

Building An Integrated Sales & Marketing Engine From The Bottom Up





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Mark Garland

EVP Sales Marketing & Solutions

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B2B MARKETING
EXCHANGE

 #B2BMX

What Are We Going Talk About?

- Who is 4R?
- Marketing Automation
- Sales Automation
- Metrics & Learnings

Who Is 4R?

Academically Founded

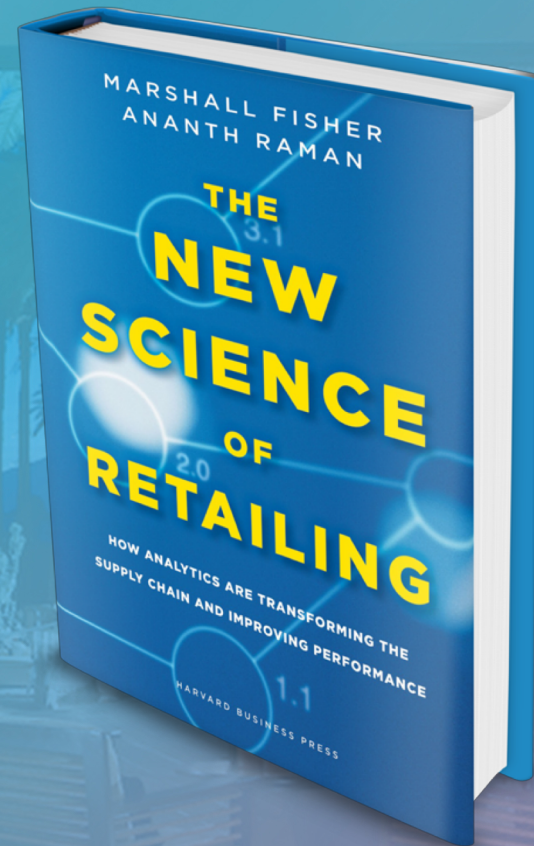
Academically founded by supply chain experts Dr. Marshall Fisher (Wharton) & Dr. Ananth Raman (Harvard).

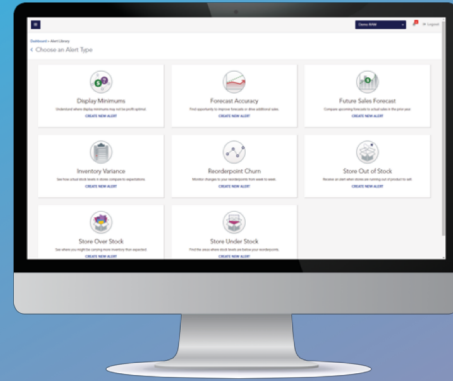
We Wrote The Book

Some of our founders' research can be found in their book "The New Science of Retailing".

Retail Analytics

Software solutions that help retailers optimize their supply chain & merchandising functions.





B2B MARKETING
EXCHANGE

 #B2BMX

TIFFANY & Co.

COST PLUS
WORLD MARKET

Sur la table

ULTA
BEAUTY

HESS
EXPRESS

PERFORMANCE[®]
BICYCLE

motherswork[®]
mother • baby • kids

DollarExpress

Burlington

LOWE'S

AC. MOORE
ARTS & CRAFTS

Walgreens

Crate&Barrel


Pep Boys

claire's

Dillard's

AUBUCHON
HARDWARE

OXXO

 theVitamin
Shoppe[™]

The Container Store[®]

ToysRUs

FAMILY & DOLLAR
my family, my family dollar.

STAPLES[®]

B2B MARKETING
EXCHANGE

 #B2BMX

Our Marketing Challenge

The Challenge

- Small Internal Marketing Team
- Outsourced Marketing Creative Services
- Strategically Grow The Company
- Marketing Experience – Minimal
- Small Budget!

Where We Came From....

Messaging

Email Blasts

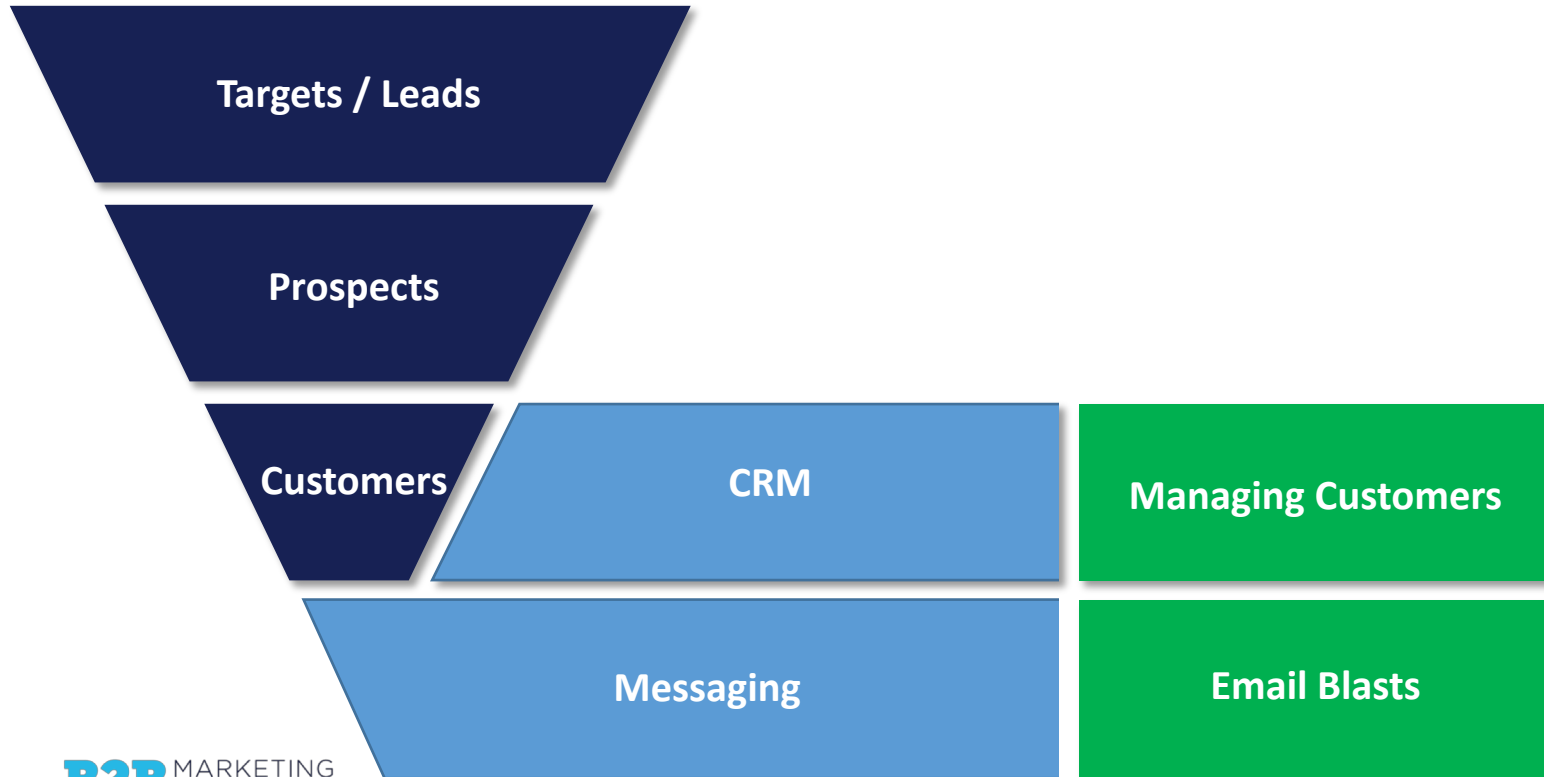
What Was Happening?

