Digital Best Practices

Version 1 | December 2021

DEMATIC

Table of Contents

Blogs/Articles /Stories

Post Blog Articles Consistently

- There needs to be a regular article cadence
  - Search engines will drop both your blog and website in search rankings if they crawl your site and determine your blog is not regularly updated

Write with an objective in mind, but remember you're still talking to people

- Just because you're writing "business to business" doesn't mean you can forget you're still "talking" to a real person. What makes that person – that target audience – tick? What are their needs, wants, interests, motivations? Create a buyer persona profile for each of your target audiences. Who are they? What are their problems and challenges? What is important to them? Who influences their decision to buy or take action? Where do they go for information and how do you they consume it? Keep your persona in mind for every blog you write. Don't patronize. Don't preach. Be conversational. Write in a style as unique to author as it can be (and still remain good writing).

Tell a story

- It's generally easier just to list things you think are important, but that usually isn't very compelling to readers. Give them a reason to want to read.

Think strategically about who the author is

- Somebody we want to promote as a thought leader
- Somebody who we want to promote globally
- Somebody who is a likely source for multiple articles
- Somebody with social media appeal

Demonstrate Your Thought Leadership

- Remember, people no longer solely buy products; they buy into ideas and solutions from like-minded people and brands. Showcase your expertise – your thought leadership – and prove to our customers that we are the right fit for them. Answer questions and identify untapped opportunities. Be informative and insightful. And always ask yourself: is this blog something I would bookmark – or delete?

Strong Call to Action (CTA)

- Provide a strong and clear call to action / tell users what you want them to do next. If possible. Sometimes there isn't a good place to send the readers, and that can be okay. But this should be known before the writing starts.
  - Learn more, Request, Attend, Register, Sign Up, Speak to,

Visual Content

- Add video and images to increase engagement and dwell time. Make sure they add context.

Keywords & Copy

- Add keywords and long tail phrases at the top of the page
- Focus on 1 keyword or phrase per post
- Create content based on user search queries and interest
- Never let SEO trump readability – not sure what John meant by this but readability is a key factor in SEO

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Imagery

- Provide a high-res (300 dpi) image in JPG, TIF or PNG format. (PNG's are used for images to sit on top of another image, so there is no background – ie: logo on a picture)

- When reducing or enlarging an image, make sure it is done proportionately. (click on one corner of image, while holding down the shift key and drag in or out). You do not want to enlarge more than 20% or image becomes pixelated

- It's preferred to have a larger image that is needed as you can scale down, as opposed to scale up.

- Let the image speak clearly on its own, free of copy and other visual clutter.

- Do not place images in complex shape or in angled boxes.

Visual Consistency

- When grouping images, make sure the image types are similar, or complimentary (Examples mixing illustrations with photography)

- Keep the relative quality of visuals as close as possible. (Don't mix high res and low res images together – you will see a drastic difference

- Don't vary the number of visuals used if possible. (For example, if the content refers to three types of AGVs, don't include 12 images for one of the AGVs and only one for the other two.)

Fonts

- Our brand standard font for digital/web and PowerPoint is Arial

- Use Arial as the screen font where our standard font cannot be embedded into the execution, and do not over-use color treatments for text appearing in digital environments as it impacts readability.

- Use all caps sparingly /in very limited instances as this also negatively impacts legibility.

A Arial
Regular
Bold

Creative Services

Colors

- Dematic Gold, Black, Dark Grey and White are Dematic's primary color palette. This palette clearly identifies and builds the Dematic brand and should be used in meaningful ways to enhance the Dematic story.

- Accent colors should be used sparingly in print media and be limited to charts/infographs to aid in understanding of complex content. Contrasting colors are used to highlight important information.

Logos and Tagline

- Preferred logos should be in EPS or AI (Adobe Illustrator) format. This type of format can be scaled to size and edited

- A PNG logo should be high-res (300 dpi) and large

- Our Dematic logo should be easily recognizable and legible. When reproducing our logo, we have created a minimum logo size requirement to ensure readability.

