategy to reinvigorate and optimize the brand's Amazon storefront and organic social media experiences for American consumers.

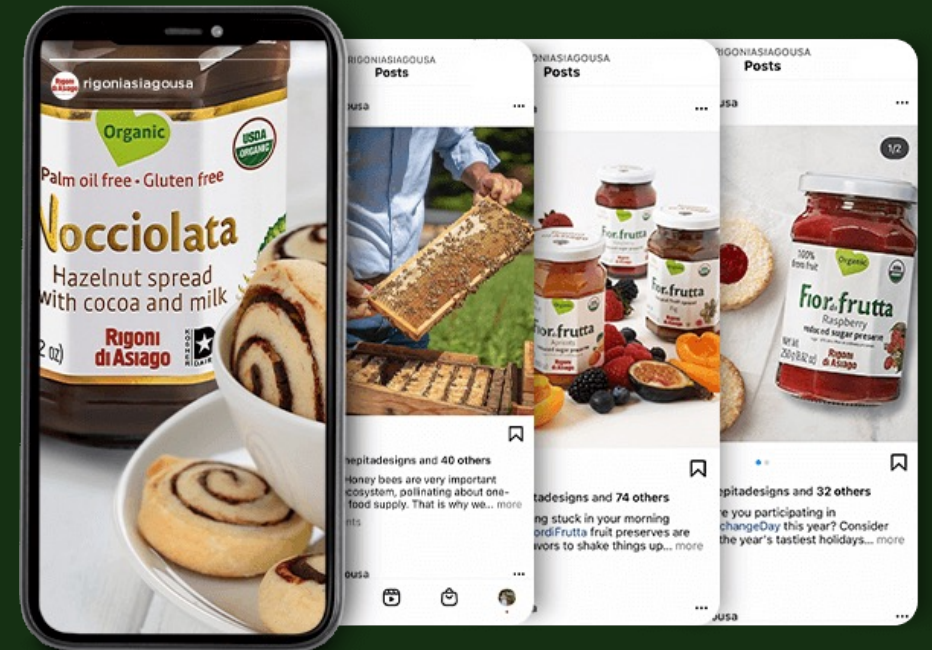
## “Nocciolata al Fresco”

To help get consumers hungry for Rigoni di Asiago's Nocciolata hazelnut spread, DX set up a pop-up event in the Williamsburg area of Brooklyn, NY. Delicious samples of Nocciolata's three product varieties were served over waffles for eager New Yorkers to try. An interactive mural that brought the flavors of Nocciolata and the Italian region of Asiago to life was commissioned on a wall at the site to encourage social sharing for weeks beyond the 2-day event.

Our team of influencers created and shared content to excite their follower base before, during, and after the event. In addition, our partners for the event also shared content with their followers.

## THE RESULTS

All the curated content was reposted in our stories and combined with Rigoni's own social strategy for the event, resulting in nearly 300,000 social impressions, a 9% increase in following, and over 50% total increase in traffic to the storefront.