- We sent email blasts rather than engaging in customer dialogue.
- Inefficient by wasting time on manual campaigns.
- Email marketing existed in a silo. The customer click became lost.
- Segmentation & targeting are subpar.
- “Trigger insensitivity” – in ability to listen and respond in real-time with a one-to-one response that goes directly to the prospect.
- You couldn’t tell if the email is driving pipeline or revenue.
- We had “frustrated” sales team.
- Didn’t drive top-line sales growth.

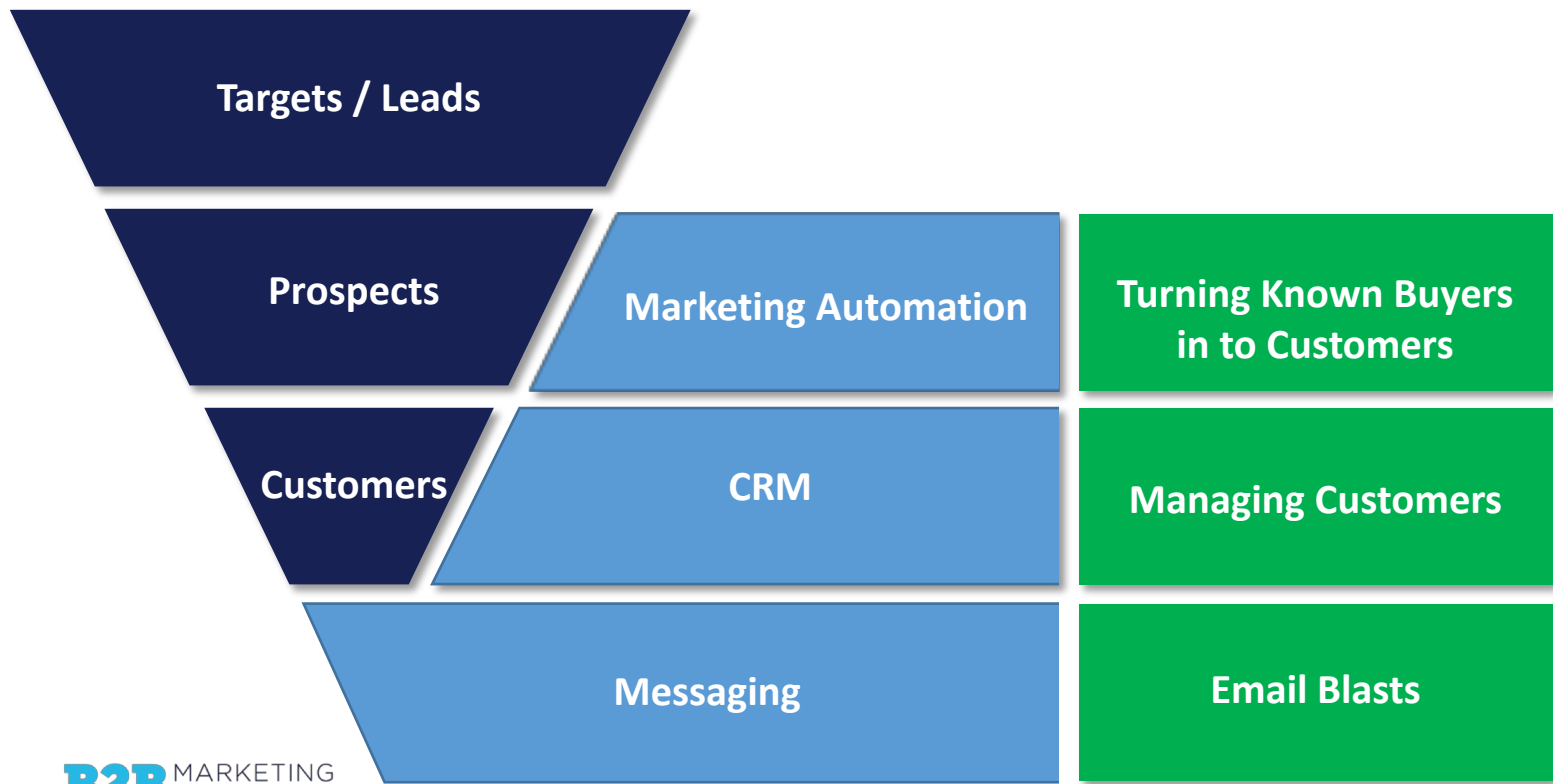
