



Welcome to Avidly Investor Morning

25 January 2022

We will start in a moment

Agenda



- 1/ Opening words: Joakim Fagerbakk, Chairman of the Board
- 2/ **Martech opportunity:** Hans Parvikoski, CFO
- 3/ **Our direction - Avidly strategy update:** Jesse Maula, CEO
- 4/ **Delivering our customer promise:** Ismo Nikkola, Deputy CEO, Chief Strategy Officer
- 5/ **Trends and growth opportunities:** Barbro Fagerbakk, Chief Revenue Officer
- 6/ Open questions

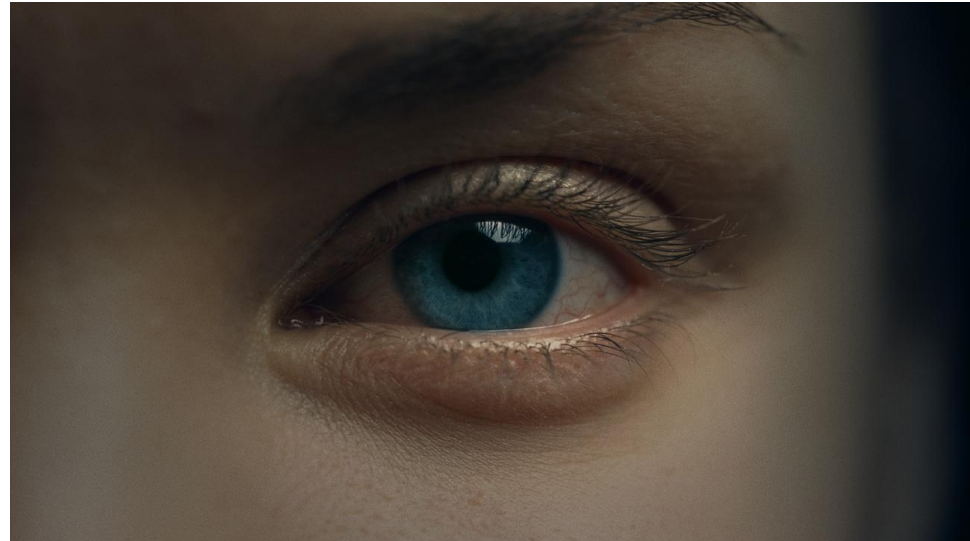
Instructions for participation via Zoom



- ▲ The event will be held in English, but questions can be submitted in Finnish too.
- ▲ Presentation slides are available in English at <https://investors.avidlyagency.com/en/publications>
- ▲ Event recording will be added to the IR site later.

ASKING QUESTIONS

- ▲ Questions are welcome after each presentation and at the end of the event.
- ▲ Please submit your questions via chat or Q&A.



If you have problems with the connection during the event, please contact selma.mustonen@avidlyagency.com.

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- 1/ Opening words: Joakim Fagerbakk, Chairman of the Board
- 2/ **Martech opportunity:** Hans Parvikoski, CFO
- 3/ **Our direction - Avidly strategy update:** Jesse Maula, CEO
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1/ OPENING WORDS

Joakim Fagerbakk
Chairman of the Board of
Directors

Agenda



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Martech market update

2/ MARTECH OPPORTUNITY

Hans Parvikoski
CFO

Contents



- ▲ *Recap on Martech definition*
- ▲ *Martech market update*
- ▲ *Strategic potential and opportunity for agencies*
- ▲ *HubSpot ecosystem*



Recap of our strategy morning in early 2021

Martech definition

Martech: Blending marketing and technology



Our biggest asset is our blend of services around technologies, created by all us Avidlians, which cover every aspect of the customer experience:



We are a provider of outstanding creativity and growth, combined with technology expertise, delivered on a global scale.

With impact guaranteed.



Martech market update



Global martech market is huge and growing



*Martech industry in North America and the UK
is estimated to be worth **\$149.7 billion** in 2021
suggesting a worldwide market figure of **\$344.8 billion** in 2021.*

