EYEMAGiNE®

An ‘AI-led’ digital agency

aiEngage - Marketing Automation solutions built for the age of AI

EYEMAGINE is a new breed of ‘AI-led’ digital agency at the forefront of revolutionizing digital transformation.

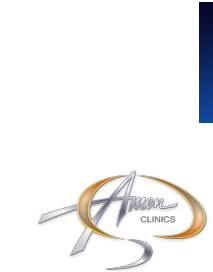
Our goal is to harness the power of automation and AI in every aspect of our service delivery from inception to development, launch, and optimization.

Our mission is to free our clients from the constraints of traditional, inefficient methodologies and use innovation and efficiency to lead the way to success.

EYEMAGINE Customers

We work with companies of all sizes in all industries.

From Start-Ups, to Fortune 100, to Unicorns.



There is a lot of uncertainty in organizations about how much to utilize GenAI for Digital Marketing

- In 2023, AI adoption in Digital Marketing increased by 250%[1]
- 88% of marketers believe that to stay competitive and meet their customer's expectations, they must implement AI technology[2]

- 89% of executives name AI and generative AI among their top three technology priorities in 2024[3]
- 29% of executives feel their organization has a good AI strategy[4]

[1]Hubspot May 16 2023
[2]Intuit June 13 2023
[3]IT Brew Survey, January 26, 2024
[4] HRDMag, Feb 24, 2024

EYEMAGINE

EYEMAGINE's aiEngage™ Framework

aiEngage™ benefits our clients by:

- Maximizing existing technology investments in marketing automation and digital marketing
- Utilizing AI-generated connectors to integrate platforms
- Speeding content and personalization to market with GenAI toolsets

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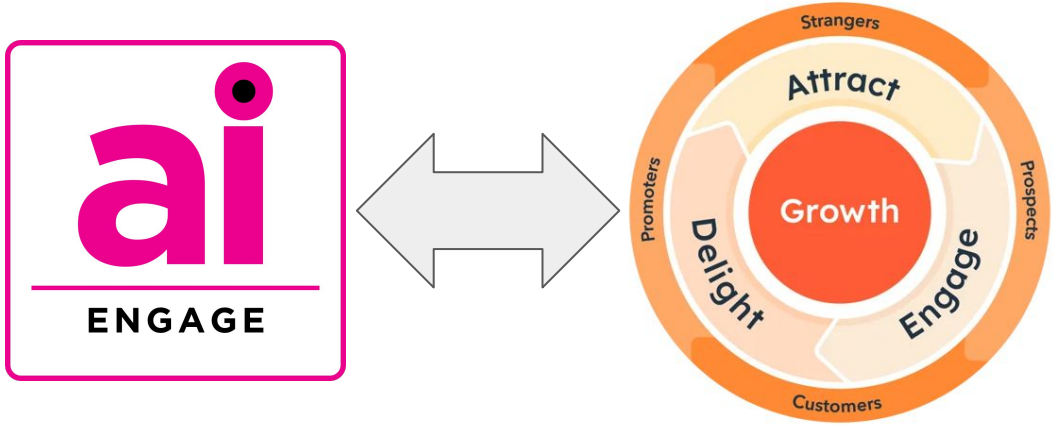
EYEMAGINE aiEngage Framework

GenAI Accelerated Marketing Automation

aiEngage Process:

Step 1: Determine Goals
Step 2: Customized Plan
Step 3: Project Kick-Off
Step 4: Buyer Persona Development
Step 5: Inbound Marketing Execution
Step 6: Ongoing Reporting and Analytics



ai ENGAGE

HubSpot

HubSpot GOLD CERTIFIED AGENCY PARTNER

HubSpot PLATINUM CERTIFIED AGENCY PARTNER

HubSpot DIAMOND CERTIFIED AGENCY PARTNER

We are proud to be a HubSpot integrator for over 10 years. We have integrated, transitioned, and maintained, 50+ HubSpot implementations and have been named a HubSpot Gold, Diamond, and Platinum Partner.