# SCHMIDT BROTHERS: RE-ENGAGING LEGACY BRAND AUDIENCES

## THE GOAL:

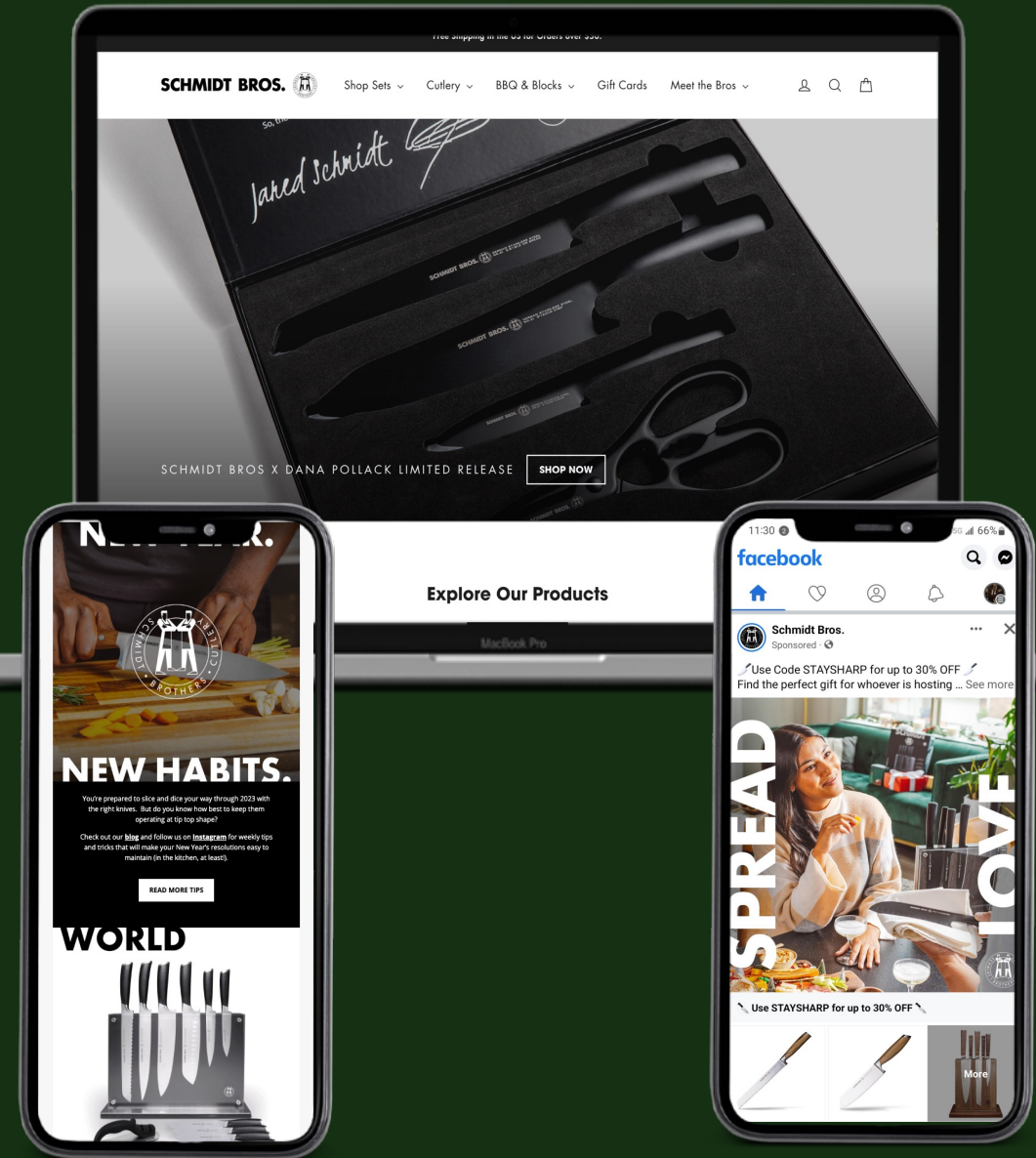
Re-engage dormant audiences through new email strategy; build strategic, conversion-driven media plans to drive traffic to brand site and retail partner sites; optimize e-commerce experience for conversions.

## THE DX APPROACH:

Develop new welcome & abandon 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.
- Blended conversion rate +60% YoY
- Delivered a 4.5x 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](https://schmidtbros.com)

# ZEP: CLEANING UP IN THE DTC SPACE

Zep, a \$750M global manufacturer of cleaning products sold nationwide in Home Depot, came to DXAgency to build and optimize their DTC webstore. Zep manufactures cleaning solutions for individuals, small businesses, and large corporate entities - and is renowned for its product innovation and category dominance.