Martech ecosystem comprises of 8,000+ solutions

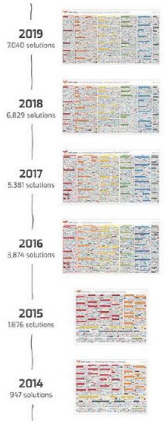
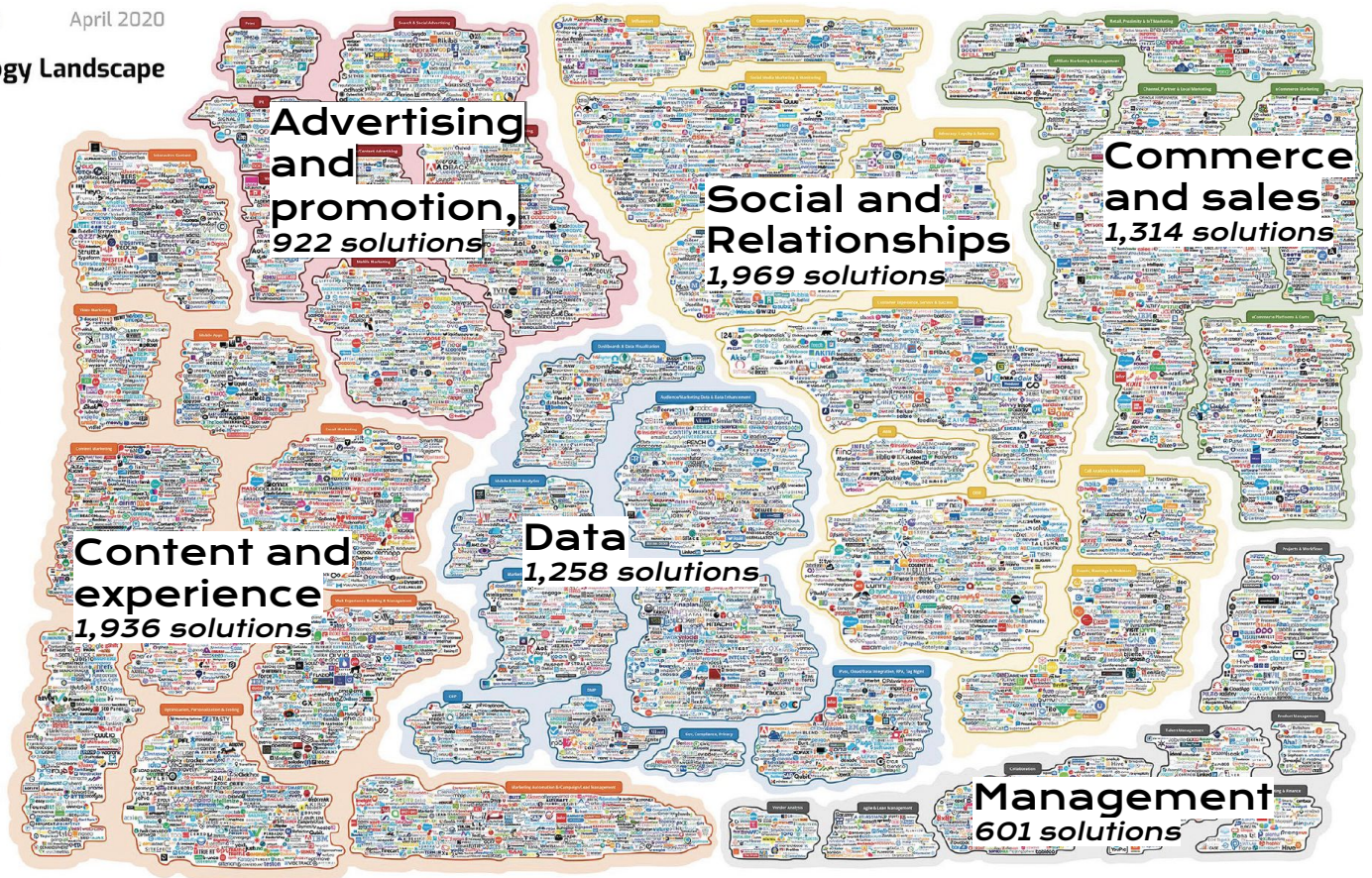


chiefmartec.com April 2020

Marketing Technology Landscape The Martech 5000

Total Solutions	8,000
Advertising & Promotion	922
Content & Experience	1,936
Social & Relationships	1,969
Commerce & Sales	1,314
Data	1,258
Management	601

Access all the data of this landscape & more at martech5000.com



What is driving the Martech market growth ?



Keeping pace with customer behaviour

The growth of **digital** and the **changing behaviours and expectations of consumers** now make marketing technology vital to the modern marketer.

Providing the best possible **customer experience** requires the intelligent handling and use of customer data, and the ability to provide content whatever the channel or device, and to do so at scale makes martech indispensable.