BenQ

BioTerra

channel fireball

aea Advancing Eco Agriculture

MR BEER®

CLAFLIN SERVING THE HEALTHCARE COMMUNITY SINCE 1817

DYM

Lindora™ weight loss + wellness

ePLAN

OLYMPIQUE Facade Access Consulting Celebrating 30 years of service

Hiperwall® See the big picture.®

NORTON SUPPLY

DESIGN ESSENTIALS®

MIO

aiEngage Supported Technology Platforms

We pride ourselves on being able to work with any marketing automation platforms to provide world-class inbound marketing

HubSpot

bloomreach

Marketo™
An Adobe Company

dotdigital

klaviyo

braze

salesforce
marketing cloud

aiEngage Connectors

HubSpot + BigCommerce

- Personalize your follow-up emails with images, URLs, and names for the most valuable products in any abandoned cart.
- Sync all your historical data for customers, making it possible to create lists of every person who purchased particular products or categories.
- Hear what your customers are saying on Twitter and respond with helpful content and advice, and Smart Content will allow you to change what a visitor sees on your site according to rules you create

Hubspot + Shopify

- Data is shared between Shopify and HubSpot in real time. Sync orders and abandoned checkouts one-way from Shopify to HubSpot.
- Set-up is quick with out-of-the-box field mappings already created for you.
- Existing data will sync right away, and updates will sync as they happen.
- Customize your sync by reviewing sync settings and field mappings.

aiEngage Connectors

HubSpot + Adobe Commerce (Magento)

- Official Magento HubSpot connector aggregates eCommerce-specific data into HubSpot, easy for marketers to use
- HubSpot's only Official Magento Integration
- 5-star rating
- Online support is included
- New features released, regularly

Mageketo - Adobe Commerce (Magento) + Marketo

- Provides marketing access to Order Information, Recent Activity, Browser Type, Abandoned Carts, Lifetime Customer Statistics, Average Order Value
- Abandoned cart nurturing
- Automated reorder emails

EYEMAGINE aiEngage Framework

GenAI Accelerated Marketing Automation

Marketing Automation

Program Process

1 - Determine Goals

Activities:
- Discovery & Assessment
- Requirements Gathering
- Define KPIs

GenAI enablers:
- IntelliBrief

% of typical program budget:
2-5%

% savings with aiEngage:
50%

2 - Planning and Kickoff

Activities:
- Evaluate Data
- Content Calendar
- Dashboard Initialization

GenAI enablers:
- ContentPulse
- DashboardBuilder

% of typical program budget:
45-50%

% savings with aiEngage:
60%

3 - Buyer Persona Development

Activities:
- Customer Interviews
- Buyer Persona Definition
- List Segmentation
- Documentation

GenAI enablers:
- ICP Printer
- ListGen
- BrandMap

% of typical program budget:
15%

% savings with aiEngage:
65%

EYEMAGINE aiEngage Framework

GenAI Accelerated Marketing Automation

Marketing Automation

Program Process

4 - Inbound Marketing Execution

Activities:
- On-page SEO
- List Sanitization
- Content Creation
- Landing Page Creation
- Email Campaigns
- Ad Campaigns

GenAI enablers:
- SEOMaximizer
- ListWasher
- ContentMachine
- EmailPulse
- AdMaster

% of typical program budget:
24-25%

% savings with aiEngage:
50%

5 – Ongoing Reporting and Analytics

Activities:
- On-page SEO
- Reporting
- Conversion Rate Optimization
- A/B Testing

GenAI enablers:
- SEOMaximizer
- DashboardBuilder
- ConversionPulse

% of typical program budget:
10-15%

% savings with aiEngage
50%

How to get started with EYEMAGINE's aiEngage

- **Collaborate with EYEMAGINE**
  - Join our free aiEngage workshop to develop an optimized pricing model for your Marketing Automation program