## THE GOAL:

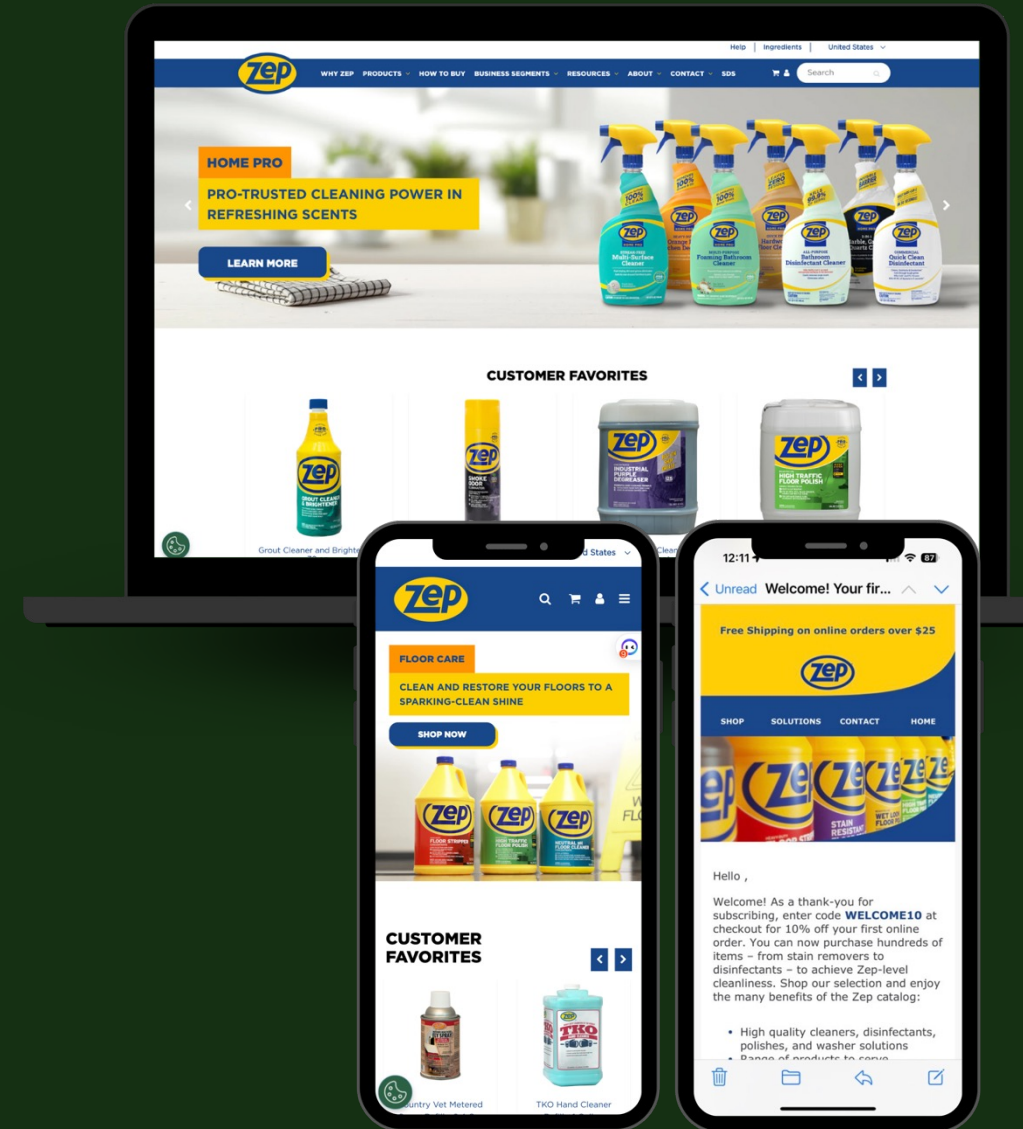
**Migrate 2500+ Zep B2B products for a consumer-facing DTC Shopify Plus webstore, designed and developed by DXAgency**, including all compliance and regulatory frameworks, shipping restrictions, and corporate policies. Design and develop welcome and abandoned cart email series, SMS flows, and new audience segmentation. Conduct conversion optimization research and implement site optimizations to capture shopper intent across the new site. Develop and deploy multiple custom Shopify functions and third-party app integrations. Maintain the CRM and website management activities on an ongoing, retainer basis.

## THE DX APPROACH:

Developed a new Shopify Plus website experience with a customized theme, configured and launched fully automated and promotional email/SMS marketing capabilities on Klaviyo, activated industry-specific audience segmentation to customize messaging for specific retail audiences & buying behaviors; CRO audit, website optimizations, GA4 configuration.

## THE RESULTS + IMPACT SINCE SITE RELAUNCH:

- +106% revenue YoY
- +76% site sessions YoY
- +57% AOV increase YoY
- +32% total orders YoY
- +42% returning customer rate YoY