Martech M&A and investments



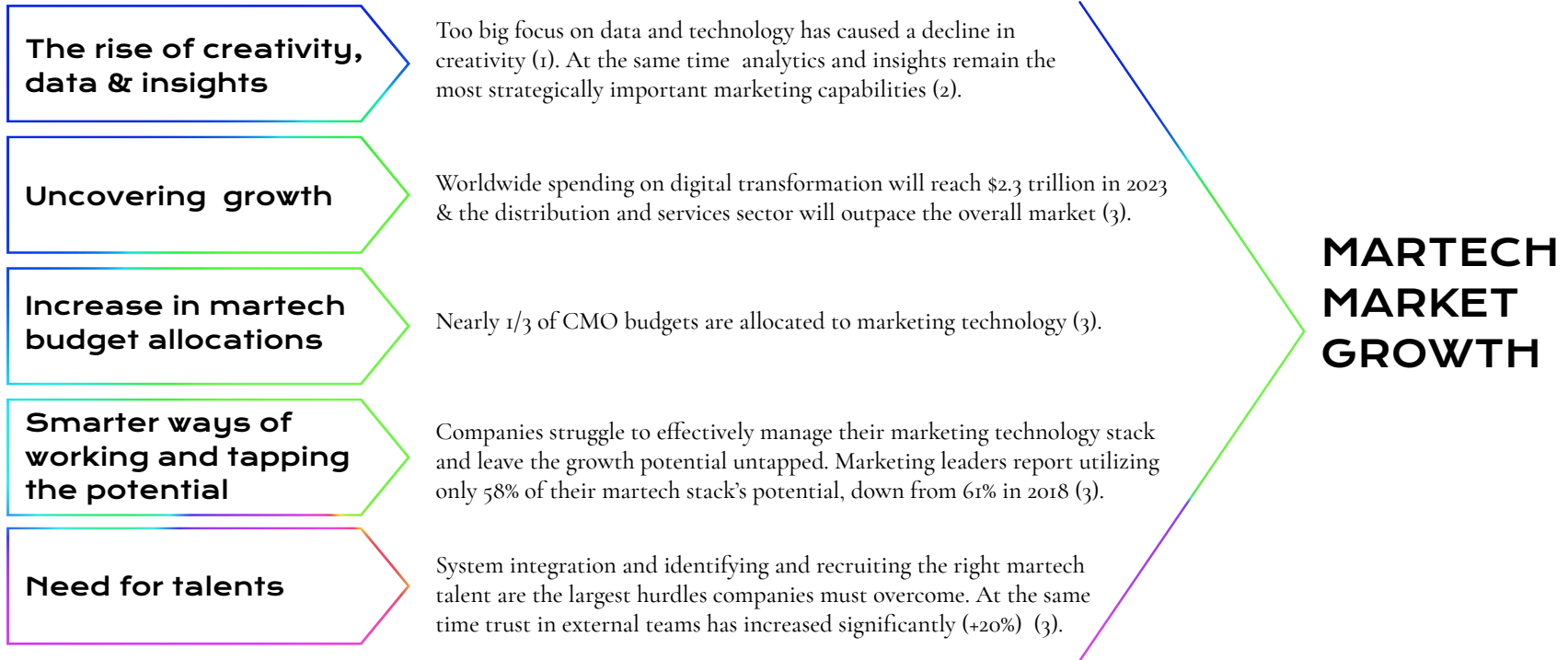
- ▲ The past 12 months have seen a flurry of activity in the martech sector. Luma reported a 214% growth in martech M&A activity year on year in its Q2 2021 report*.



Since 2020, practically every discussion with private equity, venture capital and high net worth individuals has martech on the agenda. Investors are more engaged than ever. I feel we are now seeing the longer term impacts of not just GDPR but also Covid and Brexit. This is against a positive backdrop for adspend which saw a surge in the US market of 23% in 2021 and is forecast to maintain double digit growth in 2022.”

Damian Ryan, Corporate Finance Partner, Moore Kingston Smith

Trends behind global martech market growth



Martech survey key findings



New research from Moore Kingston Smith assesses the state of marketing technology in 2021/22:

- ▲ The size of the martech sector underlines the importance of marketing technology to organisations, with martech becoming more central to marketing strategies. With growing M&A and investment activity, there's further growth to come: **more than 61%** of respondents **expect marketing technology budgets to increase** over the next 12 months.
- ▲ Of those respondents planning to invest more in martech in the next year, **more than 30% are planning to increase spending on martech by more than 10%**.
- ▲ **57% Strongly agreed or Agreed** when asked if the market is lacking marketers with the necessary martech, data or marketing operations skills and knowledge.



