



# OutboundEngine

## Introduction to OutboundEngine

June 2019

# Investment Highlights

- Marketing automation SaaS platform addressing the small business/independent professional market
- Persistent, deliberate and pervasive white glove approach to customer support and success
- Differentiated value proposition. We invented “content done for you” and remain best in class. We provide engaging, sector-specific marketing content in an easy-to-use, comprehensive, and affordable platform
- Proven direct selling motion supported by full stack digital marketing
- Compelling size, margin profile and ASP
- Focused management team driving operational success

Company Snapshot	
ARR	\$23mm / 75%+ Gross Margin
Customers	10,000
Employees	190
Market Opportunity	23.8mm Small-Medium Businesses*; Multi-billion dollar TAM
Investors	\$42mm from Silverton Partners, S3 Ventures, Noro-Moseley, Harmony Partners, Altos Ventures, and Floodgate
Founded	2012
Headquarters	Austin, TX

\* JP Morgan - <https://www.jpmorganchase.com/corporate/institute/insight-mapping-smb-segments.html>

# The Customer

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- Marketing Dilemma
  - **Invested time, money and resources and everything is riding on her success**
  - **Marketing is one of the biggest drivers of her business prospering, but...**
  - **... Marketing was never made for her**
  - **Not equipped to make marketing decisions and especially not equipped to produce marketing content**
  - **She tries point products, tech enabled agencies and even considers doing nothing**
  - **Giving her the best chance to be successful is the WHY of OutboundEngine**



# Solution: OutboundEngine Platform

Comprehensive Marketing Platform at Affordable Price

Branded / Relevant / Automated

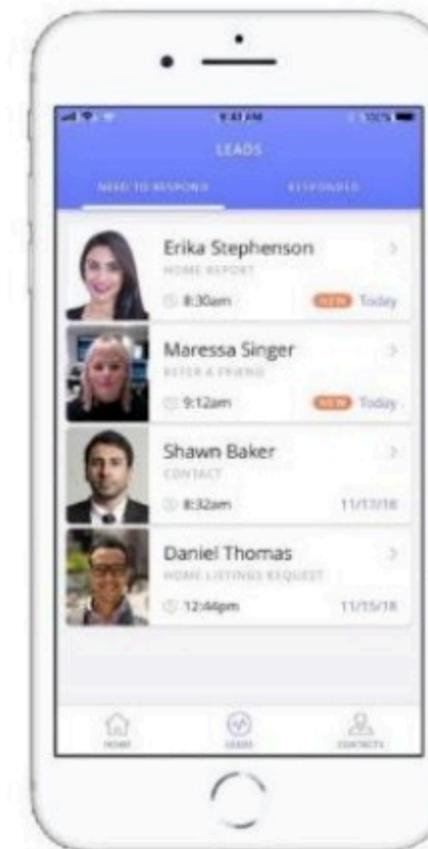


23.8 MILLION SMBs



Marketing Done For You

Content | Email | Social Media | Social Ads | Reviews |  
Chat | Website | Referrals | Profile Reach



Business Opportunities  
/ Referrals

# Value Proposition: Stay Top of Mind Among Your Contacts

We create great content

- Branded
- Beautiful
- Relevant

Distribute on the important channels

- Email
- Website
- Facebook, LinkedIn & Instagram

Surface business opportunities

- Follow-up with the right prospects at the right time
- Text, Email & Schedule a Meeting on the mobile app

MARKETING

SELLING



# Market Position



# Compelling Value



	OutboundEngine	Constant Contact	MailChimp	Campaign Monitor	ActiveCampaign	REACHLOCAL	AWeber	InfusionSoft by Keap	HubSpot
Core Marketing Platform	Do It For Me	✓							
	Email Marketing	✓	✓	✓	✓	✓	✓	✓	✓
	Organic Social	✓	✓	✓		✓			✓
	Social Advertising	✓	✓	✓		✓			✓
	Online Review Management	✓							
	Profile & Listings Management	✓				✓			
	Responsive Landing Page / Website	✓	✓	✓	✓		✓	✓	✓
	Mobile App	✓	✓	✓	✓	✓	✓	✓	✓
	Contact Management	✓	✓	✓	✓	✓	✓	✓	✓
Customer Investment	Competitive Pricing	✓	✓	✓	✓		✓		
	Free Trial or Freemium Option	✓	✓	✓	✓		✓		✓
Analytics & Conversations	Campaign Performance	✓	✓	✓	✓	✓	✓	✓	✓
	Contact/Lead Scoring	2019	✓	✓		✓		✓	✓
	Guided Selling	✓		✓					
Support & Success	Live Phone Support	✓	✓	✓	✓		✓	✓	✓
	Professional Coaching	✓	✓				✓		
Content & Automation	Vertical Created Content	✓							
	Intelligently Curated Content	2020							