# ED HARDY: BUILDING A NEW E-COMMERCE 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:

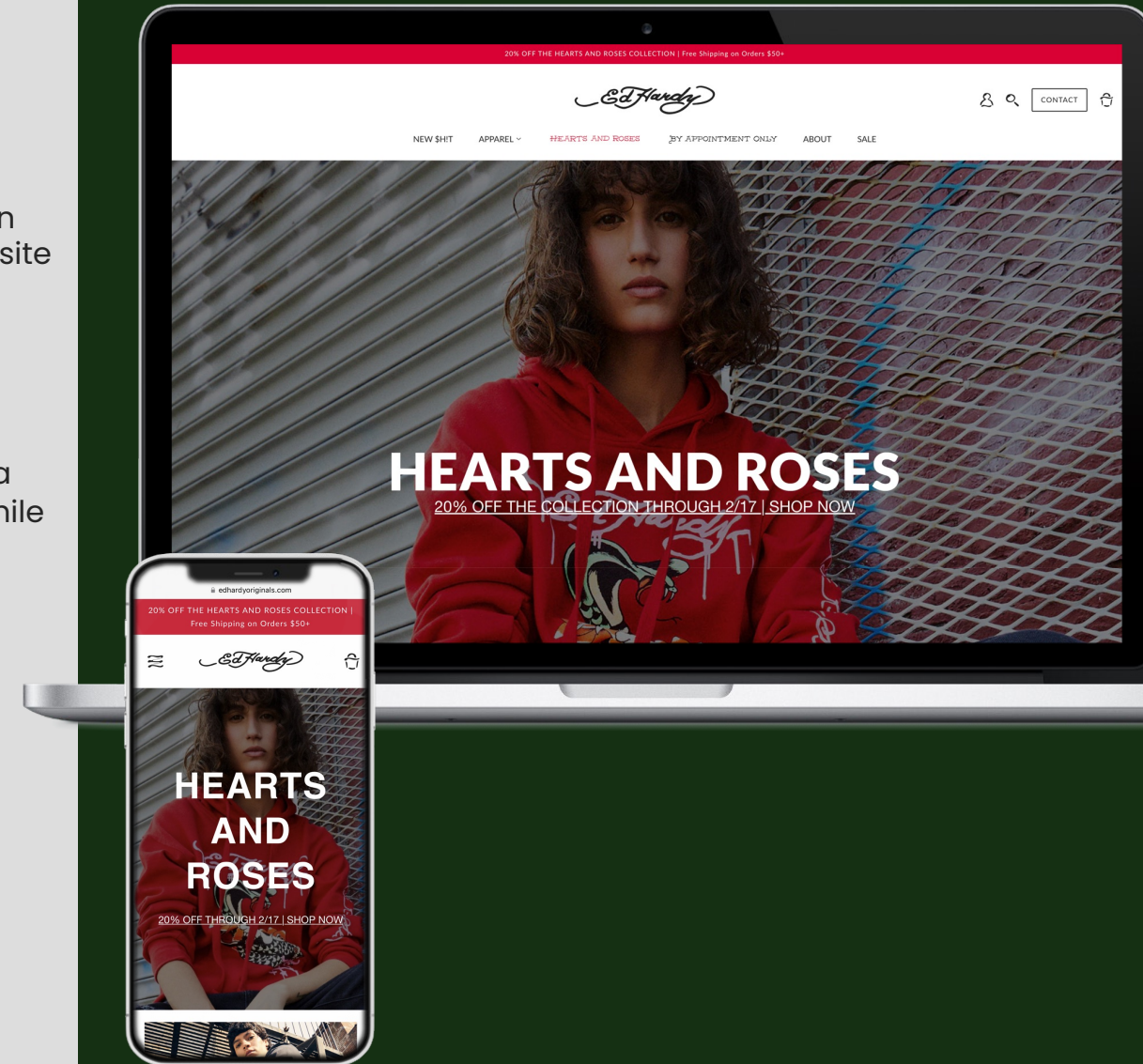
Create a new e-commerce experience for Ed Hardy.

## 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 ensuring customers are invited into the brand experience and Ed Hardy lifestyle through design and customized content.

## THE RESULTS + IMPACT:

- 256% YoY revenue growth
- 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](http://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 e-commerce website.

## THE GOAL:

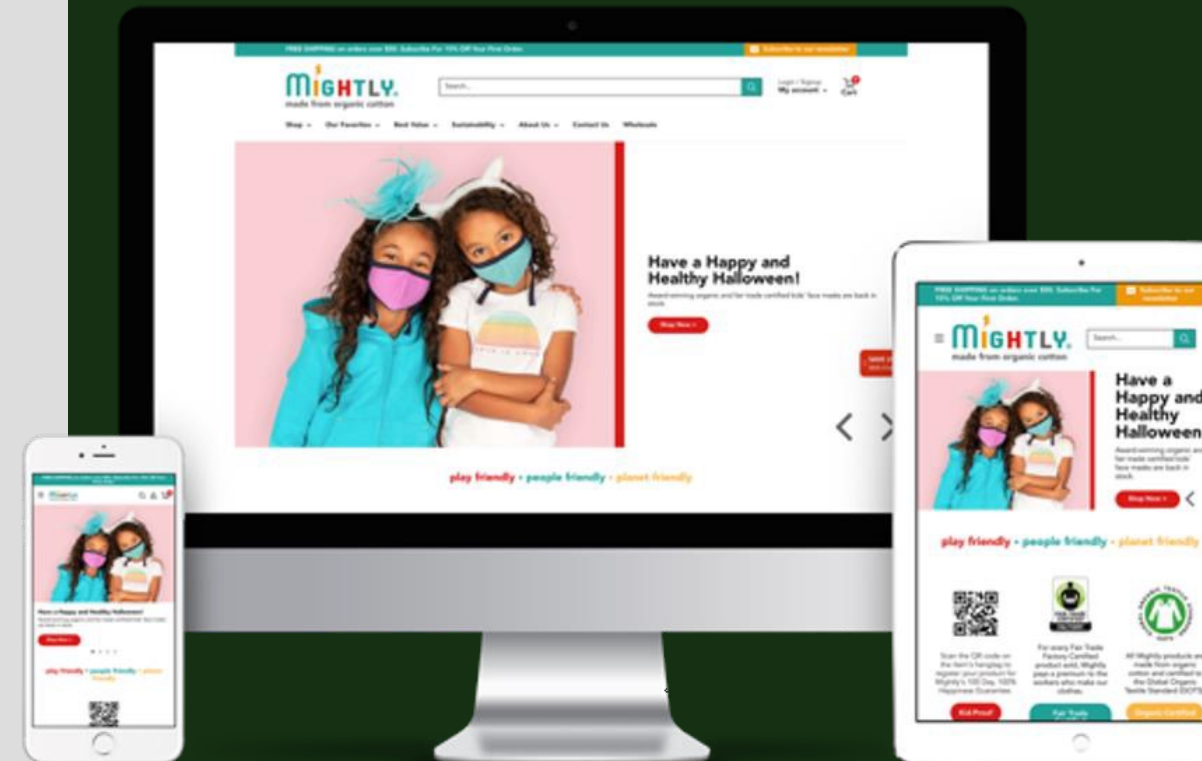
Drive traffic, sales, and engagement to the brand's e-commerce website.

