

Position² Introduction

Growth Marketing, AI & Beyond

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We scale innovative companies profitably with growth marketing

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Position^{2}'s Growth Marketing Services Deliver Scalable Growth



Success Stories

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Bringing the audience closer to Amex



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Enhancing Cohere’s brand



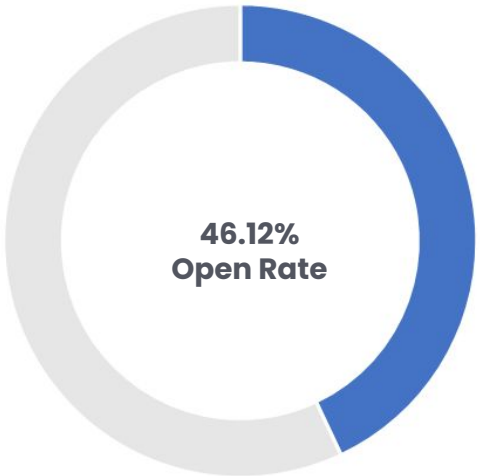
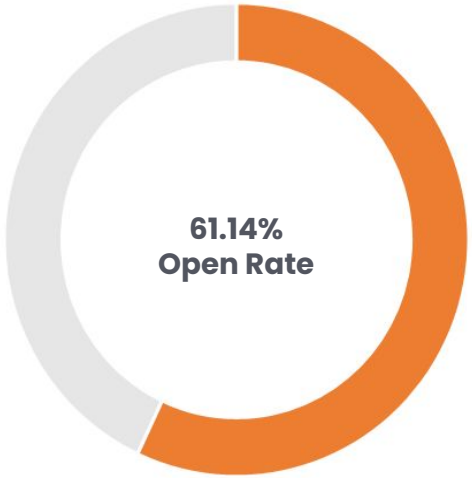
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Conversica Outbound Growth Workforce

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Test 1 (Cold List): Subject Line. Statistics resonate better with cold lists

***Hypothesis**: 'Subject line' with statistics will increase open rates.*
Result**: **33%** uplift in open rate. **Hypothesis proved.

	Control	Test
	Sample Size: 1,744 **51%** Leadership vs. **49%** Non-Leadership	Sample Size: 1,721 **51%** Leadership vs. **49%** Non-Leadership
	Subject Line "Rachel Brooks from Conversica reaching out"	**Subject Line** "Generate up to **10x More MQLs** with Personalized Conversations"
Primary Metric		
		33% uplift w/ **99%** Statistical Significance.
Secondary Metric	**Engagement Rate - 1.85%**	**Engagement Rate - 1.90%**

Test Dates: Dec 7 to Dec 18

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https://www.zettasphere.com/abcalculator/

Fostering New Partnerships

aws marketplace

position²



Accelerate Your Marketplace Presence: Optimize, Engage, and Expand with Experts

What are Position² AWS Marketplace Services?

At Position², we're all about giving your product a competitive edge on the AWS Marketplace.
We dive deep into market analysis and digital strategies to boost your product's position.

We ensure your listings shine through meticulous auditing, smart keyword optimization, and enhancements.
Our goal? To improve visibility, ramp up conversion rates, and skyrocket sales in the dynamic digital landscape.