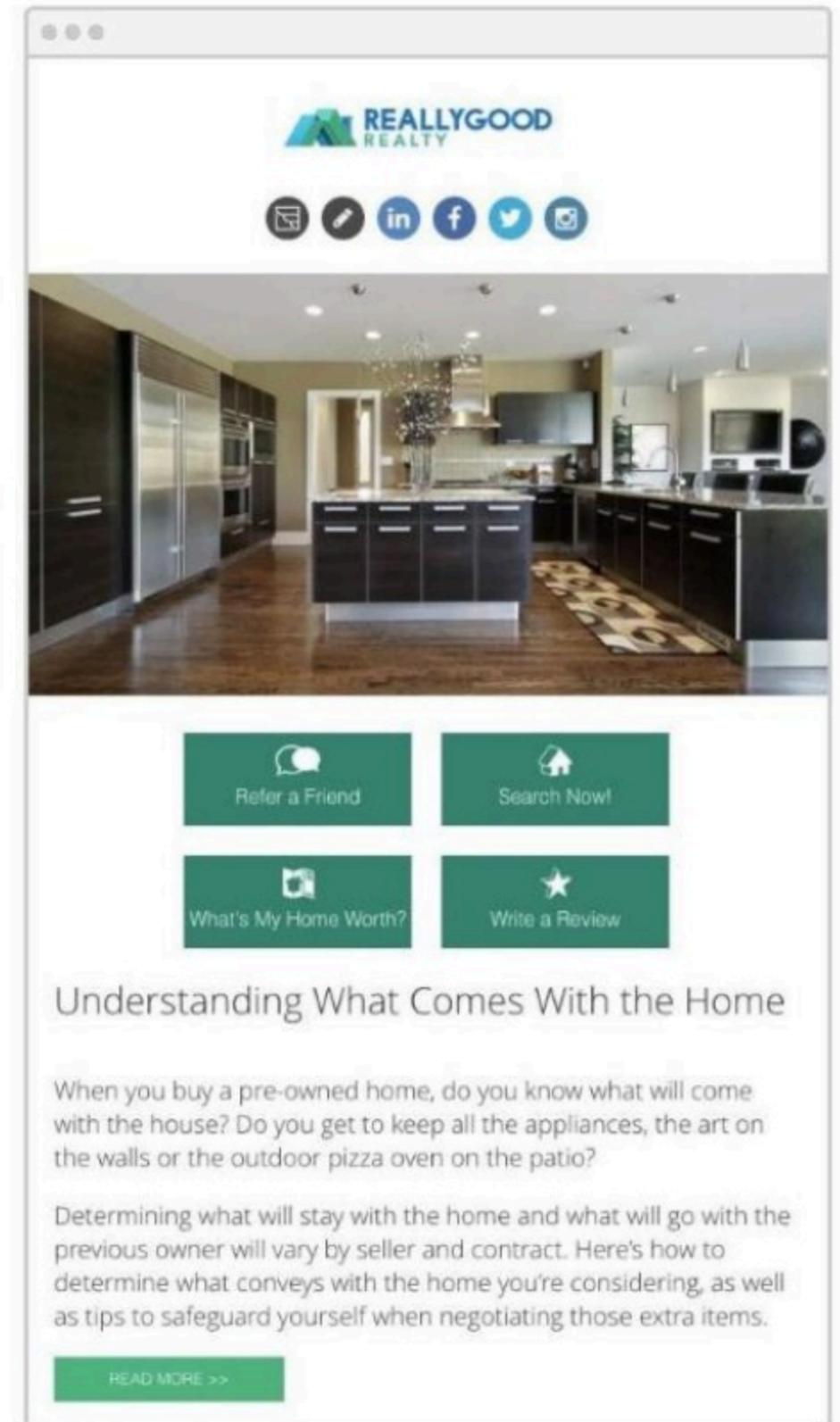
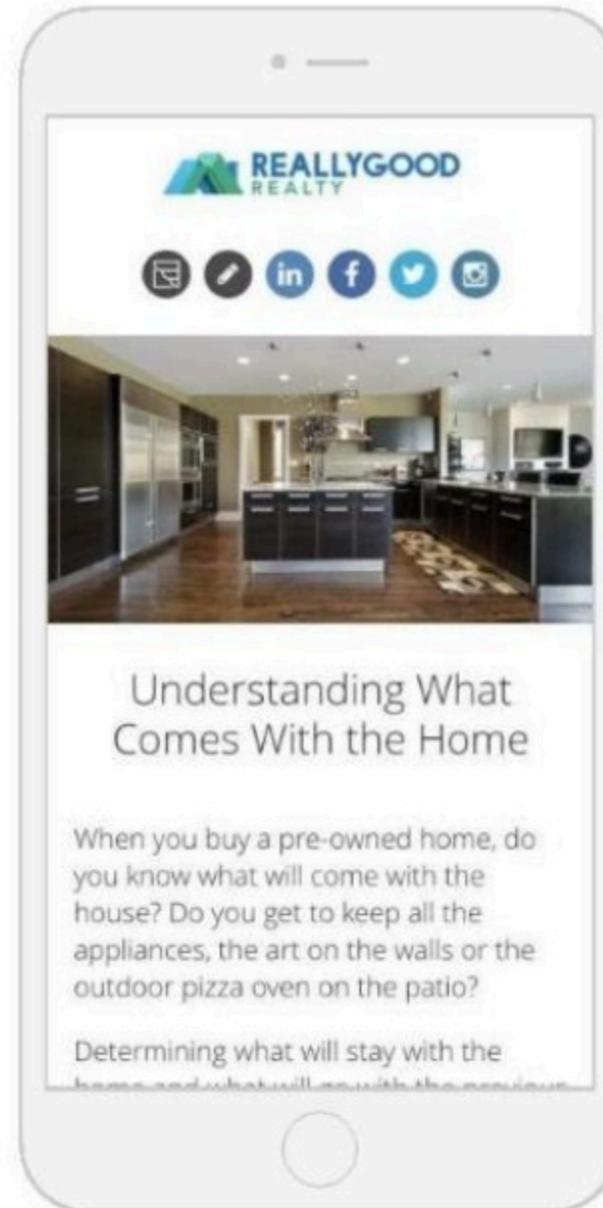