## 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: CAPTURING CONTENT

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:

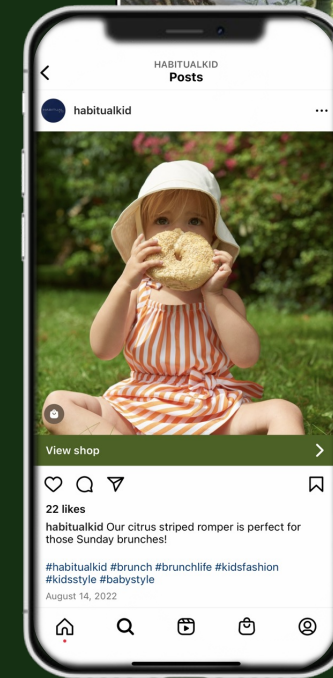
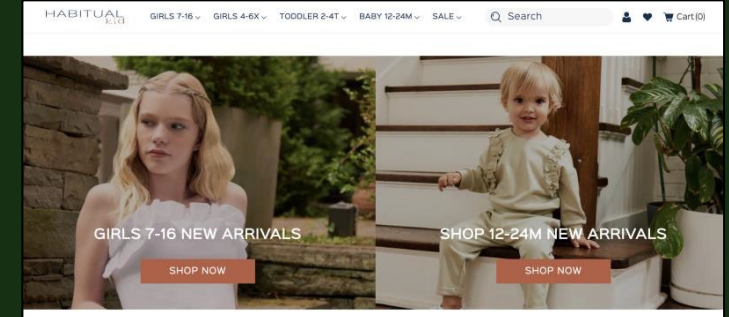
Generate e-commerce and social lifestyle content & product photography.

## 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, e-commerce, 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).



# GOSHI: GETTING SKIN IN THE GAME WITH NEW AUDIENCES

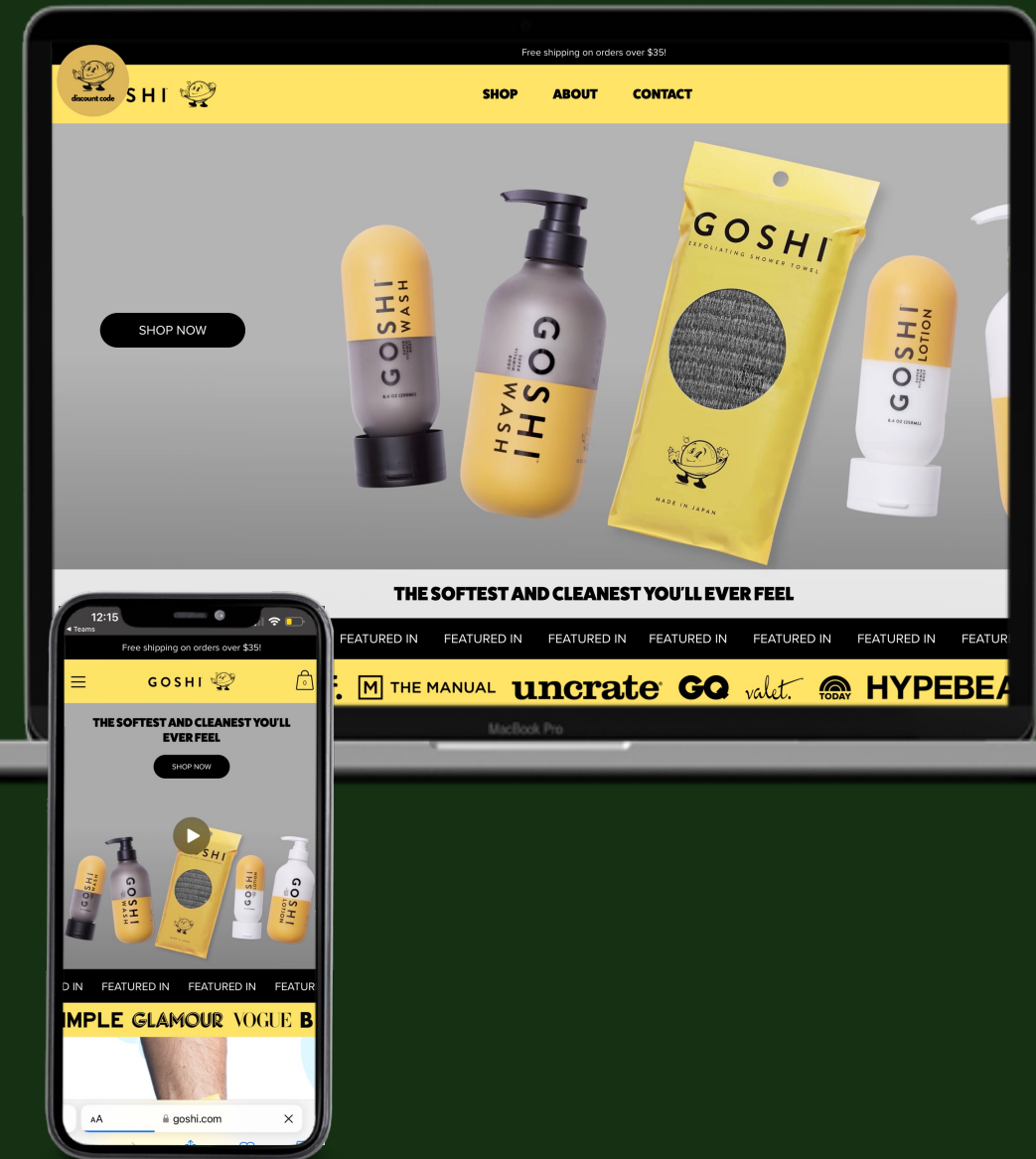
Goshi is a skincare company out of Japan that developed a natural, groundbreaking exfoliation towel and was launched via Kickstarter.