Strategic potential and opportunity for agencies

Overview of major trends and opportunities for agencies



AREA OF DISRUPTION	CURRENT STATE	TREND	FUTURE STATE	OPPORTUNITY FOR AGENCIES
Customers	Companies digital and martech maturity varies greatly. Martech has not yet been central to marketing strategies.	Finding right talent, updating competences and processes is key. Further increase in martech budget allocations.	Digitally more matured companies. Martech is central to marketing strategies. Tightening competition for right talent.	Agencies that have the skills and expertise to blend marketing & technology (martech) will be in demand to partner with. A chance to tap into long-term customer relationships.
Technology	Companies struggle to effectively manage their martech stack with multiple different technologies.	Large and growing amount of martech applications and increased need for integrations.	More focused and clear use of applications with better integrations. Emerging new technologies utilising i.e. AI more efficiently.	Agencies can help customers in tapping their growth potential by helping them to make most of their martech stack. Integration capabilities become increasingly important.
Competition	Fragmented competition with broad service offerings and niche players.	Growth and consolidation.	Modern marketing agencies with more comprehensive offerings.	Agencies that can provide comprehensive offerings and value propositions will gain advantage.



**Avidly can provide customers with
comprehensive solutions
throughout their whole journey**





*Avidly has been an early mover
in offering holistic services and in martech M&As*

→ We have been ahead of the trends we are seeing now and have gained experience that should benefit us