keep on growing

www.position2.com

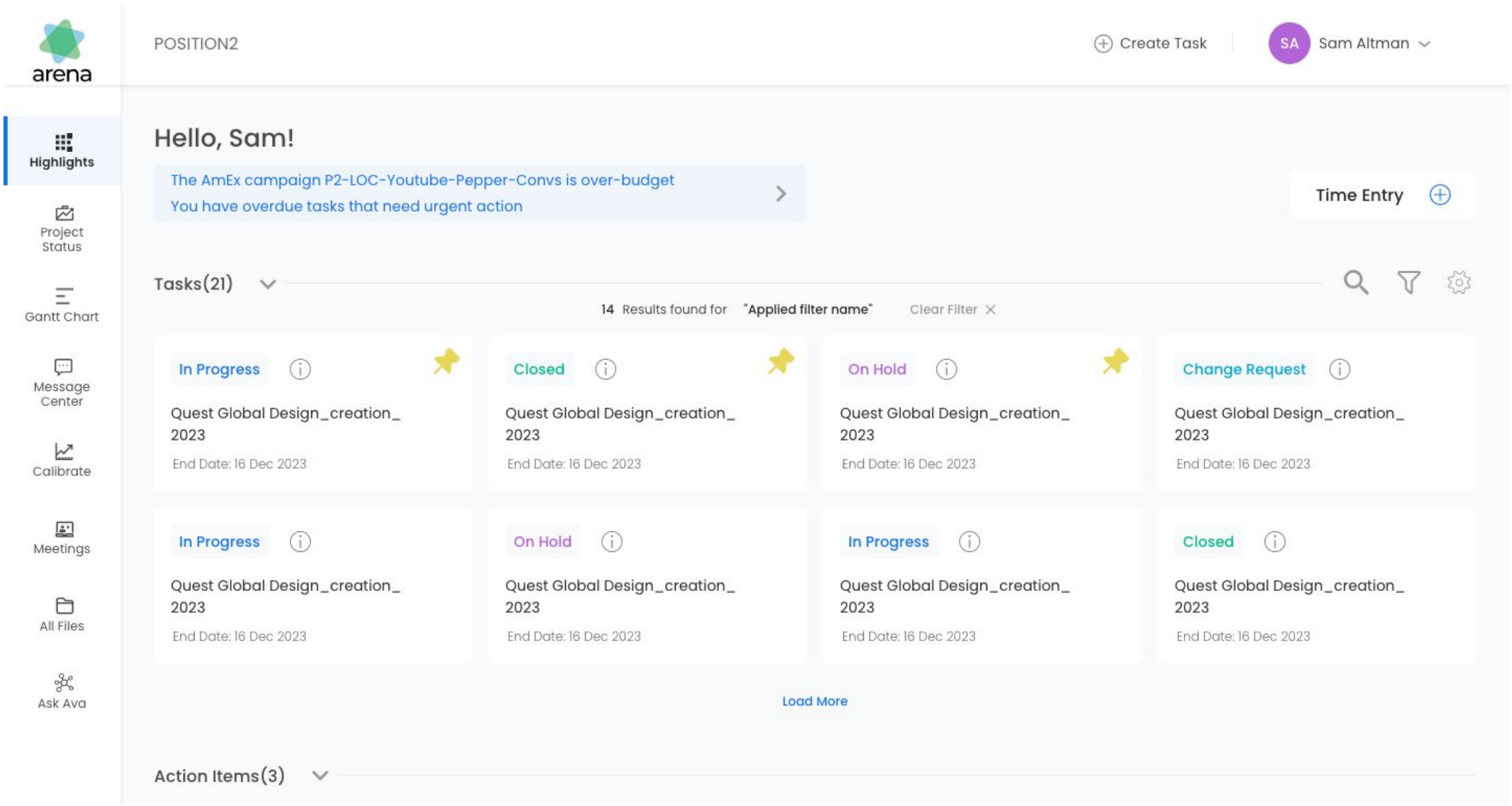
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Arena Collaboration Platform