- Our new tagline should not appear on more permanent design elements, such as Dematic stationery, business cards or building signage. Instead it should appear on more easily updated or renewable items such as advertising, temporary banners, presentations and sales collateral, recruitment materials, press releases and the like.

PowerPoint

- When using our template, it's important to use the slide themes already created for you. This ensures a consistent look across all Dematic presentations, and makes for easy transition when copying slides from one presentation to the next.

On-Line Advertising

- Our Dematic brand guidelines still fully apply when it comes to digital advertising layouts. Many times these layouts are space constricted. Designers should remember and adhere to a few basic principles: Avoid over-use of the approved Dematic color palette. Simpler and cleaner is better so our message comes through.

- Use Arial as the screen font where our standard font, Helvetica Neu, cannot be embedded into the execution, and do not over-use color treatments for text appearing in digital environments as it impacts readability. Also, use all caps sparingly /in very limited instances as this also negatively impacts legibility.
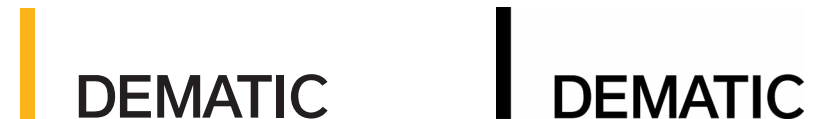
Design

Layout

- Layout gives structure to your design. Most designs are based on a grid layout system, which helps to arrange the information and elements of design on a page. Without a clean structured layout to hold the design together, everything would be floating around without purpose.

Hierarchy

- Hierarchy puts emphasis on key aspects of the design, making certain elements stand out in comparison to others. This can be implemented in many ways; size, color or distance. The size of fonts, for example, in comparison to one another or changing the color of one over the other provides a level of hierarchy (or level of importance) from one element to the next.

Contrast

- Contrast provides a greater level of emphasis on design elements by opposing one another. Contrast in color is the most obvious with black and white or red and green. Where contrast is applied, the greater the emphasis, the more the message stands out.

Alignment

- Alignment, along with hierarchy, keeps the design elements structured and in order. Alignment makes sure that all the elements on the page relate to each other. Elements like text can be lined up to the top left (most common), top right or middle of the page. Images can also be lined up horizontally next to the top of the text.

Design

Balance

- One can not have alignment without balance and vice-versa. There are different types of balance; symmetrical, asymmetrical and size variance. Not all the elements need to be the same size but they do need to all relate or be in line (aligned) in one way or another.

Repetition

- Repetition simply repeats an element across the design. It can be a shape, color, font or combination of these elements that gets repeated through the piece. Repetition is key to brand recognition. Repeating elements of color, shape, font or phrases ensures a design remains memorable.

Proximity

- Proximity organizes a design by using space and distance, unlike alignment. This rule creates relationships between the elements of a design by grouping them together in ways that balance and declutter the page.

Space

- Negative space, also known as white space, since the default color of paper, or artboard, is white when nothing takes up that space.

- Positive space is the area that is taken up by an element; color, shape, font, lines etc. The more simple the design, the stronger it is (or the most impactful).

Email

Subject Lines

- Short and concise – 9 words or 60 characters.

- Personalize with merge (name) tags.

- Subject line text should reflect the email content.

Preview text

- Add a call to action.

- Don't repeat the subject line.

- Make your subject line and preview text compliment or relate to one another.

Engaging content. Static needs to stay in the past.

- It takes a lot more than copy and a picture to make emails engaging. Adding AMP animation such as event countdown clocks, motion, and gifs.

- Emails with more engaging, interactive content have a higher CTR (click-through-rate) than text-only emails.

Easy to skim copy & clean formatting

- Less is more. Be concise with copy and utilize bullet points to drive key message. Save the details for the landing page(s) you intend to drive web traffic to.

- Clear call to action (CTA). Tell reader exactly what to do next.

- 1-2 consistent fonts are recommended. Less clutter and confusion = more conversions.

- Keep email 600-650 pixels wide
  - If the email template is wider than 650 pixels, users have to scroll horizontally to read the full message. This is even more difficult for recipients reading from a mobile device. Email width is a critical component of capturing leads.