## 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 e-commerce best practices.





**CAPABILITIES**

# 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://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, LiveNation, Hero Snacks, Chefs Warehouse.

## 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 – as 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

## Countries We Do Business In

United States, Canada, Mexico, Argentina, Bahamas, Bermuda, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Honduras, Panama, Paraguay, Peru, Puerto Rico, Trinidad and Tobago, Uruguay and more



# RESEARCH AND INSIGHTS

# 30+ YEARS OF COMBINED RESEARCH EXPERIENCE



The DX team brings a wealth of institutional knowledge and a combined 30-plus years of experience conducting research projects for Fortune 500 clients. We live and breathe **research, learnings, and insights** and provide actionable recommendations to our clients that will make an impact on their business and drive ROI. We have conducted research targeting various types of consumers in dozens of categories.

## Audience Experience

- US Population
- Multicultural
- US Hispanic
- African American
- Asian American
- Generational
- LGBTQ+
- Gender
- Latin America

## Market Experience

- North America
- South America
- Caribbean

## Category Experience

- Pharmaceuticals
- Automotive
- Insurance
- Financial Services
- Health Care
- Beverages
- Carbonated Beverages
- Telecommunications
- Travel & Tourism
- Restaurants & Fast food
- CPG – Consumer Goods
- Utilities
- Alcohol Beverages
- Food Products and Stores
- Cosmetics/Health and Beauty
- Entertainment and Media
- Apparel and Clothing
- Retail & Discount Stores
- Jewelry

# DX INSIGHTS SERVICES

We offer full-service research to clients who seek to understand and connect with consumers. We don't just conduct the research; we use the insights gathered from consumers to build a narrative and tell a story that helps our clients improve brand resonance and relevancy with their consumers—and, as a result, their market share. At DX, we provide clients with customized research designed to meet their individual objectives and specific needs—because no two clients are alike.

QUALITATIVE  
RESEARCH

QUANTITATIVE  
RESEARCH

RESEARCH BASED  
CONSULTING

SOCIAL INTELLIGENCE  
ANALYTICS

## Qualitative Research

- Online Research
- In-Depth Interviews
- Focus Groups
- Focus Panels
- Facilitations
- Ethnography
- Stakeholder Interviews
- Customer Interviews
- Usability Tests
- Dyads, Triads, Quads
- One-on-One Interviews
- Video Ethnography
- Perception Analyzer Sessions
- A Day in the Life
- Mobile Diaries
- Personas

## Quantitative Research

- Attitude, Awareness, and Usage Studies
- Advertising Evaluation /Tracking/Testing
- Brand Equity & Tracking
- Exploratory Research
- Consumer Segmentation Studies
- Concept/Package Testing
- Consumer Profiles
- Copy & Communication Tests
- Conjoint/Trade-off Studies
- Product Placement Tests
- Price Elasticity Studies
- Conjoint Analysis
- Competitive Analysis
- Market Opportunity Studies





# STRATEGY

# DX STRATEGIC PROCESS

DX works with clients to customize a process and build and implement a core marketing strategy. The process will be customized once we dive deeper into discovery with your teams.