Marketing Supporting The Sales Funnel



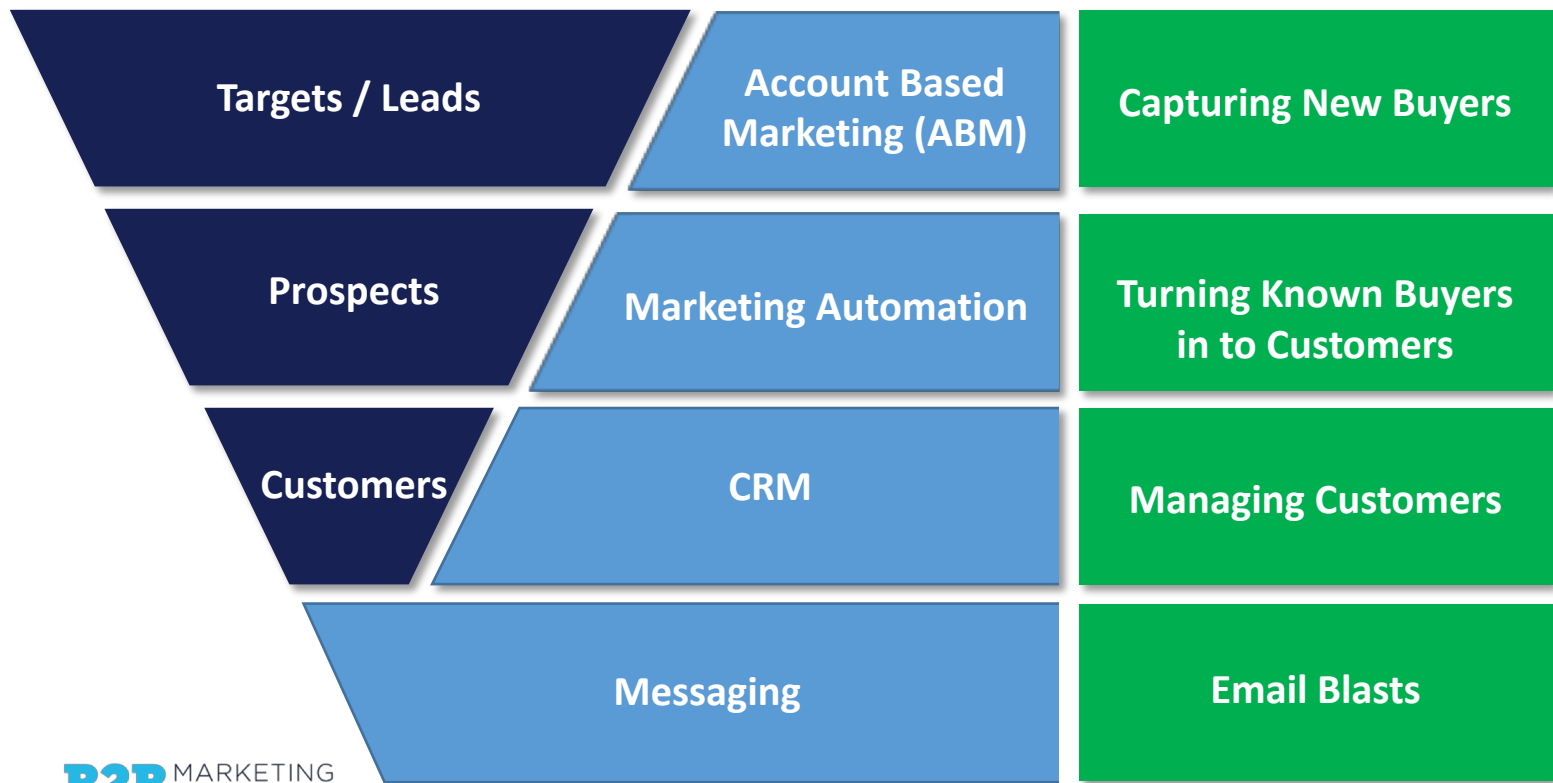
Marketing Supporting The Sales Funnel



Marketing Supporting The Sales Funnel

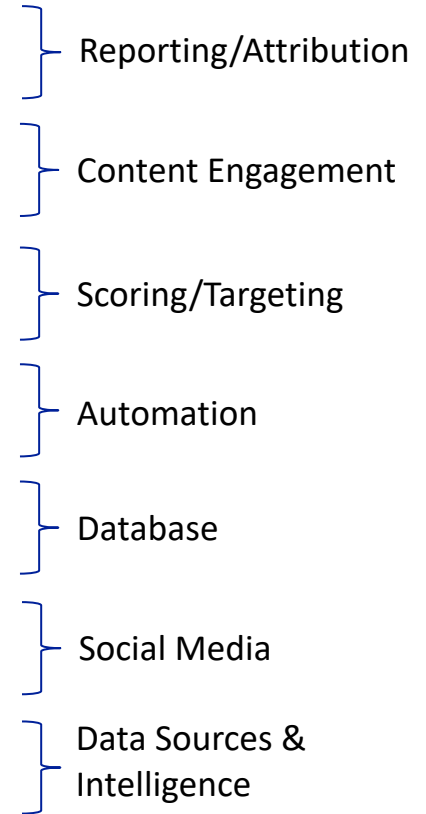


Marketing Supporting The Sales Funnel

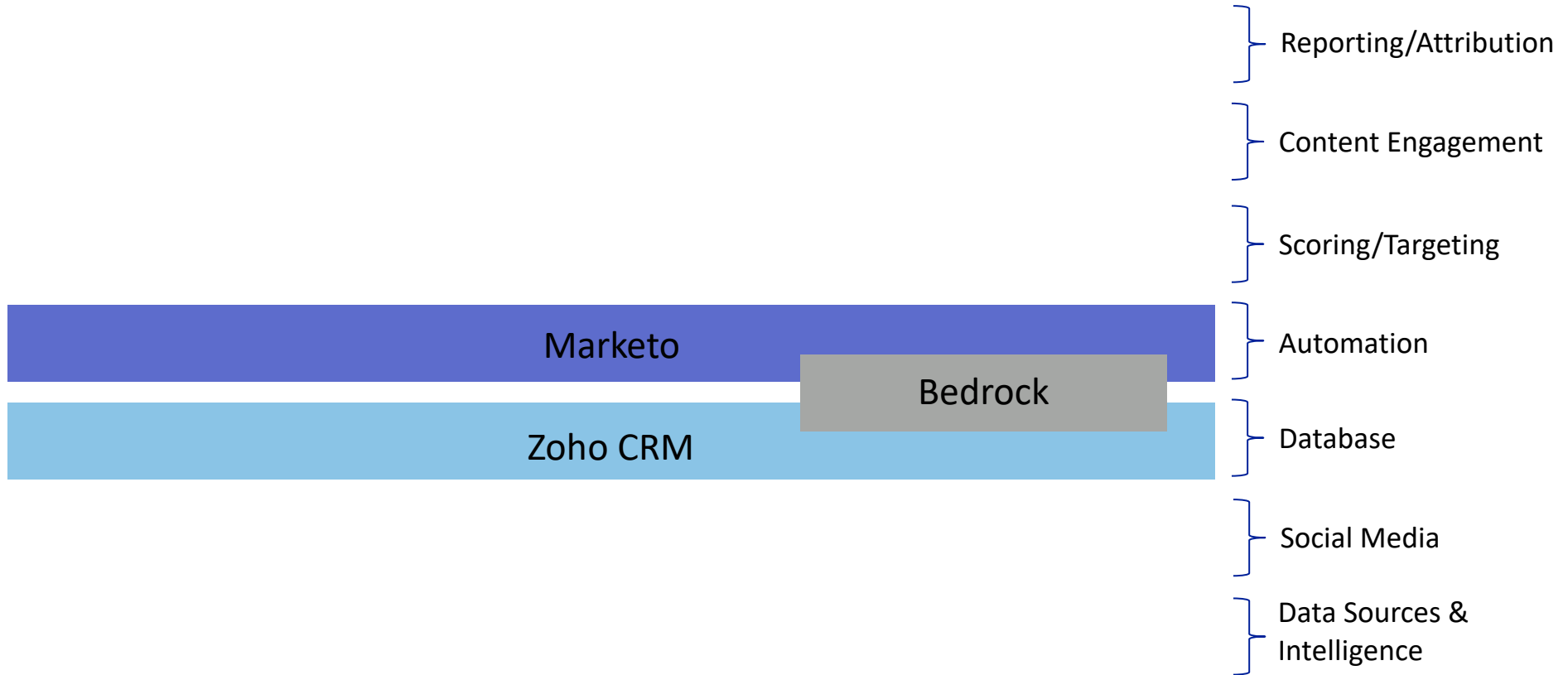


Marketing Solutions

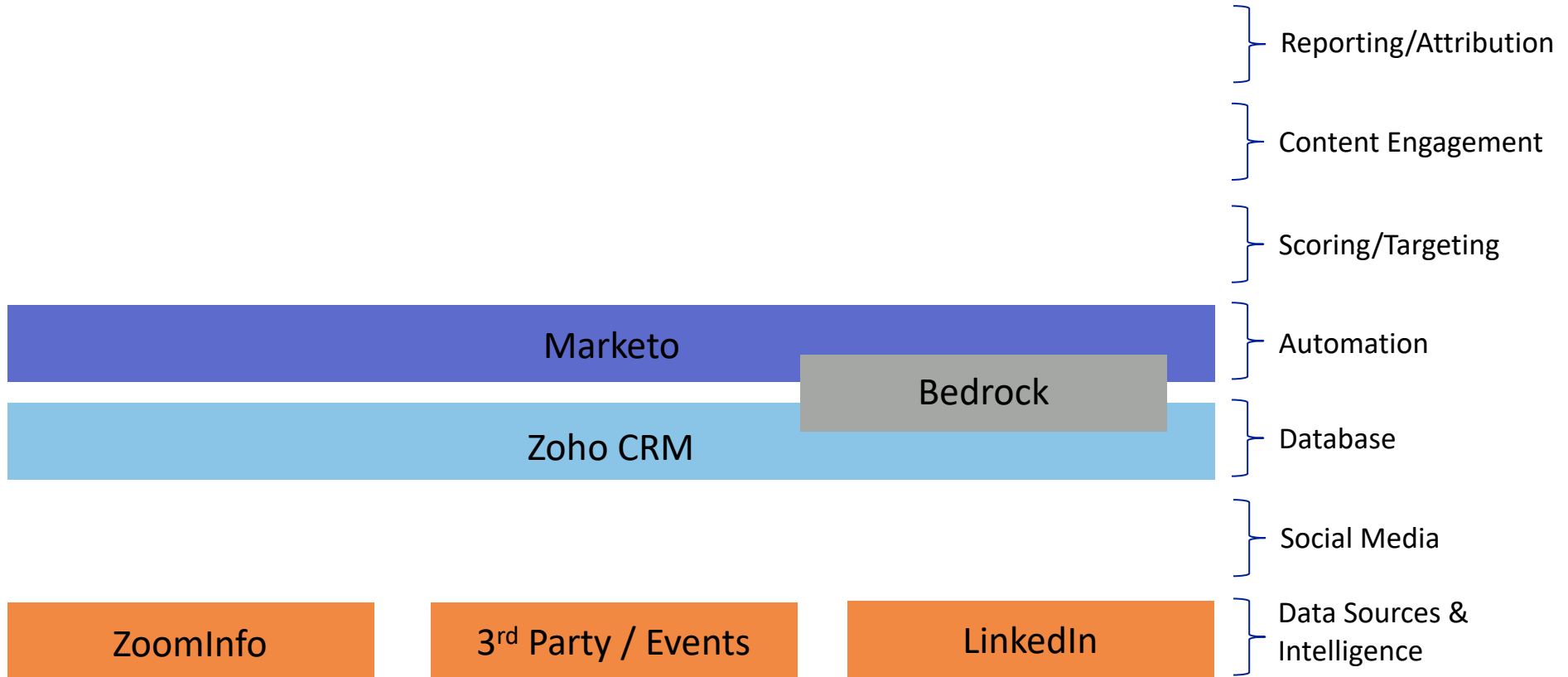
Marketing Solutions



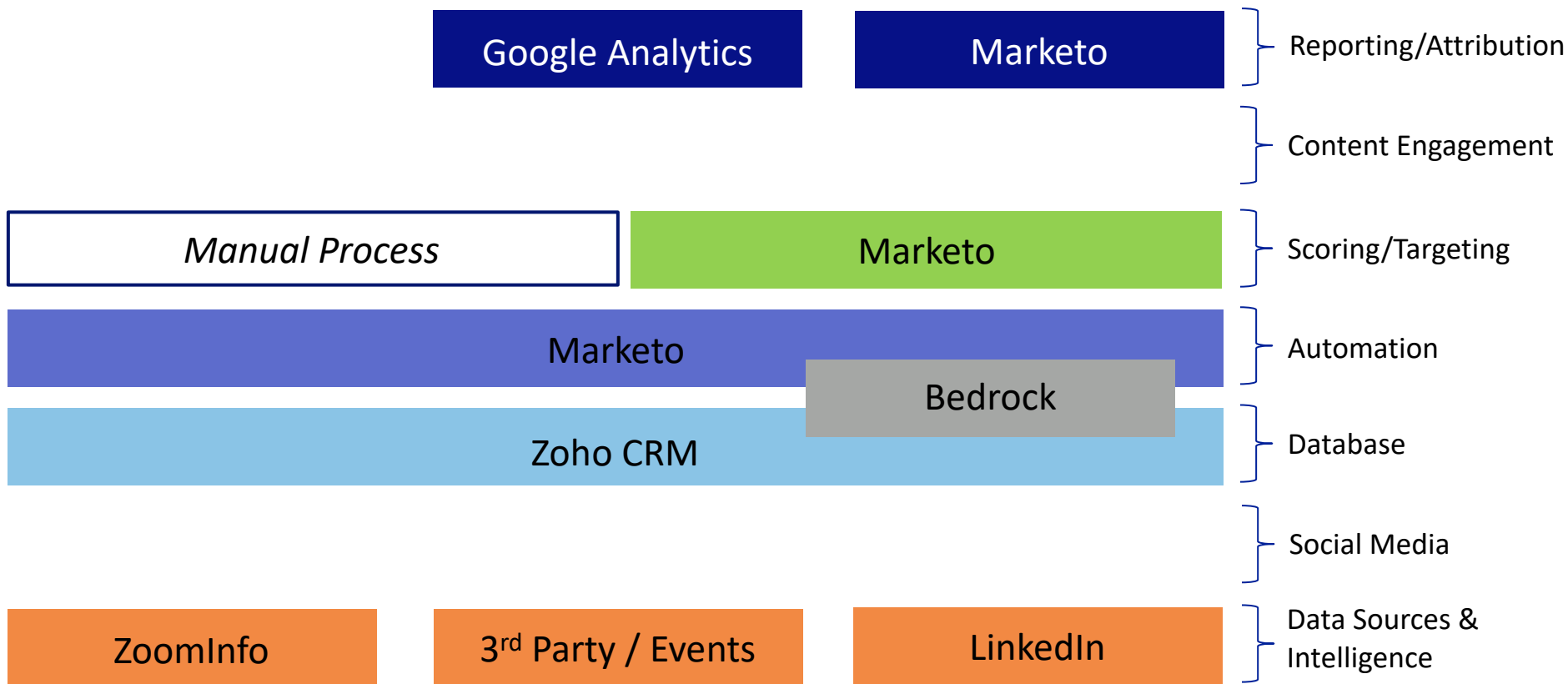
Marketing Solutions



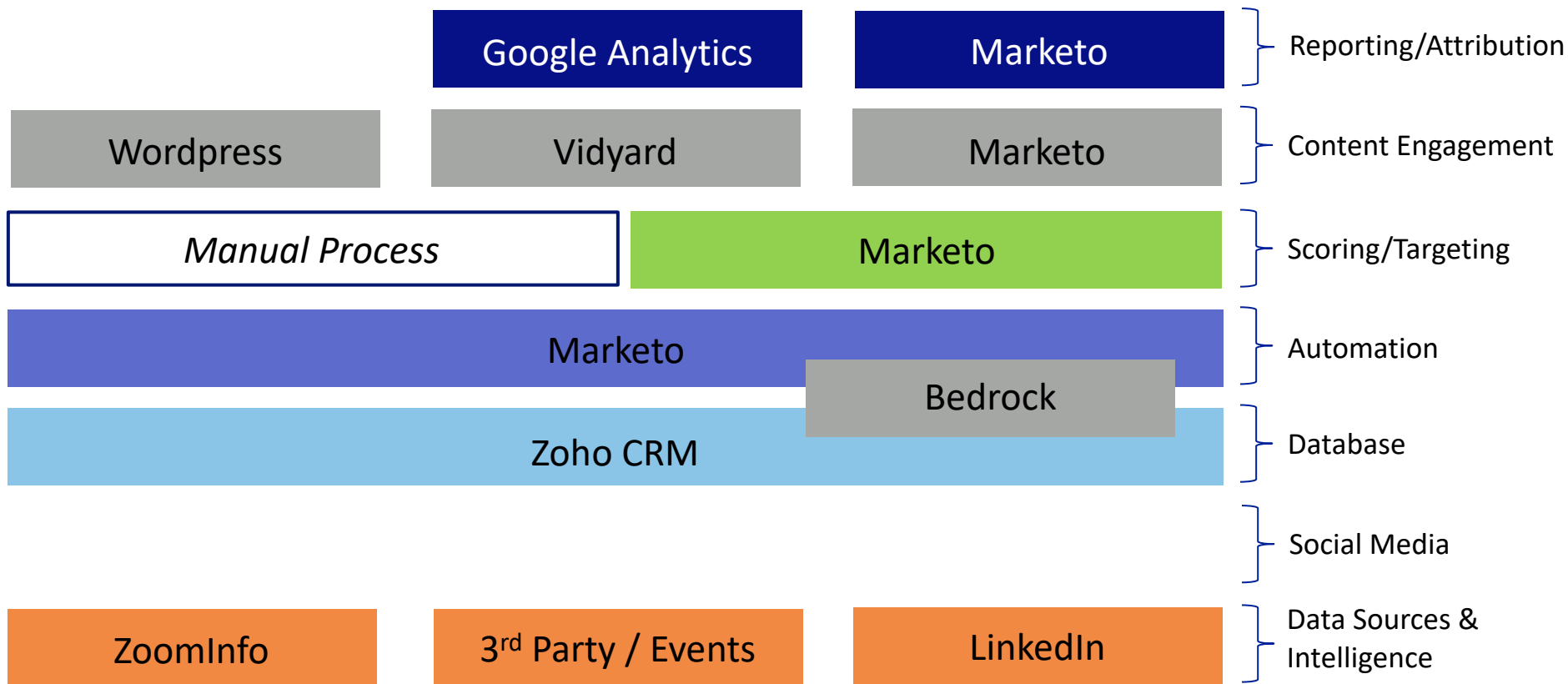
Marketing Solutions