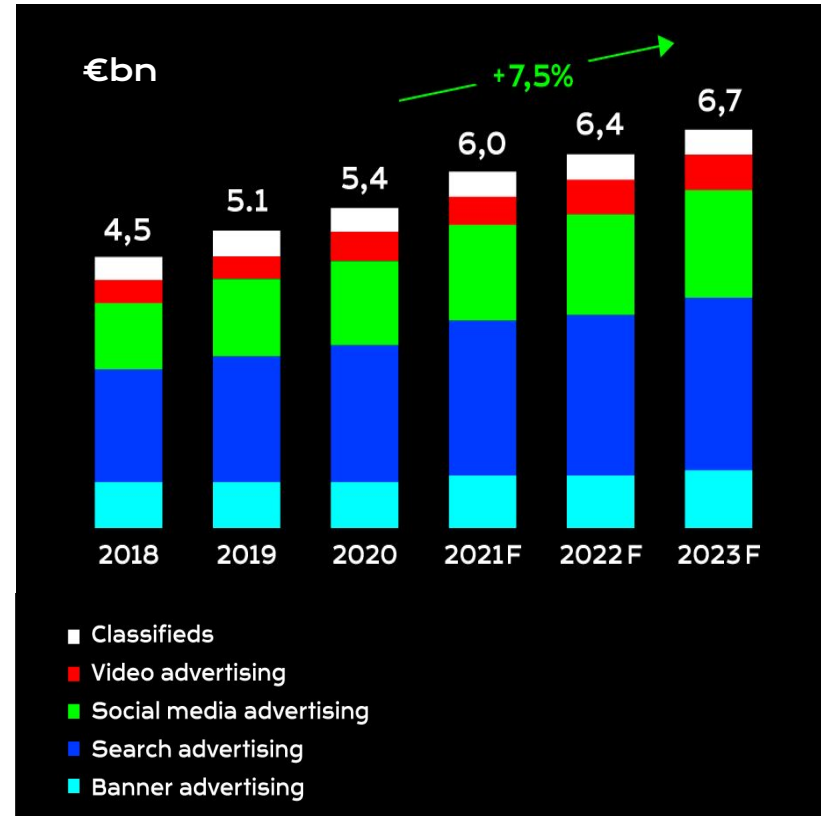


Nordics digital advertising market and competitive landscape

Strong fundamentals in Nordic digital marketing growth



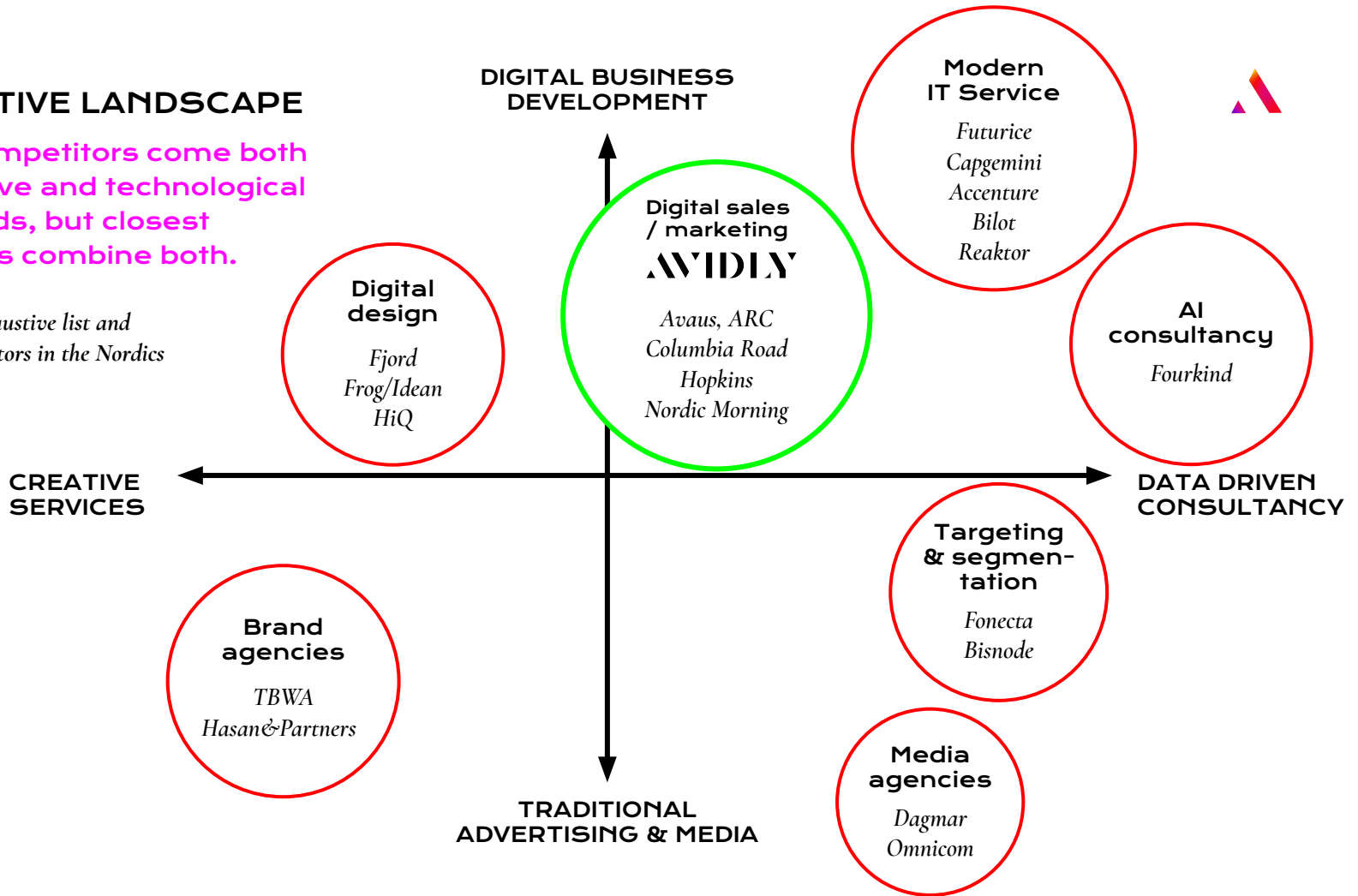
- ▲ Digital marketing in the Nordics is forecasted to grow +7,5% annually between 2020-2023 driven by digitalization of companies and availability of data.
- ▲ In contrast traditional marketing is forecasted to decline during the same time period, highlighting the shift towards digital.
- ▲ For companies, the shift to become digital and utilize marketing technologies will mean renewing processes, updating competences and re-organizing marketing. This will be a gradual process where Avidly can help its clients with comprehensive offering and wide talent pool.



COMPETITIVE LANDSCAPE

Avidly's competitors come both from creative and technological backgrounds, but closest competitors combine both.

This is not an exhaustive list and focuses on competitors in the Nordics





HubSpot ecosystem

We are also building on HubSpots strong growth

Avidly is Hubspot's Partner of the Year in 2019 & 2020 and one of the highest Elite-level partners in the world.

