







# Capability Overview

 Timely

 Targeted

 Personalized

 Advanced Reporting

 Results Driven

# Our Client pain points

- **Siloed solutions**  
How to integrate technical platforms across multiple vendors?
- **Inconsistent customer experience**  
How to represent your brand in a consistent and compelling way across multiple channels?
- **Operational complexity**  
How to manage fast-paced technology change, multiple agencies and an increasingly complex operating environment?
- **Maximising & Measuring return**  
How to allocate budget and resources to optimise ROI across fragmented digital and traditional channels?

# Salmat Digital – Gets you closer to your customers

Salmat helps deliver *better digital results* via proven integrated marketing, commerce & customer experience solutions

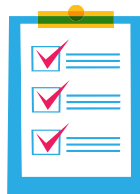
We provide our clients a competitive edge through:

- ✓ A seamless customer engagement experience
- ✓ Access to the best people & platforms
- ✓ Transparency around results & recommendations
- ✓ Common goal alignment - our team share common KPIs aligned to client goals



# The Salmat difference

Our clients rely on our unmatched end to end value proposition



## Digital Strategy & Design

- Assistance with digital strategy, channel planning, execution & conversion rate optimisation
- Proven consumer centric designs that drive enduring customer experiences
- Award winning multi-channel campaign design & execution

## Digital Marketing & eCommerce Services

- Team of over 300 digital & eCommerce experts
- Over 20 years experience running multi-channel campaigns (ISO accredited delivery processes)
- The largest Magento eCommerce development house in Australasia

## Continuous Optimisation

- All channel strategies are aligned to client objectives
- Campaign & conversion rate reviews conducted monthly + all channel roadmaps reviewed during QBRs
- Marketing automation & insights used to drive campaign optimisation

## Platform Management

- Success enabled through the best people, processes & platforms
- All digital & eCommerce services underpinned by leading technology platforms
- Advanced solution delivery or self service campaign execution options available