Creative

Email

Personalization

- Humanize the Dematic brand by thinking less sales and more relationship-based marketing. Adding personal touches is an approach that has been preferred more across all industries. Customers understand what email blasts are and personalized emails have a 18% higher CTR which leads us to the next recommendation

Nurturing & Email Flows

- Personalized, conversational emails that still value proposition are key to building customer relationships especially when sent from a specific person from the company. Nurture campaigns can be especially successful when they use a rich text format and appear as true one-to-one communications.

- Email flows – email automation is crucial to building a great relationship with your customers.
  - Global to provide direction but regional to implement nurture specific audiences
  - Welcome series to introduce customer to the brand, with 5-7 emails in the campaigns (typically takes 5-7 instances for potential customer to remember brand)
  - Onboarding series to introduce brand, products and benefits (not features)

Avoid no-reply email addresses

- A rule in CAN-SPAM is to never use the words like "no reply," or a similar phrase, as email sender's name (for example, "noreply@dematic.com"). View CAN-SPAM Guide for reference

A/B Testing

- A/B test different subject lines, send time, collateral, and call to action to understand the most compelling strategies that yield higher conversions for your audience.

- Perform 1 variable tests to identify the differentiator

- Measure open Rate, Click Rate, or Total Revenue to determine best results

Internal Testing

- Send out test emails to a group within Dematic to QA and perform user testing to ensure it is error free

Email

Clean lists regularly

- Spam emails, non-existent emails and unsubscribed email should be cleaned every 3-6 months

- Clean bounced emails
  - Hard: permanent error or bad email address, but can also be caused by a strict email security filter or spam blocker.
  - Soft: temporary problem with the senders or recipients server or other technical issue

Design for accessibility

- Add alt text in your images

- Enable preview in browser

Track key metrics

22.7	**2.4%**
Open rate – Logistics	CTR – Logistics
10.6%	**.30%**
CTOR – Logistics	Unsubscribe rate - Logistics

Creative

Landing Pages and Web Pages

Ensure messaging and content matches campaign or ads

- Landing pages should meet customers' expectations. A click that results to conversions is made possible when the page copy and design and relevant to the search and social ads.

Above the fold – 1st impressions matter

- Keep headline, sales proposition, and CTA highly visible by placing them above the fold. Too much above the fold content can make it difficult to see the CTA, but make sure everything a visitor needs is visible from the beginning.

Design for all resolutions - and browsers

(Managed by Digital Team unless page is created outside of Dematic Digital Team)

- Responsive: desktop, mobile, tablets

- Chrome, Edge, Firefox, Safari

Clear concise forms and CTA

- Don't lose potential customers with multi-step forms. Add the need-to-know fields to secure the lead and build a relationship from there

- Make it clear what you want users to do

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Landing Pages and Web Pages

Use clear, concise copy that focuses on customer benefits

- Copy should be easily readable in few paragraphs, more bulleted lists.

- Videos make greater impact when relevant

- Focus on pain point, solution, features, benefits

- Get an unbiased / unknowledgeable evaluation to review the headline and copy. If they can't tell you what you're offering and what problem you solve, then your copy is likely ineffective.

Speed Optimization

- 70% of consumers admit that loading time influences whether they buy. If pages take more than 3 seconds to load on a mobile device, you're likely to lose a lot of potential customers.

- Before uploading images to the website, compress using Compressor.io

- Compress pdfs using Adobe file compressor

- If videos aren't hosted from YouTube then make sure video files are compressed

Optimized Thank You page

- Continue to lead users on a journey after lead submission to relevant pages throughout the site

Key metrics to track

- Conversion rate: 9.7%

Press Releases

Best for Press

- Determine whether what is written or proposed is best for a press release, a story that can be submitted directly to a few press contacts, a blog article, a byline article, or a social media post

- Newsworthy topics
  - Partnerships, Acquisitions and Customer Announcements
  - Product Releases – New products or upgrades to existing products
  - Events – Perfect for outreach in industry publications
  - Award or charitable efforts

- Write an Easily Consumed Headline – and add a subheading too
  - The more interesting the headline, the more likely it is to catch the reader's attention. But remember that it's a headline, not an opportunity to explain things. And exclamation points don't count as compelling.