HubSpot 2020 IMPACT AWARDS
PARTNER OF THE YEAR



HubSpot revenue

CAGR 41%

in Q3/2014–Q3/2021

HubSpot international revenue

CAGR 57%

from Q3/2014–Q3/2021

Share of international revenue

from 22% to 46%

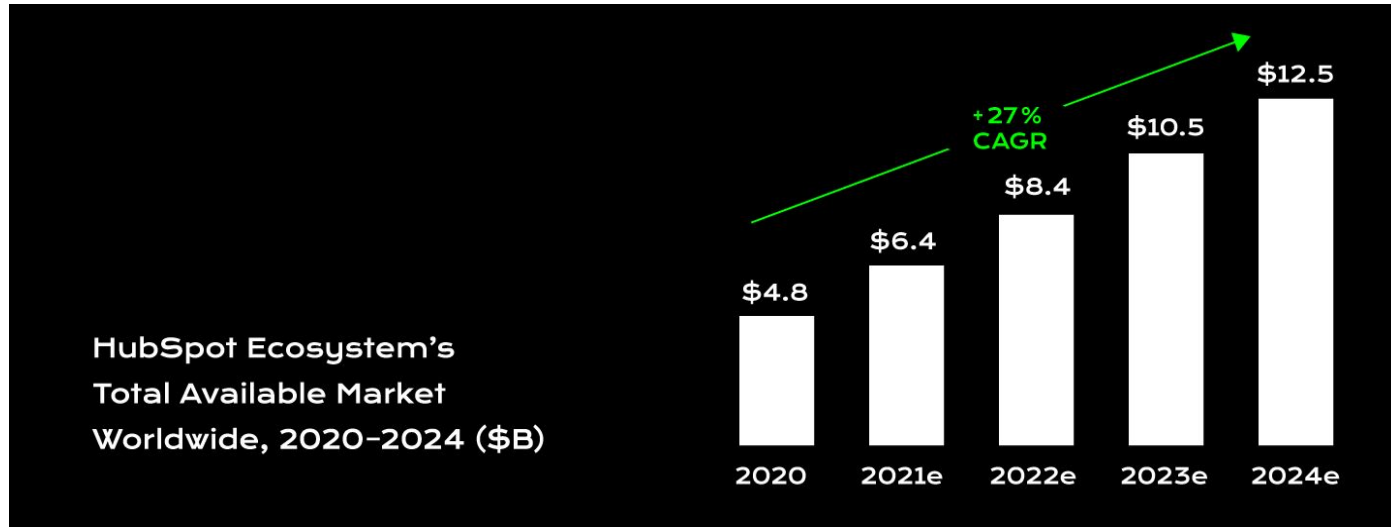
between Q3/2014–Q3/2021

HubSpot had

+ 121 000 customers (+36% CAGR)

between 2017–Q2/2021

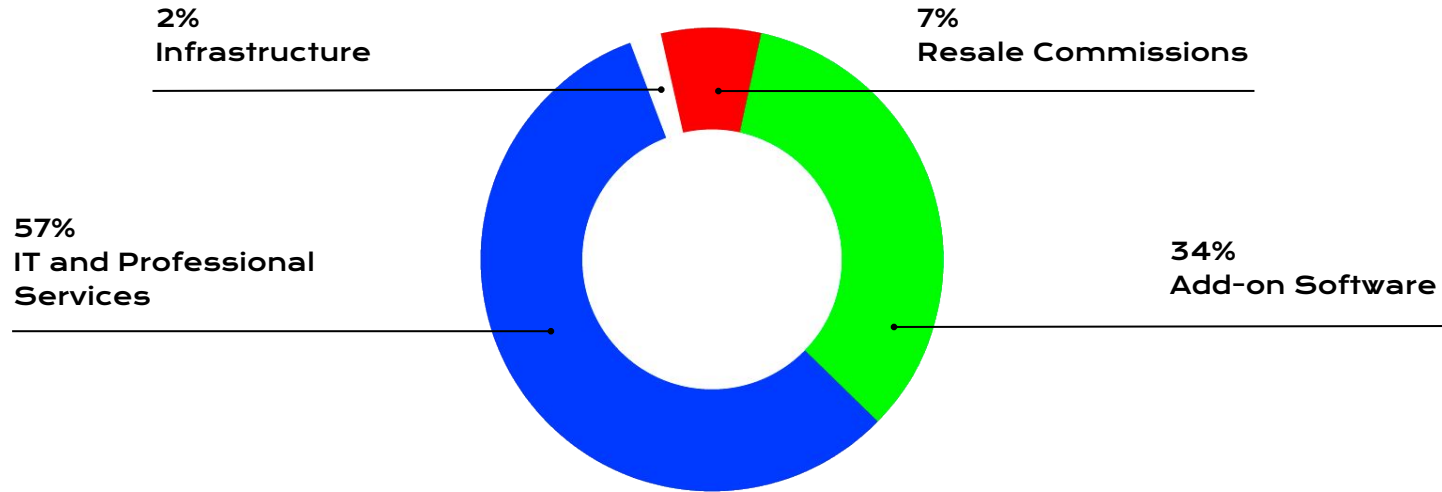
HubSpot ecosystems total available market worldwide 2020-2024, \$ billion



Growth in Europe
(Aidly's target market)
+36% p.a.
until 2024

Source: IDC, The Hubspot Ecosystem –report March 2021

ESTIMATE OF HUBSPOT ECOSYSTEM'S VALUE DISTRIBUTION BY CATEGORY, 2021-2024



SUMMARY

**Martech market is big and growing
and provides opportunities for agencies.**

**Avidly is well positioned to take advantage
of the opportunities.**



Questions to Hans



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Our direction

3/ AVIDLY STRATEGY UPDATE

Jesse Maula
CEO

Contents



- ▲ *Aidly today and our strategy*
- ▲ *Roadmap: delivering impact driven growth and strategic targets*
- ▲ *Accelerating international growth: Digital 22 is joining Aidly*