# How we help...

## Salmat Service Offerings:

SEM & SEO  
Display & Re-targeting  
Promotion Management

Content Marketing  
Email Marketing  
Mobile Marketing

UX & UI  
Conversion Rate Optimisation  
eCommerce & Web Dev

Voice of Customer  
Customer Insights  
Data Management Services

## Client Business Objectives:

### AWARENESS

Targeted Traffic & Lead Generation

### ENGAGEMENT

Engage Visitors  
& Nurture Prospects

### CONVERT

Generate Sales  
Inquiries or other  
Actions

### LOYALTY

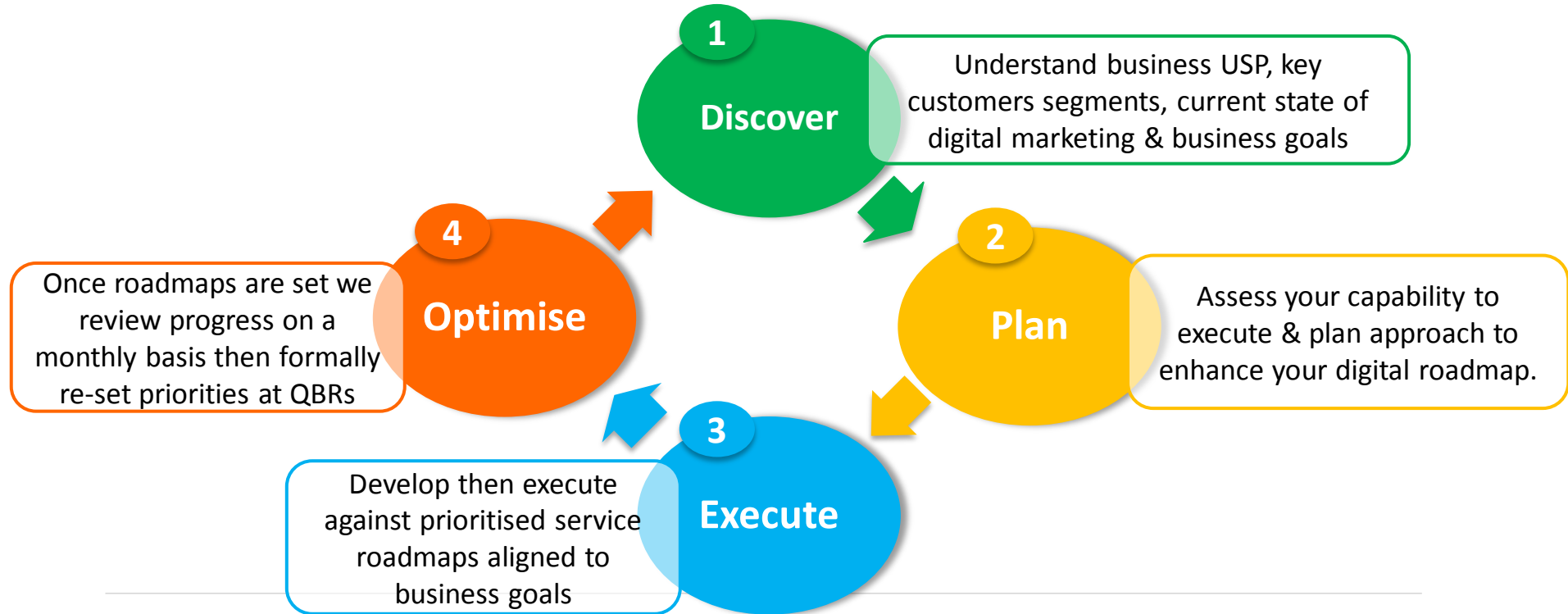
Leveraging  
Advocates



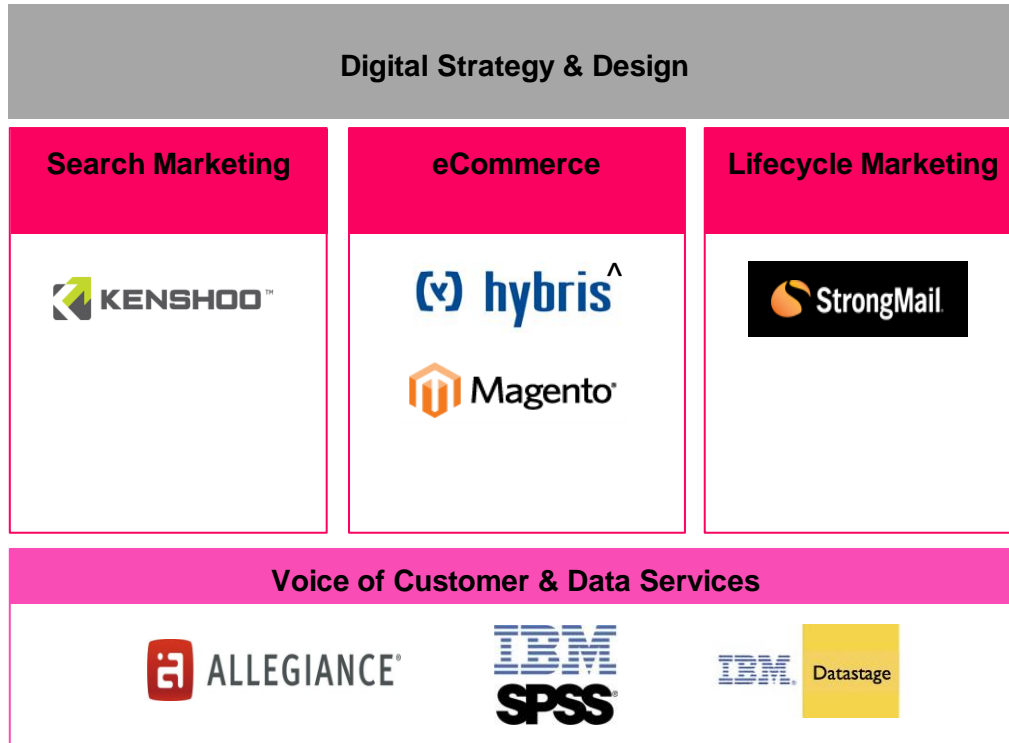
Targets (KPI's) +  
Integrated Reporting  
view are critical to  
program success