# OutboundEngine

## Product Overview

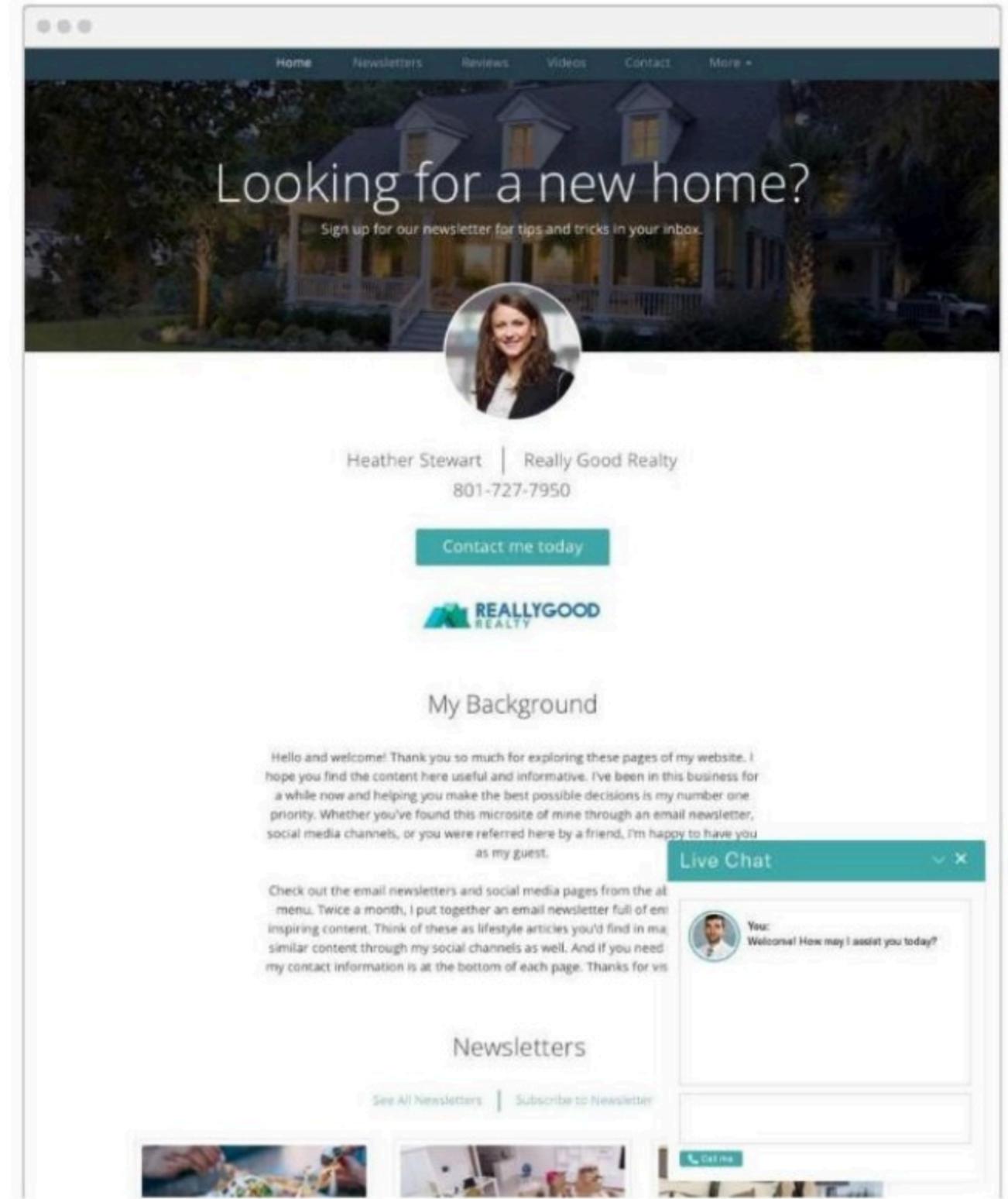
# Core Email Content

- Creating content your audience cares about is the hardest part of marketing, so we do it for you
  - **Professional writers, editors and designers based in our Austin HQ**
  - Branded, beautiful, relevant and engaging
  - Continuous optimization for conversion based on 6+ years of data
  - **Two newsletters every month**
  - **Mix of seasonally-driven topics**
  - **Keeps you engaged with your network all year long**
  - **Digital holiday cards available for select holidays**



# Website

- Capture & Convert Your Online Traffic
  - **Integrated forms help you grow your contact list and generate new business**
  - **Mobile responsive so they look great on all devices**
  - **Showcase your expertise with your newsletters, reviews and video content**
  - **Integrated with the mobile app for lead notifications**
  - **Optional live chat staffed by our team**



# Social Media Posts

**Really Good Real Estate**  
February 22 at 1:03pm · 🌐

Prepping your property for sale requires more than just some cleaning up. Consider these staging tips.



**Get Top Price For Your Home - Final Staging Touches**  
The process of showing and selling your home can go much more smoothly if you get everything ready. Our ideas will help you get the top price for your home.  
THESPRUCE.COM



**Really Good Real Estate**  
May 8 · 🌐

Calculate your budget carefully, incorporating changes, taxes, shipping and mistakes.



CURBED.COM  
**What I wish I'd known when budgeting for a renovation**  
Tips for staying on track, without surprises or a ton of expected costs.



**Heather Stewart**  
Real Estate Agent  
2mo

Enjoy these tips on how to make your home look more attractive to potential buyers.