- **Challenge EYEMAGINE**
  - Send us an RFP and let us compete vs the traditional agency models

Contact:
Justin Stayrook
justin@eyemaginetech.com

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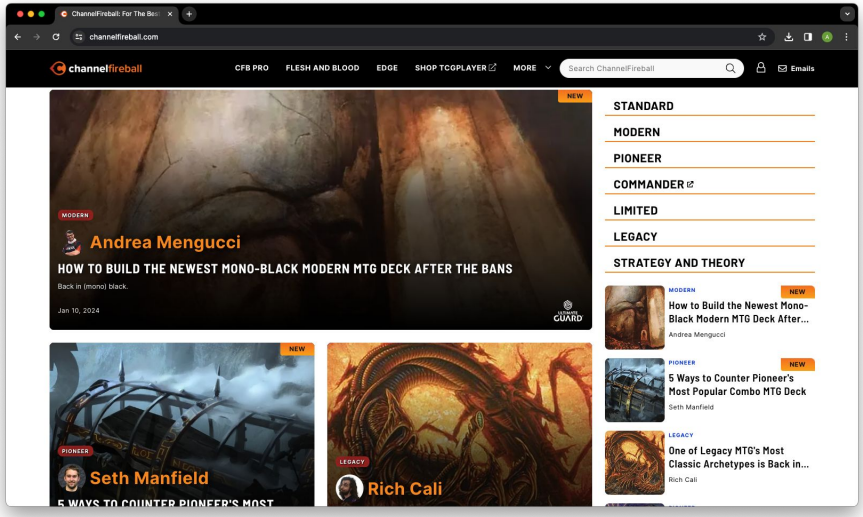
aiEngage Case Studies

Channel Fireball

Growing Traffic & Transactions with the Premier Destination for *Magic The Gathering* Content



- HubSpot integration
- Segmentation strategy
- Inbound marketing
- SEO
- Conversion optimization

Channel Fireball

EYEMAGINE improved ChannelFireball's revenue dramatically through the use of specialized segmentation, inbound marketing communication, paid advertising and social media platforms.