# Our Engagement Approach



# Our technology & partners



## Key points

- Salmat leverages leading technology partners to provide scalable future proof solutions for our clients
- SaaS model for mid tier clients
- Comprehensive services offering complements technology stack to ensure clients are able to leverage platform capabilities

# Competitive positioning

## Single Customer View

- Few players with scale/credibility in mid-market
- Opportunity to differentiate through SCV and integration into campaign management, ecommerce and loyalty

## Campaign Management

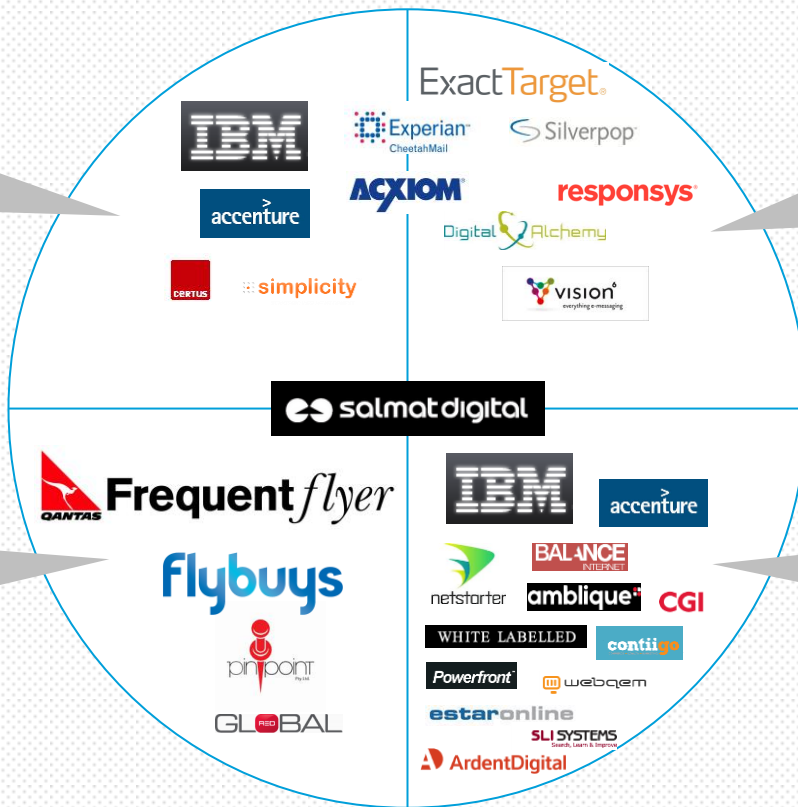
- Highly fragmented market of global software vendors and local service companies
- Opportunity to differentiate through multi-channel campaign management and strong data services (SCV)

## Consumer Loyalty

- Highly consolidated market, dominated by a few local scale players
- Opportunity to partner or disrupt the status quo using emerging technologies

## Commerce & Search

- Highly fragmented market for ecommerce delivery
- Opportunity to consolidate and establish a leadership position





# How we make money ?

- **Search Marketing & Performance Media**  
SEM / Display – Management fee charged as a % of media being managed (15-20%)  
SEO – Retainer based on head hours + project / campaign based service fees
- **Email & Mobile Marketing**  
Annuity income via transaction fees (CPM rates for email & SMS), platform licence fees (software) & services revenue (eg retainer for X campaigns / month)
- **eCommerce & Web Development**  
Site design / build (set up fees), on-going platform licence fees & support retainer based on head hours + site hosting fees
- **Voice of Customer**  
VoC program design & data integration (set up fees), on-going platform licence fees & support retainer based on head hours + solution hosting fees