**Curb Appeal Matters**  
hgtv.com



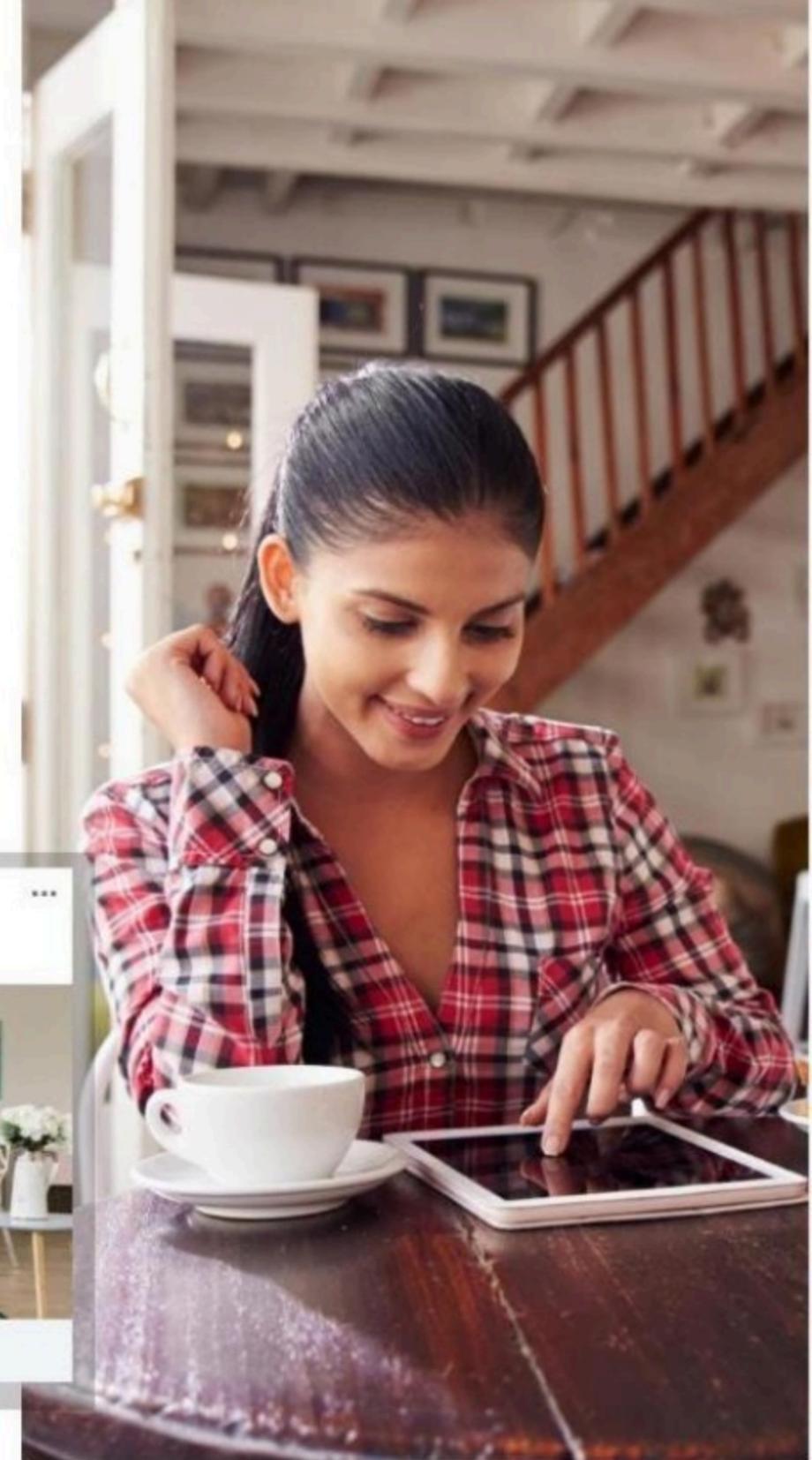
**Heather Stewart**  
Real Estate Agent  
1w

Is your home still making you smile? Or does it need a few updates?