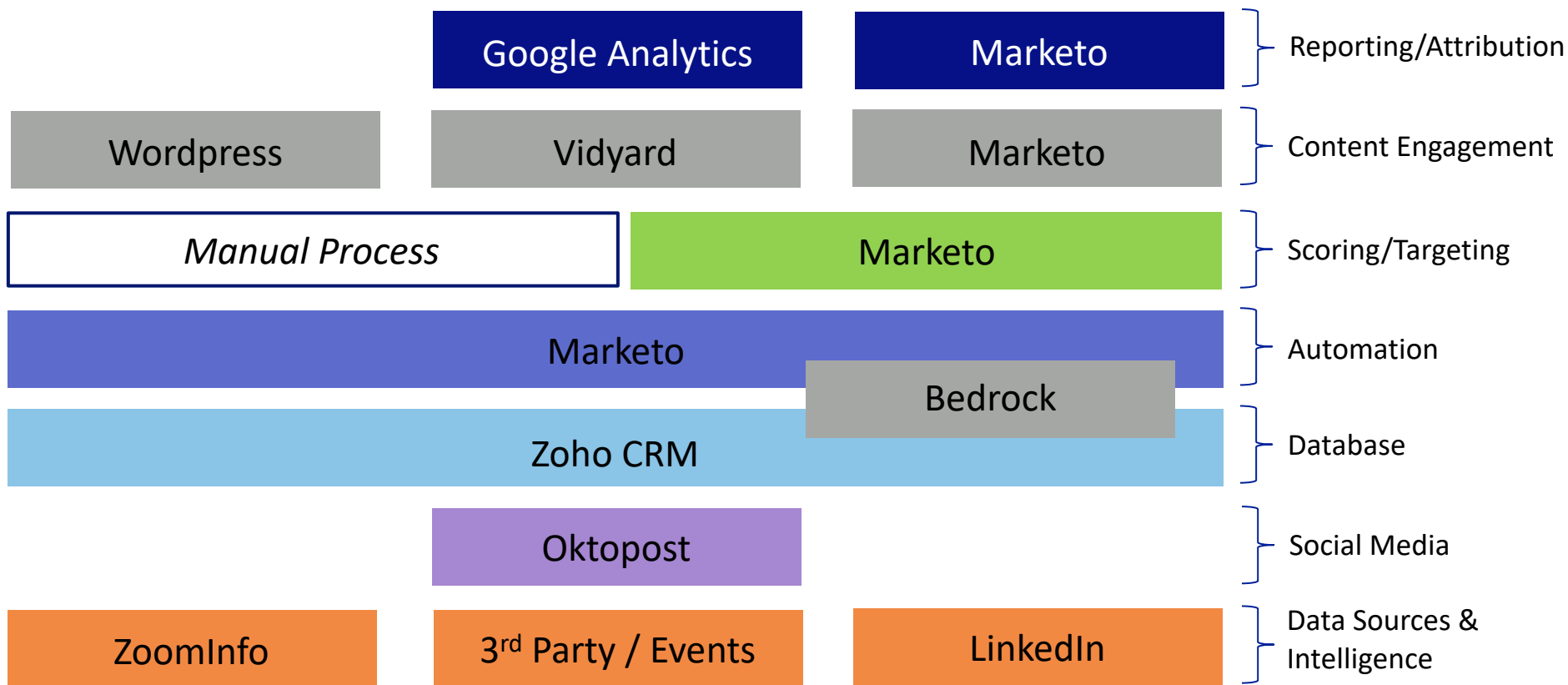
Marketing Solutions



Marketing Solutions



Marketing Solutions





Content



Channels



Insights



Admin



Search



Notifications



Group

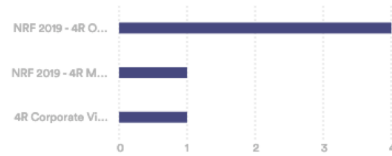
4R Systems

Change Group

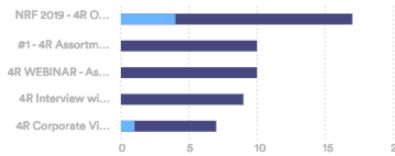
Player Insights

Last 7 Days

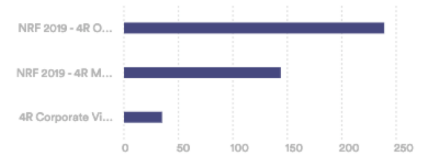
Top Players by Video Views



Top Players by Loads



Top Players by Seconds Watched



Order by



Date Updated

Created By

All

Players

6

12

24

48



Search