- Provide access to High-Resolution Images or a Media Kit
  - Think about what these might be at the beginning rather than the end.

- Make quotes sound as if they are words that a human being would actually say (for example, not a jumble of keywords strung together).

- Are all the truly important bits it the first two paragraphs? Because in many cases, that's all that will be used.

- Know Your Target Audience
  - Proper targeting can mean the difference between thousands of reads and plenty of traffic streaming back to your money website or the lack thereof.
  - Is the target trades? Regional media? Tier 1 media?

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SEO

- Reflect searcher intent
  - **Navigational intent:** the searcher is looking to visit a specific page online, for example when people search for "Facebook" or "NBA". Navigational intent optimizes for branded keywords.

  - **Informational intent:** Searchers use the query when they are looking for specific information, for example when researching products/services. The searcher may also use questions as queries, for instance, "how to lose weight fast". It's important to develop informative content that answers the searcher's question to target keywords with informational intent.

  - **Commercial intent:** Commercial intent is used near the bottom of the funnel when the searcher is considering different product options. Create product roundup and comparison topics such as "best accounting software" to target these commercial keywords.

  - **Transactional intent:** When s searcher is looking for the best possible deal for the product. For B2B products, it's common that keywords with transactional intent will include your brand name in the search query, for example, "Conveyor price" or "Supply Chain plans". Optimize your product listing and pricing page to target these transactional keywords.

- SEO User Experience Metrics
  - Dwell time (Time on site): how long user stays on your website after they clicked on a search result
  - Bounce rate: percentage of people who go directly back to the search results page or exit website
  - Click-through rate: percentage of people who click on the search result to visit website
  - Mobile-friendliness: ensuring people can easily convert on mobile devices is a core. Google now also prioritizes mobile-friendly sites to rank on their SERP.
  - Page load speed: Ensure your page loads fast. According to Google, 50% of users will bounce from a site that loads in more than 3 seconds.

- Metrics (General)

3%-5%	75%
Organic CTR	Avg Bounce Rate
53%	2:17
Organic Traffic	Dwell Time
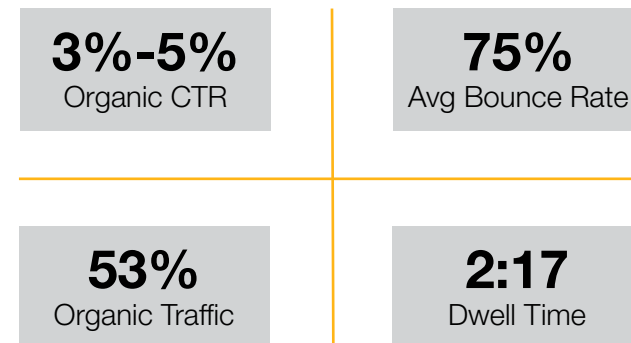
SEO

- Establish Thought Leadership Through High-Quality Content
  - Optimize Your Page for Long-Tail Keywords not Short-tail keywords (3 words or less)
    - Short tail: birthday parties (too broad)
    - Long tail: summer birthday party ideas (more specific and targeted)

  - Since the average search volume in the B2B space is already relatively low, leverage long-tail keywords in our B2B SEO tactics to focus on relevancy in targeting user intent.

- Generate more high-quality backlinks
  - A link from 1 site to another
  - Quality backlinks are links from a secure, reputable, credible sites that have relevant content or high traffic.

- Write a Compelling Title Tag and Meta Description – appear in search results and SEO critical
  - Don't duplicate tags. Every meta tag should be unique.
  - Page title, alt images and meta description
    - Page title – Up to 60 characters
    - Meta description 155-160 characters
    - Alt images – Up to 125 characters

- Optimize Images
  - Use a .png or .jpg file format
  - Use a compressor tool – avoid large images sizes
    - Compressor.io

- Keyword Research
  - Perform keyword analysis based on search intent and competitor ranking
    - Target low to mid volume keywords or phrases
    - Google Keyword Planner
    - Answer the Public

Creative

Social Media

Dematic Brand

- When writing a social post or a social media ad, regardless of language, always keep in mind Dematic's voice and brand appearance. Please refer to the brand guidelines in eSource for details on our voice and brand.