# STRATEGY

Whether you hire DX to be your end-to-end marketing team or work with us on a project-by-project basis, the relationship starts with strategy. As we kick off every new initiative, we ask ourselves: **How can we encourage consumers to engage with our clients, and how can we most efficiently drive results?** Then we keep asking—DX constantly explores new mediums, platforms, and technologies to improve our data-led, multi-channel approach.

- CRM
- SEO
- Visual
- Content
- Brand Strategy
- Digital
- Mobile
- Creative

- Crisis Management
- Digital Advertising
- Loyalty Programs
- Partnerships
- Sweepstakes

- Social Strategy & Management
- Advertising (TV, Radio, OOH, Print)
- Community Building





# E-COMMERCE

# OUR CREDENTIALS

DX has a strong track record of building, optimizing, and managing beautiful e-commerce websites that drive conversion.

- Every member of the DX web development team holds certifications from Shopify's Partner Academy in Product Fundamentals, Theme Development, and App Development.
- Our developers are fluent in the languages that are the backbone of online stores: HTML5, CSS3, JavaScript, PHP, Python, Shopify Liquid, and more.
- We are listed in Shopify's Experts Marketplace and are also highly skilled with platforms such as WooCommerce, Squarespace, Magento, BigCommerce, and marketplaces such as Amazon and Walmart.com.



# E-COMMERCE STRATEGY

We provide a complete set of e-commerce design and development services to all kinds of clients, from starting entrepreneurs to experienced e-merchants.

## Store Design & Development

We will help you launch an online store with a unique design tailored specifically for your brand. We create functional and elegant-looking stores that bring the best online shopping experience.

## Upgrading Your Business

If you already have an online store and are looking to improve your brand, get more customers, and increase revenue, we will audit and enhance the look of your store to help you grow your business.

## Long-term Growth Management

Once your store looks nice and shiny, we will maintain your online presence, assisting with your backend management, optimization, product launches, and more to keep the business growing.

# ADDITIONAL E-COMMERCE STRATEGY SERVICES



DXagency offers website design and development, ensuring seamless user experiences and mobile responsiveness to maximize customer engagement. Additionally, our team provides data-driven analytics and reporting, enabling you to make informed decisions to optimize your online presence and achieve sustainable growth.

## Maintenance

- **Regular website audits:** Comprehensive assessments to identify areas for improvement, enhance performance, and maintain security.
- **Product catalog updates:** Efficient management of inventory, pricing, and content optimization to ensure a seamless shopping experience.
- **Platform updates and integrations:** Keeping your e-commerce platform up-to-date with the latest features and integrations to enhance functionality.
- **Mobile responsiveness:** Ensuring your web-store is fully responsive and optimized for various devices, including smartphones and tablets.
- **Site performance monitoring:** Regular checks on website speed, load times, and user experience to identify and resolve potential issues.

## Optimization

- **Data-driven analysis:** Utilizing advanced analytics tools to identify user behavior patterns, conversion bottlenecks, and areas for improvement on your e-commerce website.
- **A/B testing:** Implementing strategic A/B testing to compare and optimize various design elements, messaging, and user flows, ultimately enhancing conversion rates.
- **User experience (UX) optimization:** Ensuring seamless and intuitive website navigation, streamlined checkout processes, and mobile-responsive design to maximize user engagement and conversions.
- **Cart abandonment reduction:** Implementing strategies and tactics such as exit-intent popups, email retargeting, and optimized checkout flows to minimize cart abandonment and maximize conversions.

## Growth

- **SEO and content optimization:** Ensuring your website's content is optimized for search engines, including keyword research, meta tags, and high-quality, engaging content that drives organic traffic and conversions.
- **Performance tracking and reporting:** Monitoring key performance indicators (KPIs) and providing detailed reports to evaluate the success of optimization efforts and inform data-driven decision-making.
- **Personalization:** Leveraging customer data to provide tailored content, product recommendations, and targeted offers, creating a unique shopping experience that drives customer loyalty and increases sales.
- **Landing page optimization:** Designing and refining high-converting landing pages that align with your marketing campaigns and resonate with your target audience.



# PAID MEDIA



# PAID MEDIA

DX is channel-agnostic and adept at placing and managing all media types. With strategies that are carefully tailored to each client's business objective, we **focus on optimization and finding the most efficient means of achieving results**. We also explore and test new platforms and placements to keep your campaign current.