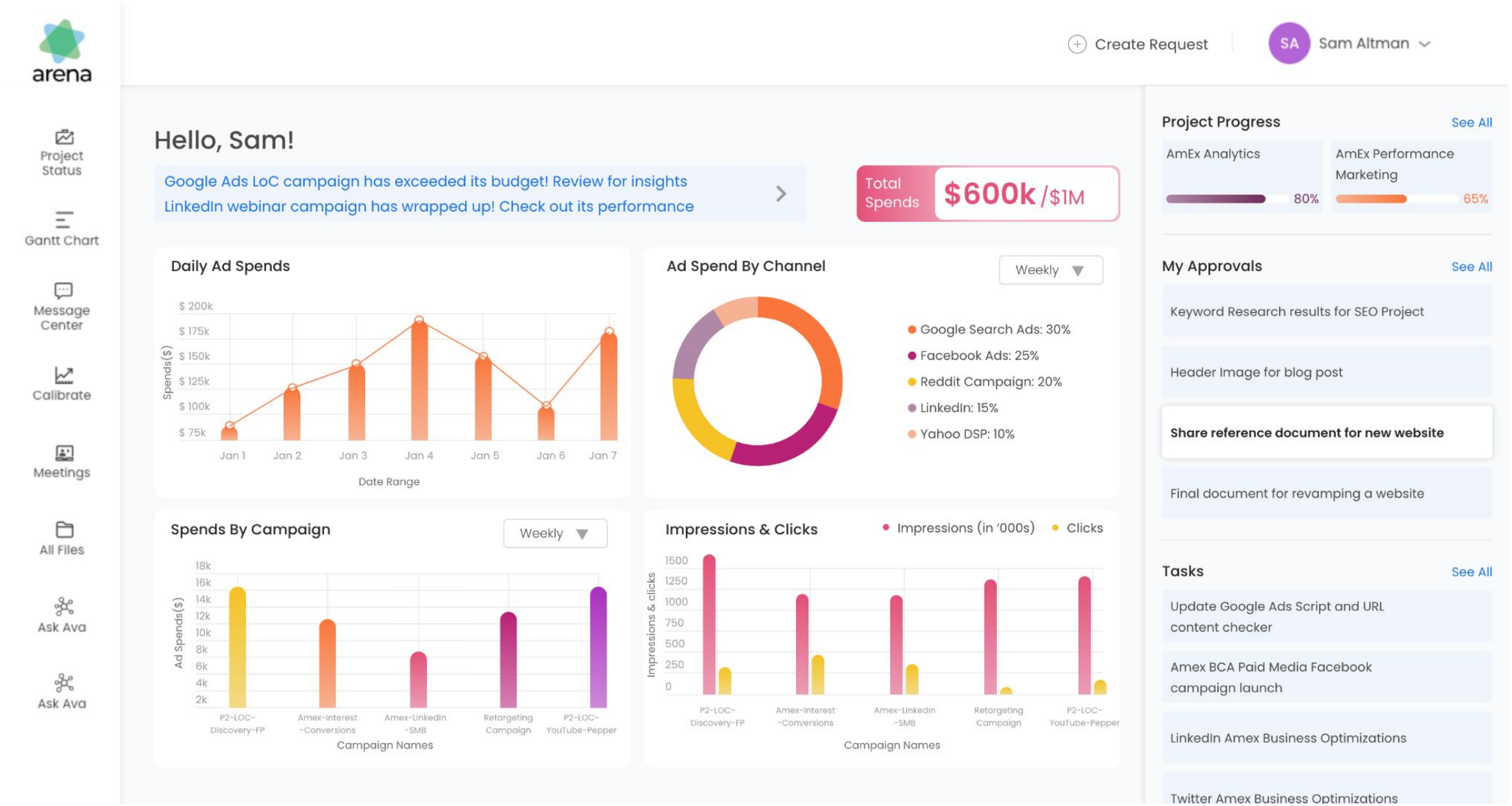
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Personalization – Delivery