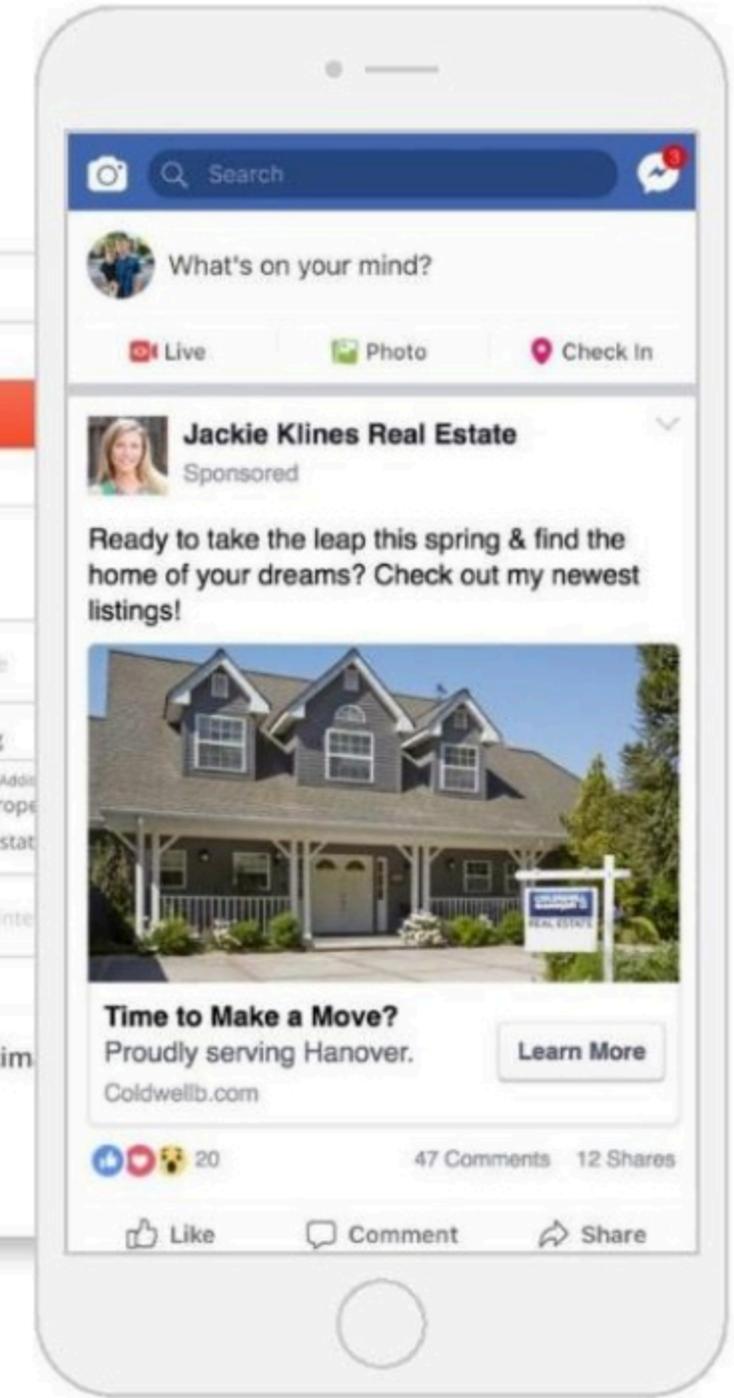
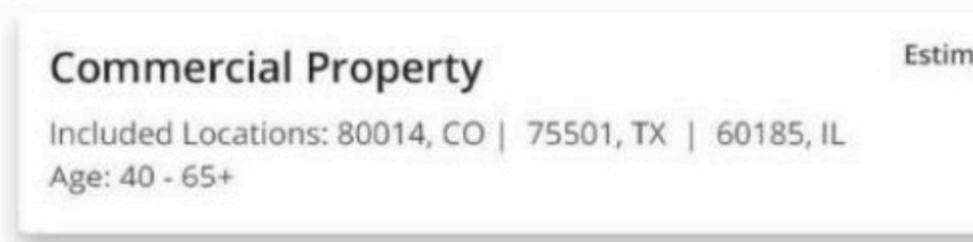
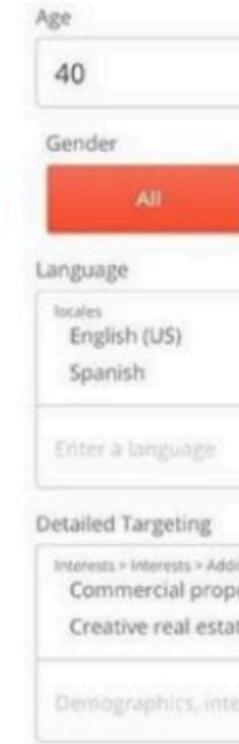