- It is great to show enthusiasm and excitement as a brand but keep in mind how we appear to others externally. We don't want to present our brand as spam, but it is okay to use one (1) exclamation point at the end of sentences and one (1) emoji.

- If you're going to use an emoji, think about the platform first and how it is used.

Copy

- While there may be times we may need to write long social media posts, ideally, keep posts within 3 – 4 sentences. The key to writing on social media is to keep copy short and straight to the point with a clear call-to-action.

Call-to-Action

- If you're social media post has a link at the end, please make sure it includes a call-to-action (i.e. Read on for more, Learn more, Click on this link, etc.) at the end. We want our social media communities to take an action with our content to keep them engaged and ensure our brand remains top-of-mind regardless of their stage in the buyer or recruitment journey.

- Link to website pages/URLs not to pdfs.

Hashtags

- For social media posts, be sure to tag other social media profiles and use hashtags – this helps with reach; meaning more eyes looking at Dematic's content when users are searching online.

- Don't focus on the higher volume hangtags because you won't get as much visibility. Use low to mid-range volume hashtags.

  - LinkedIn – 3-5 hashtags per post or article
  - Instagram – use up to 30 hashtags
  - YouTube – Can use up to 15 hashtags but the first 3 are the most important
  - Facebook – 2-6 hashtags

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Social Media

Graphics & Media

- Make sure your visual aligns with the copy in your social media post or ad.

- Think about your audience. Hi-res videos and images are helpful to grab our target audiences' attention – what will stop the scroll?

- If using video content, be sure to add captions because 85% of social media users do not listen to video audio.

Formatting

- Every platform requires different image sizes. Be mindful that the image you are using on LinkedIn, does not work for Twitter, and so on. Canva is a good (free) resource for quick help re-sizing images to best fit each channel.

1200 x 1200 Pixels	1200 x 628 Pixels	1080 x 1080 Pixels

- Most social media users are on-the-go but many are also on their desktops. Thinking about how these channels are used, always keep in mind it's ideal to link to an article, blog post or Dematic.com page for our target audiences to easily consume our content. It's very difficult to read online brochures or PDF's that require users to zoom-in to read.

Campaigns

- Allow advertising campaigns to run for 30 - 45 days before changing creatives.

- Drive visitors to a conversion focused landing page.

UTM Links

- **UTM:** Snippets of text called parameters added to the end of a URL to help you track where website traffic comes from.
  - Go to Campaign URL Builder to create UTMs.
  - Be specific with required URL UTM parameters so your tags clearly state what you're tracking and where.

- **utm_campaign:** name of client name or campaign (ie. VP_ announcement, mhlc, or micro_fulfillment

- **utm_source:** Identify the source of the traffic or where the users will see the link. It could be a website, advertiser, Twitter, Facebook, Google.

- **utm_medium:** Identify the medium used by the visitor that clicked the link to come to the site, e.g. email, social, cpc, pr, etc.
  - For social media, there are multiple advertising formats and it's important to note which format is used in the medium in order to make decisions fur future social media ad campaigns.
  - Keep a list of UTM links so teams know which tagged links currently exist. View UTM Tracking List

*Stick with all lower or upper case — UTM codes are case-sensitive.*

Social Media

YouTube

- **Create visually compelling, and relevant channel art to establish the brand.**

  - Icon: JPG, GIF, BMP, or PNG file (no animated GIFs); 800 x 800 px image (recommended); Square or round image that renders at 98 x 98 px

  - Banner: Channel art looks different on desktop, mobile, and TV displays — larger images may be cropped. For the best results on all devices, one 2560 x 1440 px image is recommended.

- **Channel trailer:** pitch to potential subscribers. It's featured first on the channel and auto-plays, so it needs to captivate viewers.

- **Customizable Views**
  - Subscribed view is for returning and already subscribed users. (A new release or playlist, or a top playlist is recommended.)