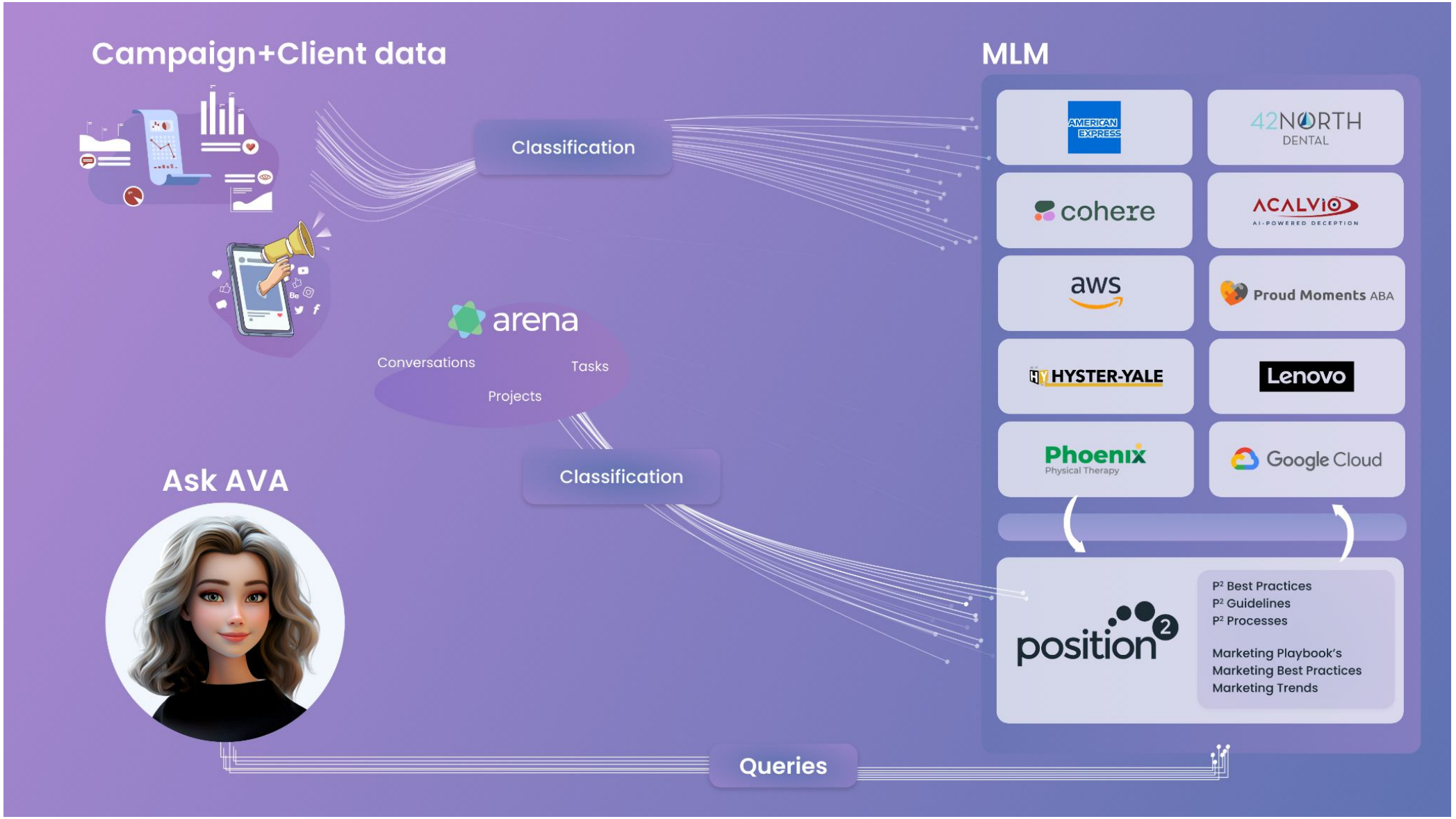
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Personalization – Client



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Introducing Position² Marketing LLM



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AI Demo

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Thank You

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Innovator Case Studies

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Paid Media & Search Case

Took American Express Business Blueprint to new heights with display & video. Celebrating 10 years!

The Challenge

- Amex needed to see **massive scale** in the new small businesses unit while hitting CPA targets

The Solution

- Position^2 developed a media plan based on a experiment that showed a **lift in media** conversions.
- We built audiences, **co-created ads** and ran on Google, YouTube, LinkedIn, Reddit, Amazon DSP, Facebook, & DV360.

The Results

- Scaled volume by **600%!**
- Amex trusted us to manage two **more divisions.**

AMERICAN EXPRESS
BUSINESS LINE OF CREDIT

"Another record day!!!!