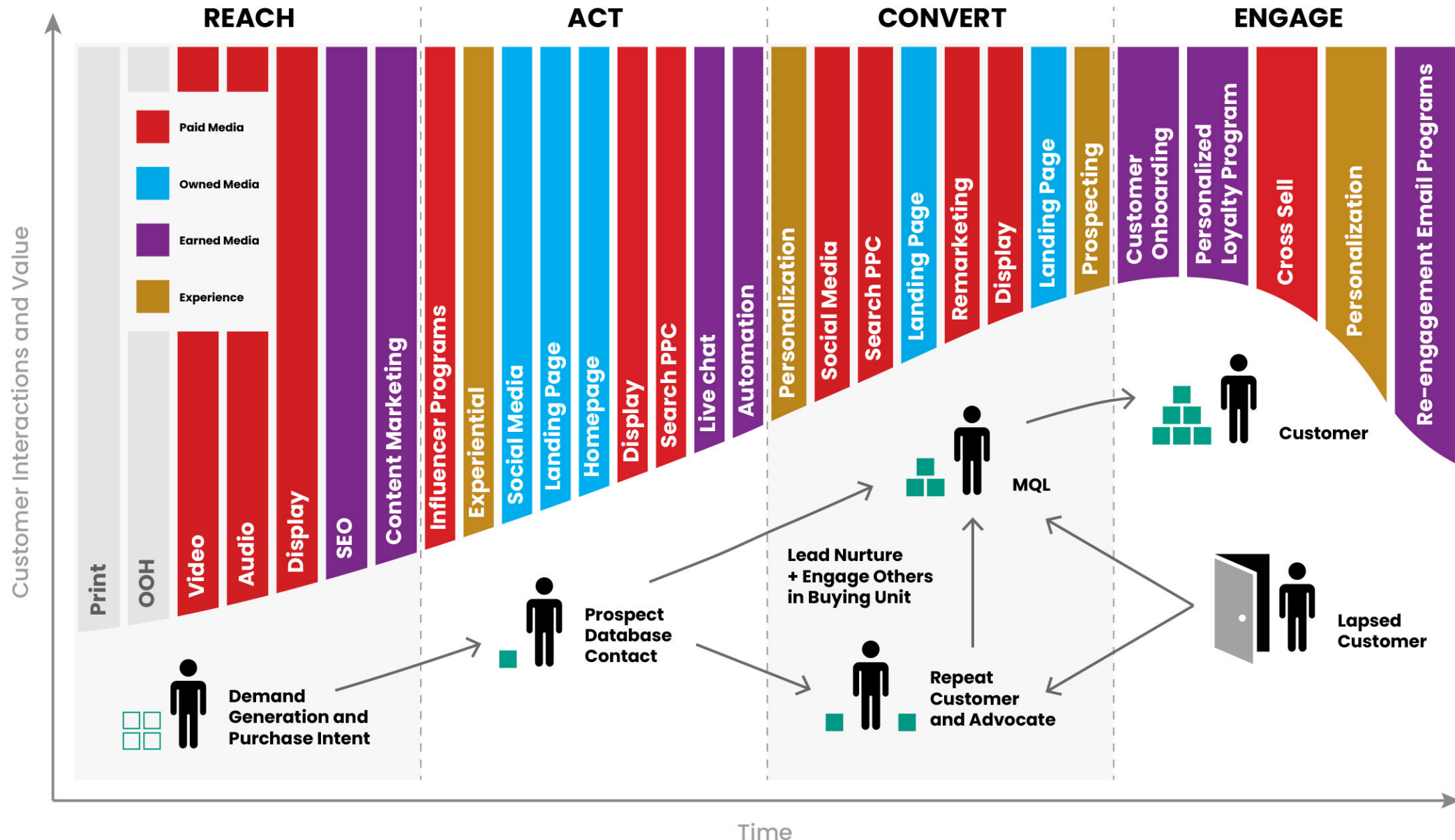
## SERVICES OFFERED

- Channel Planning
- Audience Planning
- Media Buying
- Dashboard Reporting
- Data & Analysis
- Multi-touch Attribution

## MEDIA EXPERTISE

- Digital & Programmatic (Social, Display, Search, Video, CTV/OTT, Native)
- Linear TV (National, Cable, Local, DRTV)
- Radio
- Print
- Out-of-Home

# CUSTOMIZED CUSTOMER JOURNEY



# DATA FUELS EVERY DX DECISION

Our custom, end-to-end data solution toolkit unifies marketing data with competitive insights into one accessible destination, allowing you to track campaign success in real-time.



Competitive insights derived from real-world web & app performance



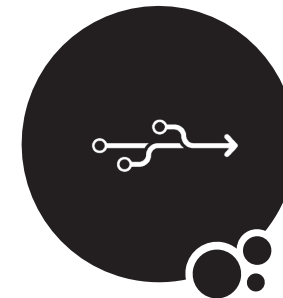
Cloud based, dynamic reporting through API connections



Real-time reporting creates data transparency & facilitates learning



Machine learning with our AI-powered knowledge platform



Data cleansing for informed decision making



THANK YOU