Ep. 4 - 4R Machine Learning at 4R Systems

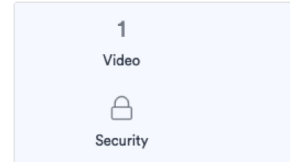
0 Views

7 days



0 Views

7 days



0 Views

7 days

1
Video

0
Events

Settings

Security

Thumbnail

Share

Play

Insights

Advanced

Info

Close



- Content
- Channels
- Insights
- Admin
- Search
- Notifications

Insights Dashboard

Group
4R Systems

Change Group

Date Range

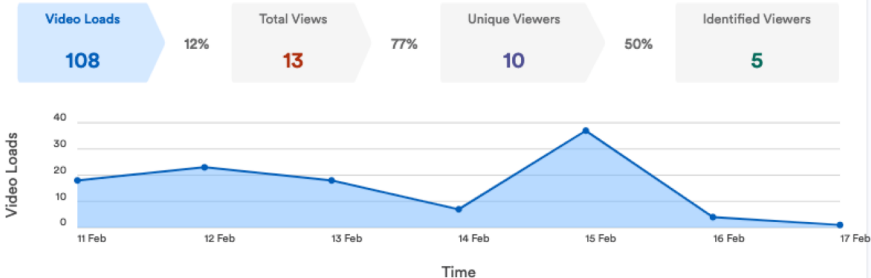
Last 7 Days

February 10, 2019 to February 17, 2019

Filter by

Filter by player or video

View Funnel



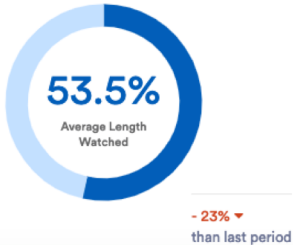
View Funnel Trends

Video Loads	Total Views
- 14% ▼	- 59% ▼
This period: 108	This period: 13
Last period: 125	Last period: 32
Unique Viewers	Identified Viewers
- 60% ▼	- 62% ▼
This period: 10	This period: 5
Last period: 25	Last period: 13

User Performance

Name	Videos Created	Views	Average Length Watched
MG Mark Garland	0	10	65.2%
J jgoldstein@4rsystems.com	0	3	0.8%

Attention Span





Content



Channels



Insights



Admin



Search



Notifications



Player Insights in 4R Systems ?