Ashley Hedges
VP of Growth

THE DRUM SEARCH AWARDS FINALIST 2018

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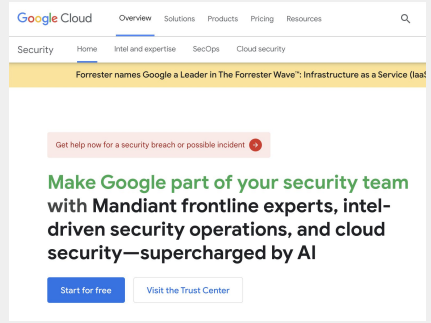
Website Case

Google Cloud

Helped migrate and merge acquired security companies: Mandiant, Chronicle and others into the Google Cloud Security website



Simultaneously monitoring Google Cloud & Mandiant properties



The Challenge

- Mandiant had a strong brand recognition at the time Google acquired them.
- Google wanted to maintain the Mandiant personality and **merge the extensive content seamlessly** into one website, using their proprietary CMS, Bricks and other platforms.

The Solution

- Position^2 had worked on Mandiant's website previously and had **deep experience** of the front and back-end.
- We received vendor approval after Google's strict due diligence and **worked closely** with the Google internal teams.

The Results

- Organized and prepared over **1100 migration-ready content** tasks!
- Google Cloud **trusted** Position^2's **technical expertise** with this sensitive and nuanced project.

> 10/10! Position2 helps our portion of the business run smoothly by **quickly and accurately** handling each request we send their way. Their familiarity with our content and processes is a **huge asset**. - Brian Sisco, Senior Technologist

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Creative Case

ThinkBook Plus Launch Agency of Record

Lenovo

Thousands of Creatives & Collateral for Global & Regional Teams.

Launching new SMB notebook line.

Drives over 500k leads/mo



Awards

Won B2B Content Campaign category - IDA

IAC INTERNET ADVERTISING COMPETITION

Best Video Content
Big Bang Award



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Branding Case study

cohere

Top Generative AI firm positioning to be the #1 Enterprise LLM Platform

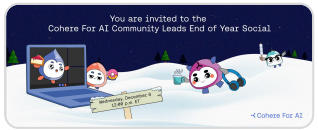
Total Assets:

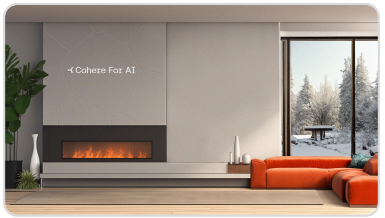
150+

- One pagers
- Two pagers
- Blog Banners/Diagrams
- Webinars
- Post Card
- Videos - 15, 30 & 60 sec
- Landing Page
- Thanks you mailers
- BIRDS Cards
- Zoom Background
- Branding - Keychain, Ceramic Mug & Cotton Tote
- Templates
- Congratulations cards





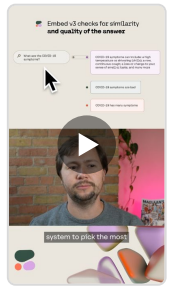




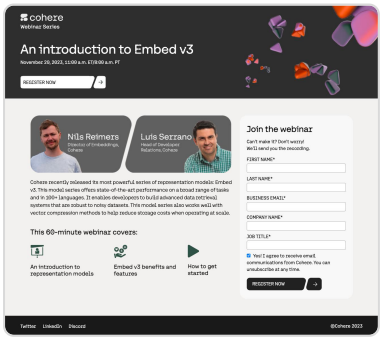




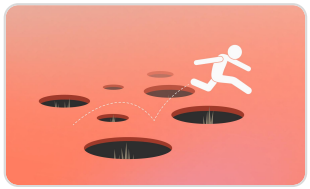






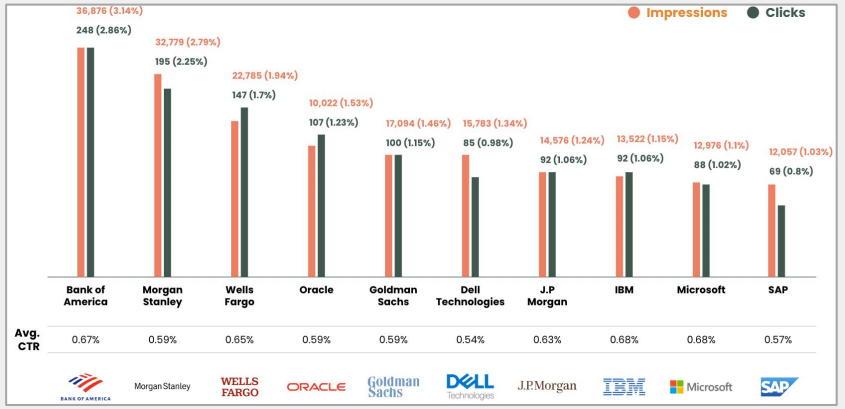








P² campaigns led to 75% of top executives seeing Cohere



Awesome!
These videos are approved.