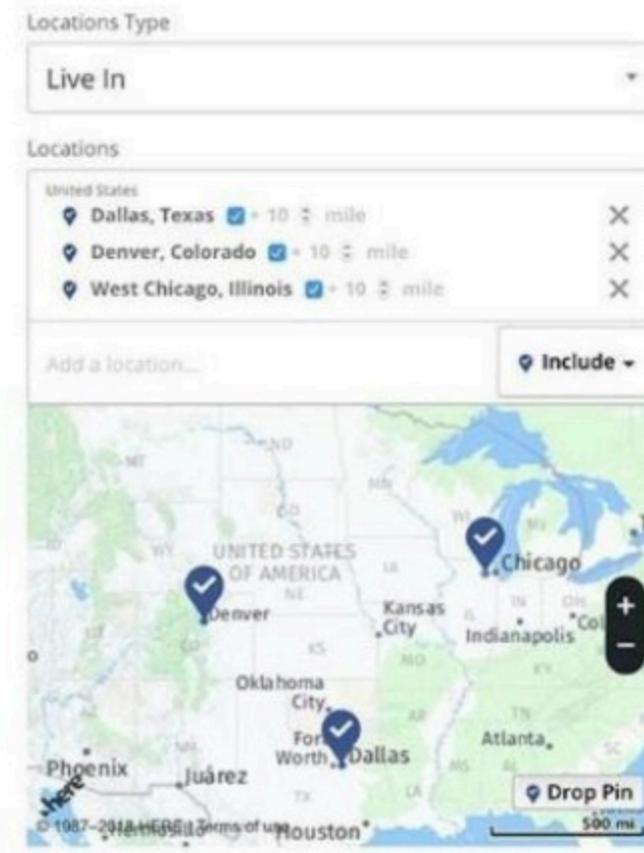
**Personality-Based Design**  
mindbodygreen.com