  - Unsubscribed view is for new users. (An intro to the channel or the most popular video is recommended.)

- **Channel sections is the main organizational tool for the channel page.**
  - Easy to browse and can be created dynamically from playlists.

- **Playlists**
  - Playlists increase watch-time and creates another opportunity to appear in search results and Suggested Videos.
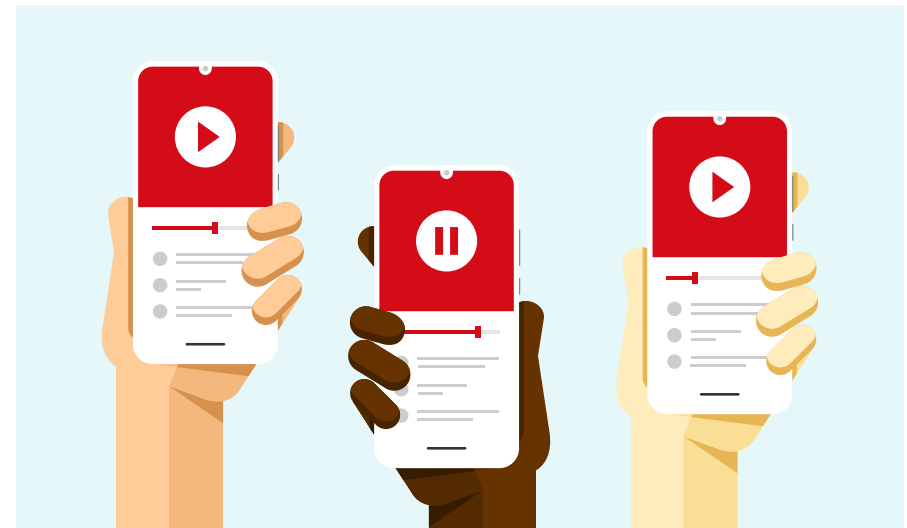
- **YouTube SEO**
  - Add about section that describes the channel.

  - For videos, add unique description for each video
    - Frontload the important information
    - Optimize for CTR – add relevant links
    - Use keywords
    - Explain the video and tell viewers what they can expect
    - Tag brands mentioned in the description

  - Optimize video titles with focus keyword – limit to 70 characters (100 character limit)

  - Tell viewers to subscribe

  - Add timestamps to your descriptions to help viewers skip to the content they want.

Social Media

Paid Search

- **Keyword Strategy**
  - Perform keyword research before launching campaign. Use keyword planners
    - [Google Keyword Planner](#)

  - Add negative keywords to avoid impressions for irrelevant keywords and phrases or attracting the wrong audiences
    - For example, if the keyword is "warehouse solutions" you would want to add negative keywords for search terms like "warehouses in Atlanta"

  - Pause/remove keywords that aren't generating impressions or clicks
    - A 2 week optimization cadence is standard

- **Match PPC ads copy with a relevant conversion focused landing page**
  - The ad copy may generate the click but the destination's customer journey drives the conversion. A bad landing page experience can cause missed opportunities and decrease brand trust.

  - Work with the digital team to help evaluate your landing pages before launching

- **Add Extensions**
  - Call conversions
    - From a mobile perspective, paid search campaigns are now most likely to generate calls, other than form submissions.
    - Provides more opportunities to convert

- **Make A/B testing a habit**
  - Better determine which copy generates the most conversions and what queries resonate with customers.

- **Write compelling ad copy**
  - Craft messaging that focuses on A) user challenges and B) solutions to challenge

    - Use words that signify positive results such as boost, increase, improve, efficient, connect, grow optimize etc

    - Dematic | Retail Solutions | Store Automation
      Use automation to adjust to increase in consumer demand. Reduce risk. Optimize workflows. Increase fulfillment. Adapt to unexpected disruption. Download our playbook to learn more. Maximize Productivity. Improve Performance. Increase Profitability. Types: Grocery, Retail, eCommerce

  - Tie your headline and description line's messaging to your keywords. Users engage with ads relevant to their search.