Wow - fantastic.
Greatly appreciated.

Thank you.
so fast! On the table, the colors are great.

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Integrated Case

airbnb

Airbnb Work Experiences

After launching an optimizing a test pilot for their e-commerce Experiences brand, we rapidly scaled worldwide.

The Challenge

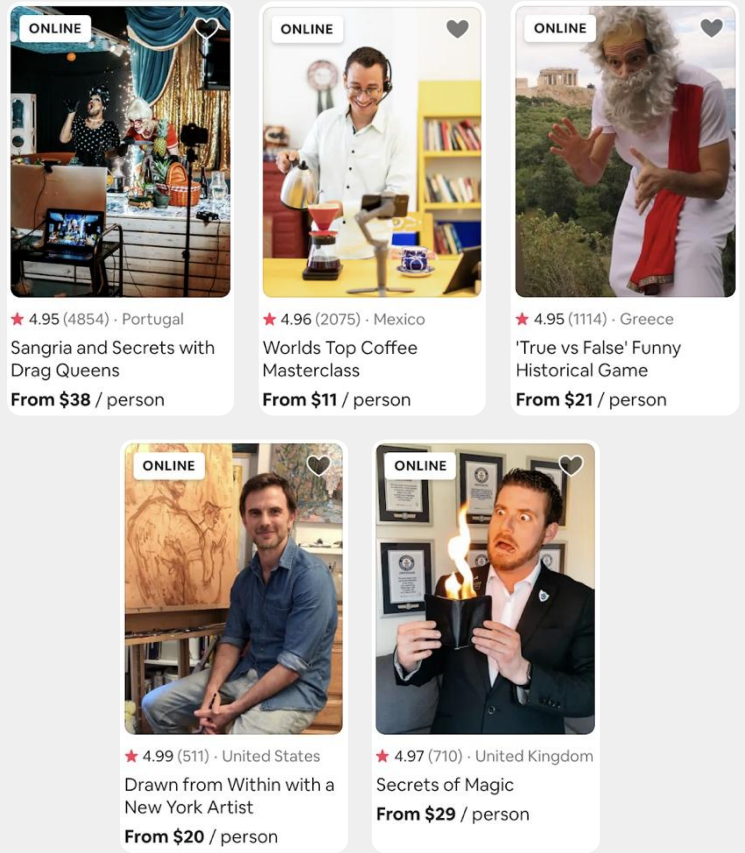
- Introduce a new platform to workplace teams impacted by COVID

The Solution

- Select and optimize the right set of keywords and reinforce trust factors
- Ran Paid Acquisition, Marketing Automation, and Organic Marketing

The Results

The Airbnb team was so pleased, **we scaled Experiences by 7X**



> Significant market growth due to your campaigns. You make me look good!
>
> **Jami Schwartz**
> Head of Global Marketing, Airbnb

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Global Case study

miro

Helped Miro transform from a small B2B to **Unicorn** status with a **5x** increase in conversions & **75%** reduced costs.

The Challenge

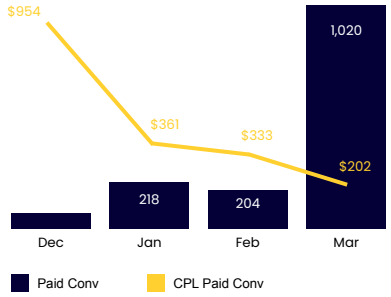
- Miro was unable to hit its milestones.
- They faced low growth and increased CACs

The Solution

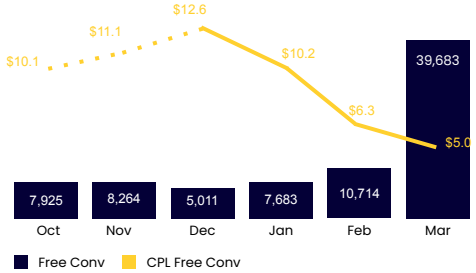
- They never thought to set up English language campaign in foreign countries. We set up, scaled, and optimized hundreds of global campaigns and hit their payback targets.