Strategy execution

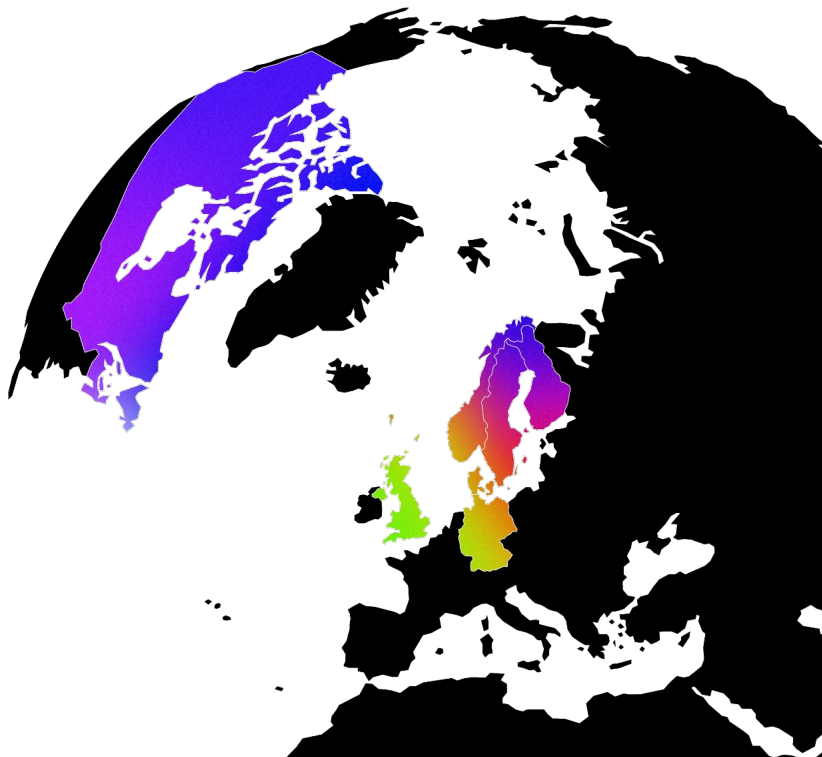
We are **a leading martech service provider** offering holistic digital marketing and sales services.

Avidly at glance



European martech service provider deeply rooted in creating innovation in creativity, sales & technology. We use customer experience as a strategic tool to transform businesses and create bolder futures.

We partner with organizations of all sizes, from startups to Fortune 500 companies and are committed to create impactful solutions that help companies grow.



HubSpot 2019 IMPACT AWARDS
PARTNER OF THE YEAR



The only partner in the world with a
TRIPLE ELITE status



Revenue 21.7 MEUR in 1-9 2021
Continuous services 45% of Gross Profit
7 countries 18 locations
280 specialists
300+ customers
+60 NPS*