REVENUE INCREASE

+32%

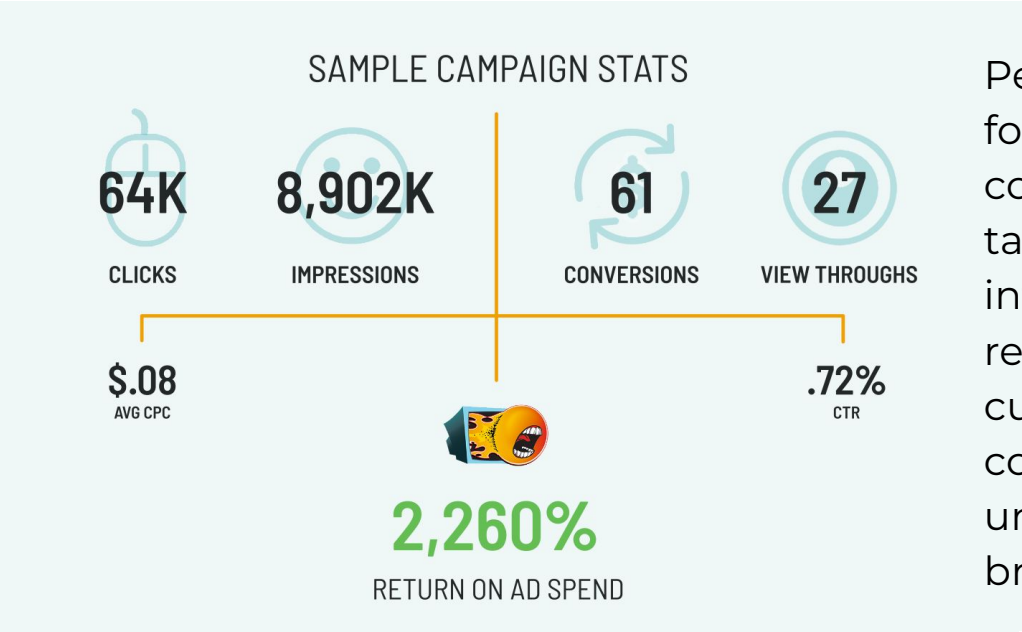
TRANSACTIONS

+11%

AVG ORDER VALUE

+18%

Channel Fireball

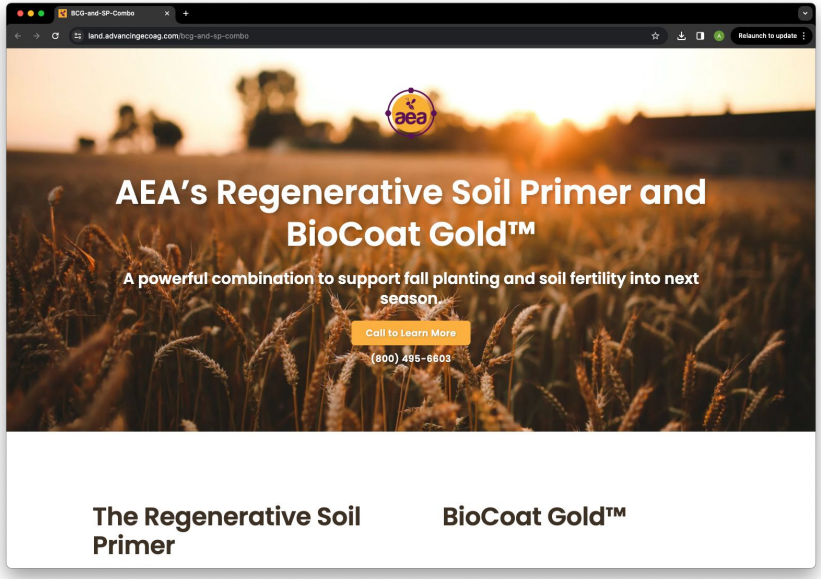


Persona-based personalization focused content on the highest conversion users. Pioneering tactics like a “Gift Crate” drove interest from new visitors and repeat visits from existing customers. Landing page conversion optimization drove an unprecedented ROAS for the brand.

Advancing Eco Agriculture

Advancing Eco Agriculture

Cross-territory B2B to independent farmers through sales force



- HubSpot integration
- Site and HubSpot migration
- Inbound marketing
- SEO
- PPC, Social advertising
- Shopify online store