The Results

Paid Conversions and CPL



Free Conversions and CPL



We were shown promising new ways to market our product as well as identifying new market potential and network expansion. We are very pleased with our partnership.

Kristen Nilsson
SEM Manager

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ABM Case study

handshake

Leading early talent recruiting solution. Help secure $75M in funding through promoting both sides of the market

The Challenge

- B2B - To improve the overall number of qualified leads
- B2C - Drive Student adoption of Recruiting mobile app

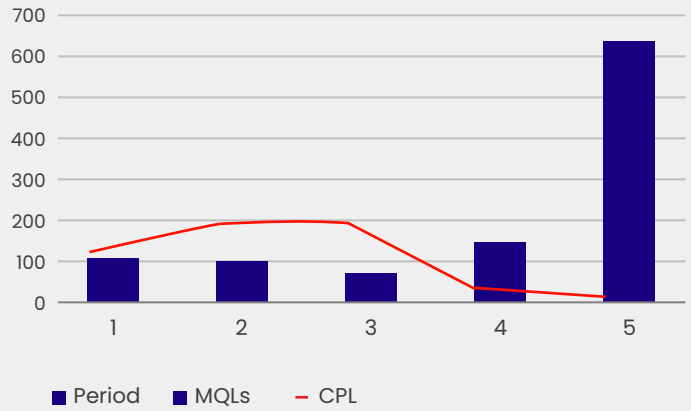
The Solution

- B2B We created an ABM plan with multiple touchpoints for multiple audiences leveraging Bombora
- B2C: Ran massive geo campus campaigns on FB + Google

The Results

- Increased qualified leads by **310%**
- CTR improved by over **60%**
- Drove **tens of thousands** of students to the app at below $20 target

Qualified Leads



> We love P2!
>
> **Kathleen Bunshoft**
> Head of Acquisition

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B2B Content Case

amazon incentives

Helped Amazon create impactful case studies to demonstrate impact and ROI in future marketing efforts

The Challenge

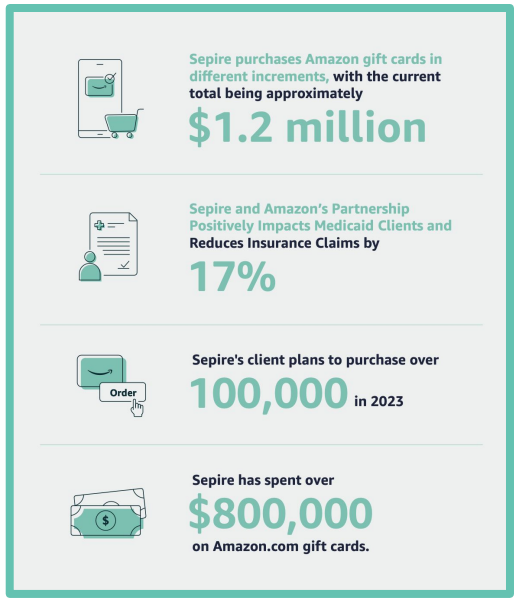
- Amazon needed rebranded and impactful case studies to use in marketing and sales efforts
- They also needed data related to the ROI that Amazon Incentives has provided clients

The Solution

- P2 created a rebranded template case study, along with detailed survey questions to surface these statistics
- P2 conducted in-depth interviews with Amazon clients and turned into impactful case studies

The Results

P2 uncovered the following results (among many) from Amazon Incentives clients:



> Client: Got very quick and universally strong feedback on the case study… here's one snippet from an investor/advisor and one of the top CMOs out there.. So I think it passes muster and then some!
>
> **Jason Hicks**
> Amazon Account Manager

> Amazon End Customer: This is very well done! Nice mix of data and emotion. Great job.
>
> **CFO of Wynn Casino**

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