  - Use specific call to actions

- **Key Metrics**

2.41%	**$3.33**	**4.60%**
CTR – B2B	Avg CPC – B2B	CTR – Business

Social Media

Paid Social Media

- Know your business objectives and goals to determine the best social network and type of ad to run. It also guides your tone and creative strategy.

- Let your organic posts inform your ads
  - Track posts that are being clicked, liked, shared, and commented on. These high-performing messages make the best candidates for social ads through boosting visibility (Sponsored Post) or create an ad campaign.

- Pay for what matters: Impressions or engagement (actions)
  - To keep your budget under control, think about whether you want impressions or engagements (actions).
  - If paying for ad impressions, you may attract a wider audience (brand awareness). If paying for engagement, you may attract people who are interested in doing business with you (lead generation).

- Think mobile for ad design
  - More than 3.25 billion active social media users access social networks through a mobile device. This means most social media ads are being viewed on mobile devices. Make sure any text is large enough and images would "stop the scroll."
  - If your ad contains video, be sure to add captions as 85% of social media users do not listen to audio.

- Test and optimize performance
  - Follow up with advanced analytics reports.
  - Test ads with small audiences to determine what works best, then use the winning ad in the primary campaign.
    - Facebook allows A/B testing and automatically selects the winning ad to continue running, while it automatically turns off the least performing ad.

- Key Metrics - benchmarks
  - Just as it's important to know your goals before running an ad campaign, it's important to measure results. This will let you know whether you've hit your targets.
  - Benchmarks to keep in mind regardless of industry
    - LinkedIn
    - CTR:
      - Sponsored Content (Single Image): 0.56%
      - Sponsored Content (Carousel): 0.40%
      - Sponsored Content (Video): 0.44%
      - Message Ads: 3% with open rates at 30%

    - Lead Gen form: 10%
    - Non-video (static image) Sponsored Content Engagement Rate: 0.5%
    - Video Sponsored Content Engagement Rate: 1.6%
    - InMail CTR: 3.6%
    - InMail Open Rates: 38%
    - Conversation Ad CTR: 12%
    - Conversation Ad Open Rate: 50%

    - Facebook
    - Avg. CTR: Business & Industrial: 0.89%
    - Avg. CPC: $2.48
    - Avg. Conversion Rate: 10.65%

    - Twitter
    - Avg. CPC: $0.38
    - Avg. CTR: 0.86%

Virtual Events

- Provide opportunities for audience interaction
  - Virtual attendees like to participate and interact. 67% of virtual event attendees report that having opportunities to participate and interact with the speakers and other attendees makes them more inclined to stay, listen, and engage.
  - Q&A, live chat, video, polls and quizzes

- Partnerships
  - Strategic partnerships with non-competitive businesses in the industry extends our reach. This can be as simple as inviting a speaker to participate or forming an agreement for co-marketing.

- Post event momentum
  - Take advantage of the excitement from the virtual event and stay on top of mind for your customers
    - Permitted recordings
    - Registrant and attendee nurture streams
    - Event overview blog articles and videos

- Identify event objectives
  - Create a targeted focused event to attract the right audience and market
    - Focus on high-value / topics at the top of mind for customers
      - Condensed content leads to higher engagement.
  - Demonstrate the ROI for every event.
    - Benefit examples: include thought leadership, community engagement, showcasing products or services, creating a partner ecosystem, building stronger relationships, and fostering B2B engagement

- Allot enough time to allow attendees and event organizers to get acclimated to technology and event format
  - Fragmented technologies lead to fractured event experiences. Providing attendees enough time to explore the event platform or understand the nuances before the actual event kicks off helps create a more seamless experience and drives attendee stickiness.
  - Understand the full scope earlier on in the event planning process helps measure completion time and testing platforms internally increases error free experiences.

- Key metrics to track
  - Attendance Rate per Virtual Event (not for external events) – 47%
  - Marketing Qualified Leads in % of the validated* Registration Number – 62%
  - Sales Qualified Leads in % of the MQL – 31%
  - Validated* New Prospects per Event in % - based on MQL – 18%
  - Cost per qualified Conversion = Total Event Costs € / MQL (Single Event vs. Virtual Conference or Multiple Day Event) – $26 - $600

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