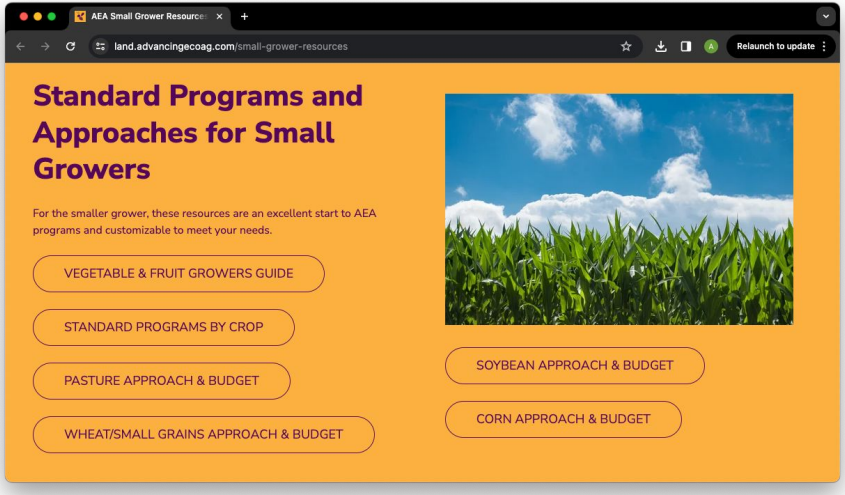
EYEMAGINE

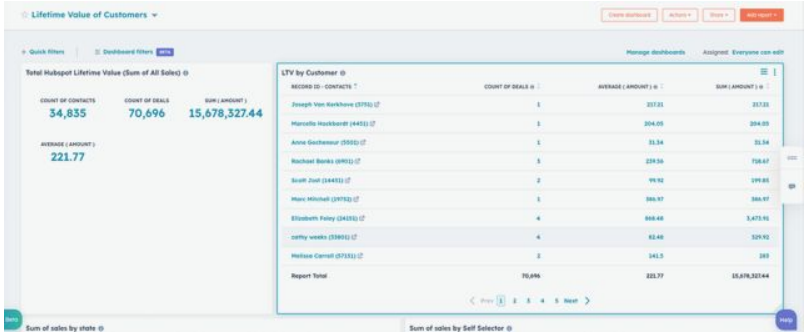
HubSpot

Advancing Eco Agriculture

Advancing Eco Agriculture

Developing marketing content to help agents and growers improve their businesses through the use of AEA products





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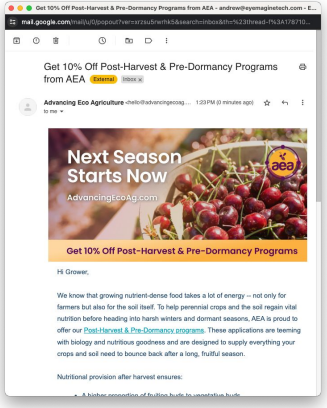
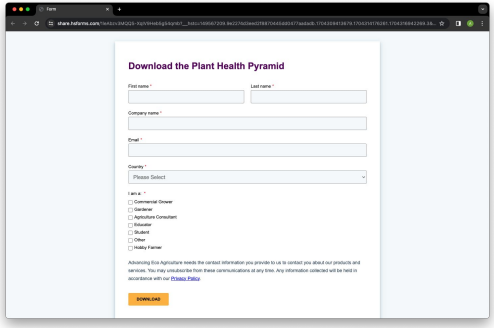
HubSpot

Advancing Eco Agriculture

Advancing Eco Agriculture

Four campaigns in 2023 led to 104% increase in average order value in just 2 quarters of inbound marketing





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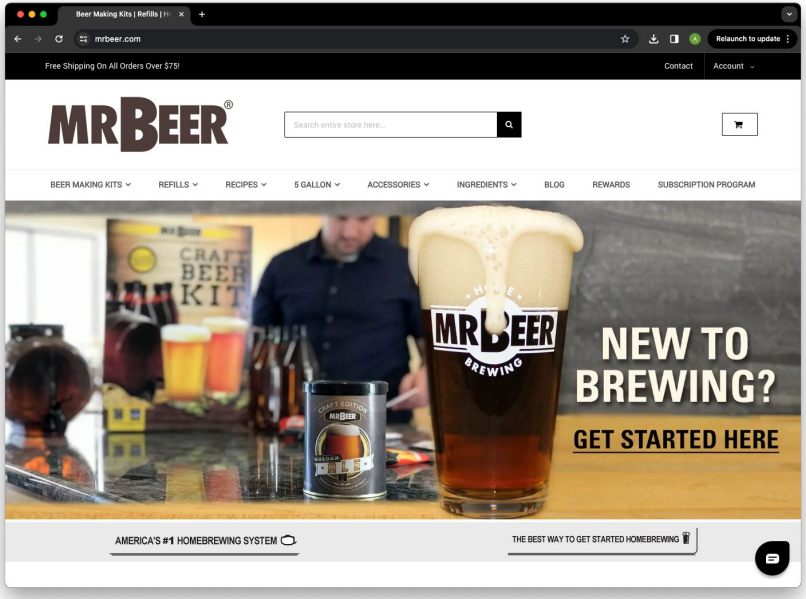
HubSpot