Jan 1, 2019 - Jan 31, 2019

OFF

Filters



Reload

Group

4R Systems



Change Group

General

VIEWS

50

UNIQUE VIEWS

46

MINUTES WATCHED

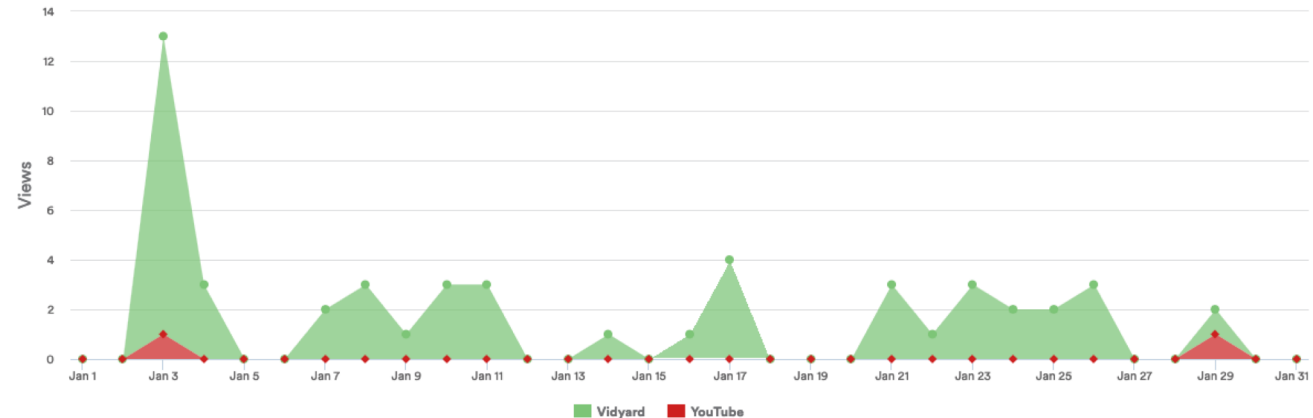
113

POPULAR REGION

United States

Visitors

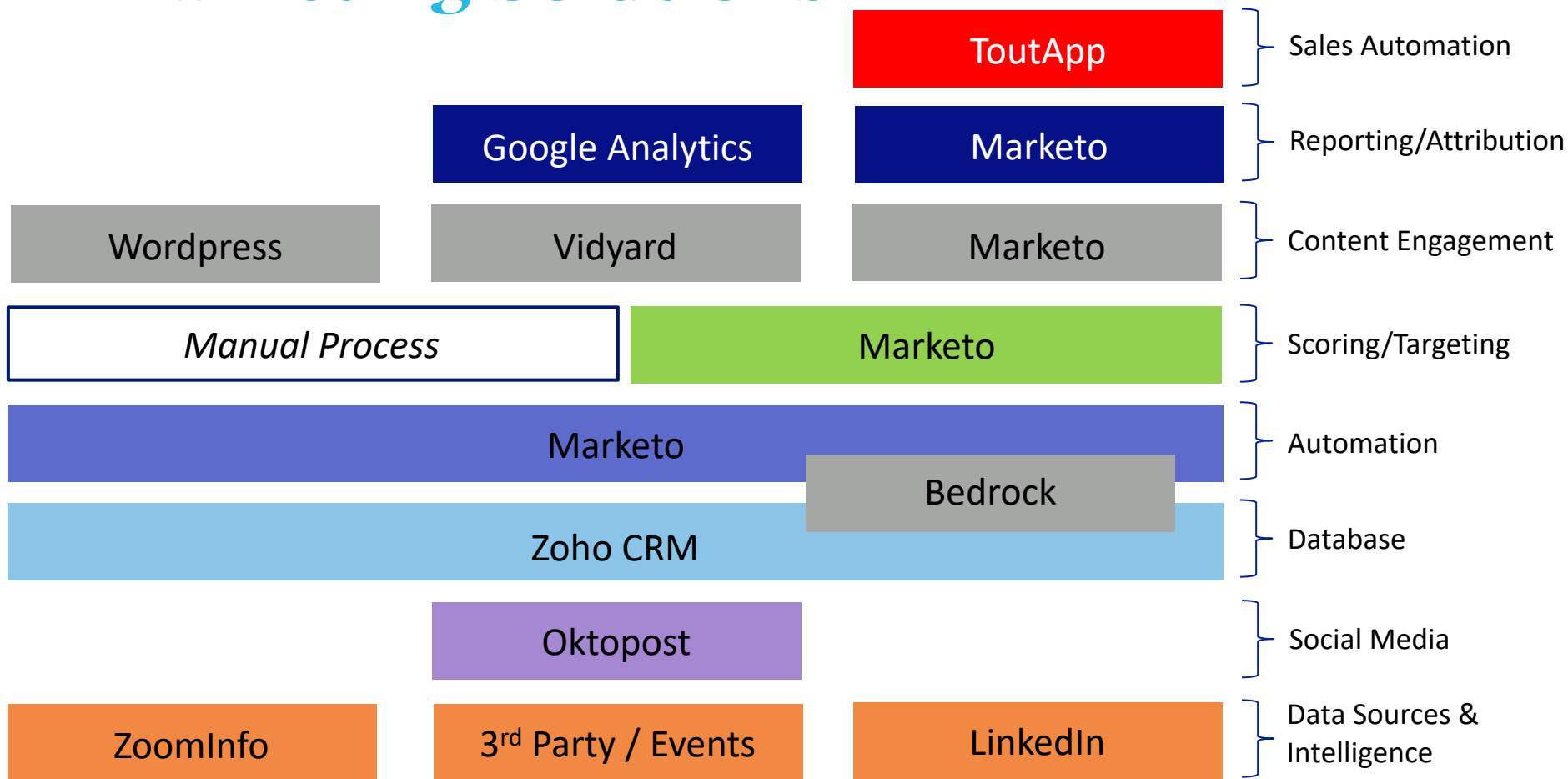
☐ Show Views by Player ?



Sales Automation



Marketing Solutions



toutapp



☆ 1. Introduction to 4R

Created by You a year ago

Template

Analytics

Emails

Campaigns

Maximize Your Inventory's Financial Return

[Edit](#)

{{first_name}},

I'm excited to introduce you to 4R Systems, an inventory and assortment optimization provider specializing in driving top and bottom line performance through an advanced analytics approach that maximizes your financial potential

Retailers like Vitamin Shoppe, Tiffany, Pep Boys, Family Dollar, Sur La Table, Dillard's and a very large toy retailer use 4R's fully-managed SaaS platforms to increase in-stocks and turns as well as increased top-line revenue growth. We can do this without the retailer needing any staffing increase or advanced sciences expertise!

I have embedded a short video that highlights our approach, solutions and benefits.





