

E 5 A

INTEGRATED
MARKETING



**D R I V I N G
R E V E N U E
B U I L D I N G
B R A N D S**

DRIVING REVENUE. BUILDING BRANDS. TOUCHING NEW GROUND WITHOUT BREAKING IT.

At the heart of E5A is the burning desire to help clients increase their revenue. Every client with whom we partner with expects rapid top-line growth.

It all begins with a plan and a strategy. A key facet of the E5A methodology is to construct a **touchpoint predictive analytic model**. Its focus: revenue acceleration to meet and exceed goals. The E5A approach is different, and can have a huge, positive

impact on your business. Our job is to push the limits. Incrementally better performance doesn't make the grade at E5A. We solve for the optimal outcome - the success that promotes our client, its products and services, and our combined teams.

REVENUE
ACCELERATION

PRECISION
TARGETING

GREAT
MESSAGING

AUDIENCE
DEFINITION

As former portfolio managers and research analysts, we have invested in and researched your ecosystem, providing additional depth to our strategy. This experience also explains our advances in implementing predictive analytics in marketing.



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BIG DATA + BIG CREATIVE IDEAS + TARGETED MEDIA = REVENUE ACCELERATION.

Capturing new, quality leads (B2B) or directly acquiring customers (B2C) is the outcome of our methodology. With a complete understanding of market and user data, we generate big creative ideas – ideas that are honed and nuanced to your target audience by segment that are relevant and motivating. By measuring user data and behavior across earned, owned and paid media, we create a precision guide to develop successful positioning and messaging, and the most efficient media plan that segments and optimizes, yielding outstanding results. Simply put, big data, plus big creative ideas, plus targeted media, equal revenue acceleration.

The E5A team works with you to create and then present the touchpoint map and its mathematical model. This facilitates firms to visualize the path from “unaware” of

your offering, to “purchase,” to “recommending.” With our marketing and sales funnels defined, we are able to illustrate the process and path. For each facet – marketing, creative, media, data targeting, web development, apps and other support materials – we ask a lot of questions. What is required, why and with what weight? Once these are understood, resource allocation and budgeting can be formalized. E5A executes in all media, guiding your prospects accordingly, using specifically nuanced messaging, as they go through a decision tree from being unaware of the company, to growing awareness, engagement, evaluation and purchase, or self-identification of high-levels of interest. These messages are continually optimized, refined and perfected through data and analyses in order to achieve the utmost level of success.



THE EASE OF ENGAGEMENT BEGINS A NEW CHAPTER IN MARKETING.

Although E5A may deploy a great deal of media to drive initial awareness and interest, it is digital engagement that has created new and the most measurable and controllable opportunities to raise the top-line, grow sales, and expand current customers, accelerating revenue.

E5A's focus and aptitude with data science uncover inefficiencies in the marketing process that can be optimized to increase revenue without necessarily increasing your budget. Our mutual success is driven by our ability to grasp markets, user expectations and experience. Our laser focus on the prize, along with our expertise and experience, separates us from traditional consultancies and agencies. We measure and optimize every action step along the way against how it helps to achieve our goal.

This opens our strategic thinking to accelerate top-line growth to new and innovative ideas, media strategies and technologies. Our time as a CMO or outsourced CMO, and running agencies provides a rich view of media; traditional and digital, the creative process, and how critical execution remains. Our comprehensive understanding of emerging digital and social platforms helps us create measurable steps, benchmarking each tactic and its contribution to success. There is always room to optimize.

Ultimately it comes down to execution, and this is an area in which we excel. Precision execution of creative, media strategies, and our testing and optimization process are as key to success as the original strategy.

E5A welcomes benchmarking the ROI of our campaigns. This is the bottom-line determination of success for our combined teams.

We welcome inquiries and discussion. Please contact E5A at info@e5aim.com.