Mr. Beer

Targeting hobbyists to attract them to a better way to brew



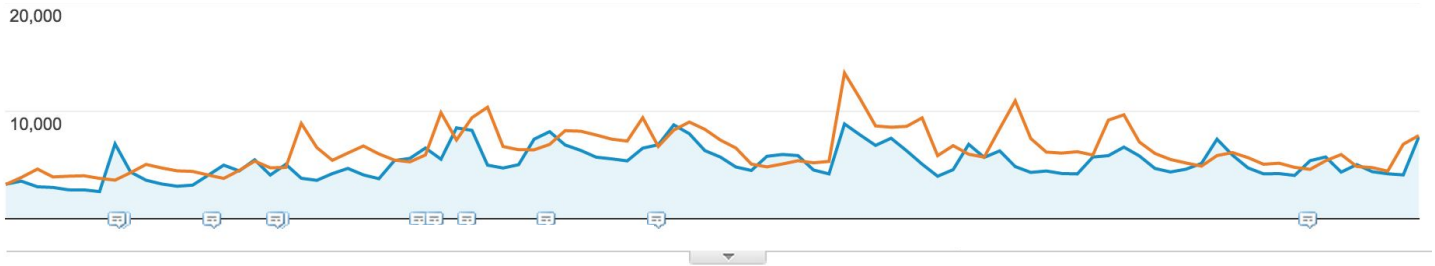
- HubSpot integration
- Magento (Adobe Commerce) site
- Site and HubSpot migration
- Inbound marketing

Mr. Beer

MRBEER®

Goal: 10% traffic increase over same quarter in PY

February - April 2018



Sessions

-18.10%

477,596 vs 583,138

Users

-17.53%

295,673 vs 358,533

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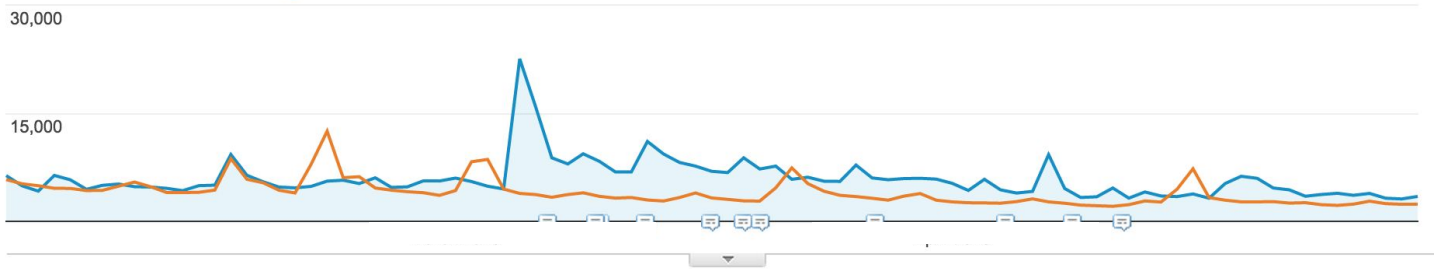
HubSpot

Mr. Beer

MRBEER®

Result: 45% traffic increase over same quarter in PY

February - April 2019



Sessions
46.65%
519,802 vs 354,462

Users
76.20%
348,923 vs 198,031

New Visitor Returning Visitor

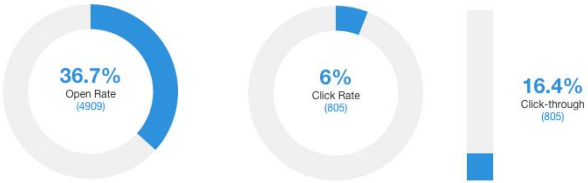
Less than 5% from paid search

EYEMAGINE

HubSpot

Mr. Beer

Email results, contacts database results, and social results translate to revenue results with 43% year-over-year growth in 5 months



	OPEN RATE	CLICK RATE
eCommerce Industry	16.94%	2.60%
Mr. Beer's Email	36.7%	6%