# Social Ads

- Generate New Business
  - **Creative, testing and optimization done for you**
  - **Runs on Facebook & Instagram**
  - **Audience targeting based on geographic location, look-alike and your OutboundEngine contact list**



# Review Engine

- **The easiest way to generate and showcase reviews on the web's most popular review sites**

- **Integrates with Yelp, Google Reviews, Facebook and Zillow**

- **Seamlessly request reviews from targeted contacts**

- **Respond to reviews, choose which ones to show/hide**

- **Track competitors**

The screenshot displays the Review Engine dashboard interface. On the left is a dark sidebar with navigation links: Home, Campaigns, Performance, Contacts, Reviews (highlighted in green), Referral Program, Profile Page, Contact us (Email, 888.988.5526, Help), and a profile card for Jane Doe. The main content area has a blue header with 'Reviews' and 'SETTINGS'. Below the header is a filter and search bar. A summary shows '211 TOTAL REVIEWS' and a 'REQUEST REVIEW' button. The main area contains a grid of review cards, each with a star rating, date, and text. Each card has a 'VIEW, REPLY OR SHARE THIS REVIEW' link and a status indicator (e.g., 'DISPLAYED' or 'HIDDEN').

# Referral Engine

- **Every quarter, your contacts will receive an email allowing them to enter a sweepstakes**
- **Once they enter (via email or social media), we'll ask for referrals**
  - **We supply the prize**
  - **Helps you validate and maintain an updated contact list**
  - **Leads sent directly to you**

*Get It Done Giveaway!*

**\$500**  
**amazon**

Taking on a new project this season? Enter to win a \$500 Amazon gift card to use toward home improvements, a new hobby or whatever else you'd like to tackle.

Please provide your contact information

How likely are you to buy or sell property in the next six months?

▼

**ENTER TO WIN**

# Profile Reach

- **Make sure customers and search engines can find the correct information about your business, every time**
  - **Direct integration to 70+ sites**
  - **Prevent unauthorized changes to your profiles**
  - **Identify and fix duplicate profiles**
  - **Easily publish updates when your business information changes**

**Profile Reach**

Online credibility is a key part of expanding your reach through search. Instantly see how your business appears on Google, Yelp, Facebook and dozens more profiles.

How is Your Business Listed?

Enter business information to scan below:

Business Name \*  
Dan's Coffee

Street Address \*  
1 Madison Avenue

City \* State \* ZIP \*  
New York NY 10010

Phone \*  
212-555-5555

Scan Now