1. Company Targeted

[Create Template](#)

Search

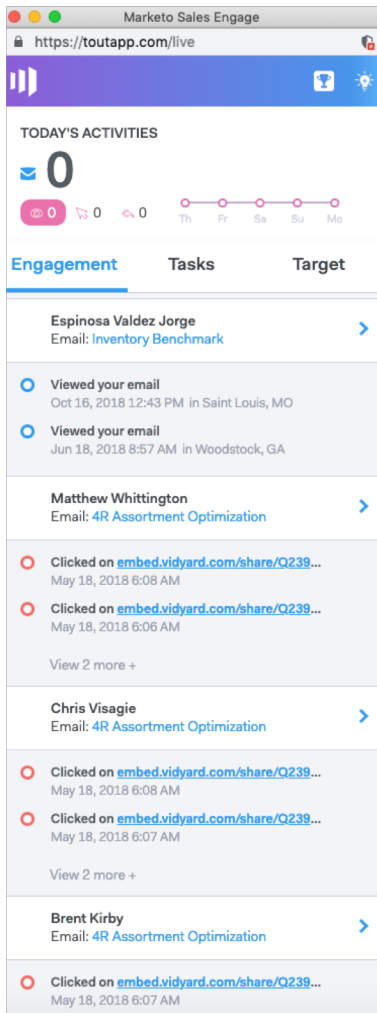
VIEW: All



Page 1 of 1



<input type="checkbox"/>	Template	Emails Sent	Team View R...	Team Click ...	Team Reply ...	Last Updated	Creator
<input type="checkbox"/>	1. Introduction to 4R	0	0%	0%	0%	a year ago	Mark Garland
<input type="checkbox"/>	2. Profit Optimizing Inventory	0	0%	0%	0%	10 months ago	Mark Garland
<input type="checkbox"/>	3. Assortment Optimization	0	0%	0%	0%	a year ago	Mark Garland
<input type="checkbox"/>	4. Client Success Stories	14	0%	0%	0%	8 months ago	Mark Garland



toutapp

Marketo™
An Adobe Company

Marketo Sales Engage

https://toutapp.com/live

TODAY'S ACTIVITIES

0

000

ThFrSaSuMo

Engagement

Tasks

Target

Espinosa Valdez Jorge

Email: [Inventory Benchmark](#)

Viewed your email

Oct 16, 2018 12:43 PM in Saint Louis, MO

Viewed your email

Jun 18, 2018 8:57 AM in Woodstock, GA

Matthew Whittington

Email: [4R Assortment Optimization](#)

Clicked on [embed.vidyard.com/share/Q239...](#)

May 18, 2018 6:08 AM

Clicked on [embed.vidyard.com/share/Q239...](#)

May 18, 2018 6:06 AM

View 2 more +

Chris Visagie

Email: [4R Assortment Optimization](#)

Clicked on [embed.vidyard.com/share/Q239...](#)

May 18, 2018 6:08 AM

Clicked on [embed.vidyard.com/share/Q239...](#)

May 18, 2018 6:07 AM

View 2 more +

Brent Kirby

Email: [4R Assortment Optimization](#)

Clicked on [embed.vidyard.com/share/Q239...](#)

May 18, 2018 6:07 AM

Columns...

Search

Everyone

<input type="checkbox"/>	Photo	First Name	Last Name	Campaign	Job T
<input checked="" type="checkbox"/>		Monica	Dahl		SVP I
<input type="checkbox"/>		Edy	Perschall		Sr M
<input type="checkbox"/>		Nancy	Marino		EVP/A
<input type="checkbox"/>		Lucia	Cimaglia		VP G
<input type="checkbox"/>		Lisanne	Kolligs		Vice I
<input type="checkbox"/>		Erik	Lopez		Dir. D
<input type="checkbox"/>		Ken	Golden		Strate
<input type="checkbox"/>		Michael	Fallas		CEO
<input type="checkbox"/>		Deb	Radcliff		CMO
<input type="checkbox"/>		Ian	Howes		Supp
<input type="checkbox"/>		Amy	Falconer		Visua
<input type="checkbox"/>		Reinier	Augustijn		Direc
<input type="checkbox"/>		Jean	Holness		Vice I
<input type="checkbox"/>		Doug	Bear		Direc
<input type="checkbox"/>		Kyle	Daoust		Vice I

Back

Email

Call

Task

Add to Campaign

Monica Dahl

SVP Marketing, Omnichannel & PR | Christopher & Banks Corporation

About

Engagement

History

Tasks

Sales Navigator

in SALES NAVIGATOR

Monica Dahl · 2nd

Sr. VP - Planning & Allocation / eCommerce at [Christopher & Banks](#)

14 years 10 months in current role

Greater Minneapolis-St. Paul Area · Retail

View Profile

Save as Lead

Icebreakers

Get introduced

Related leads

Highlights

2 shared connections

Help

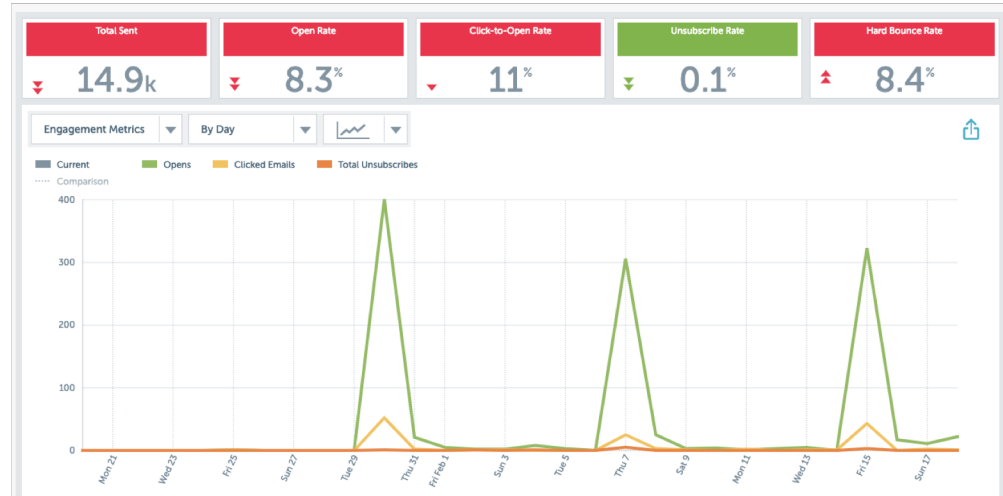
Privacy & Terms

LinkedIn

Metrics & Learnings

Metrics

- 8 – 12 % open rates
- 10 - 12 % click through rates
- Significantly grown & strengthened out pipeline.
- Expanded marketing in to Mexico, Europe & Brazil



Learnings

- Integration across solutions is important
- Phased Implementation – Marketing Automation first
- Marketo Landing Pages vs Website Landing Pages
- Sales Automation Was Key!



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