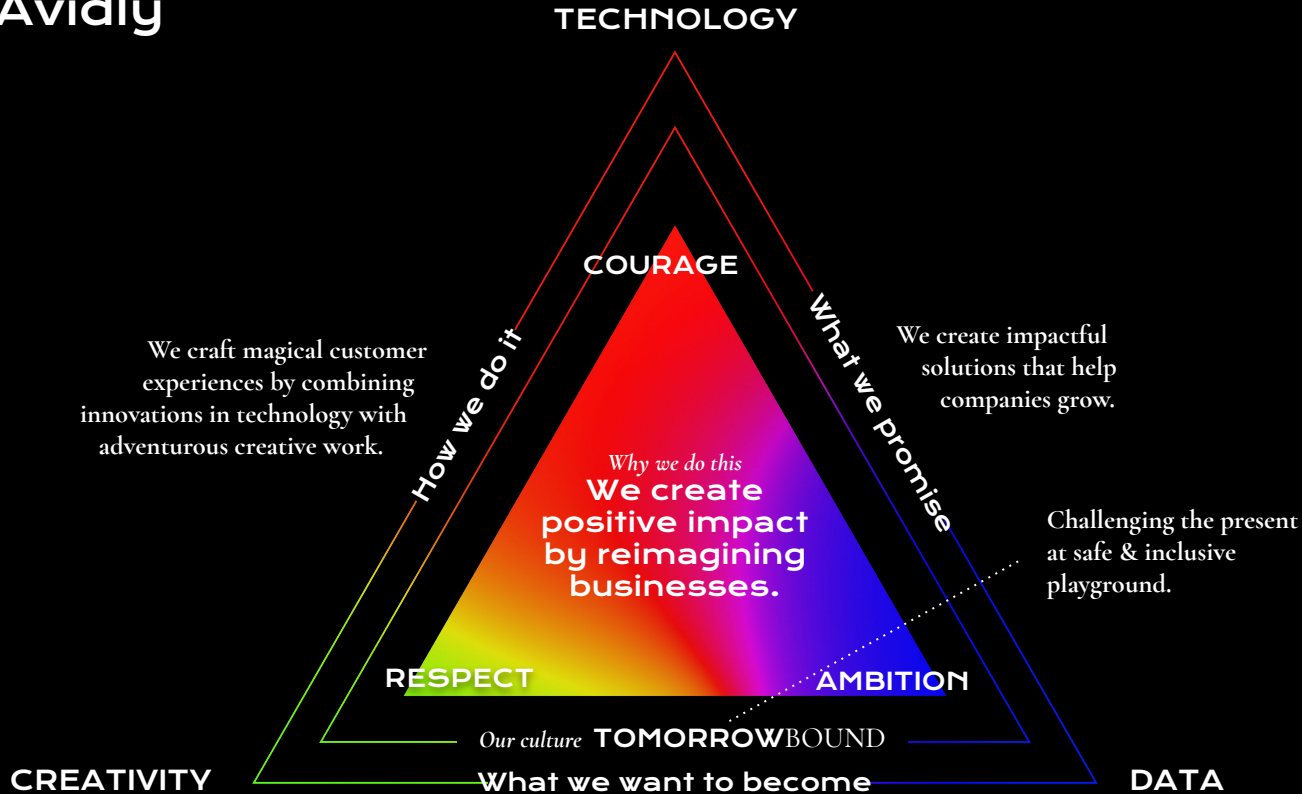
*December 2021.



What we want to become:

**A globally recognized and
most-beloved digital marketing
& sales partner known for the
impact we create.**

This is Avidly



A globally recognized and most-beloved digital marketing & sales partner known for the impact we create.



Our approach

How do we get there?

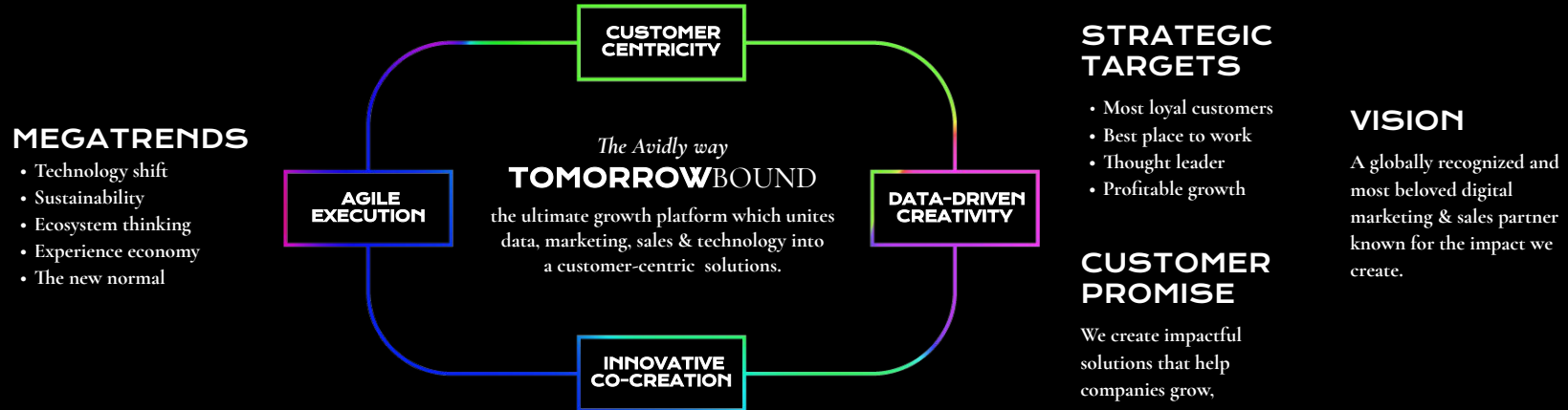
Avidly customer promise

**We create impactful solutions
that help companies grow.**

Our Impact-driven Growth Strategy



WINNING TOGETHER



MISSION: We co-tailor solutions that help companies grow

VALUES: Courage, Respect & Ambition

PURPOSE: We create positive impact by reimagining businesses

CULTURE: Safe & inclusive playground

The ecosystem services



One Avidly platform & the benefits that comes with it

One Avidly building blocks

Brand (Recognition)	Marketing (Leads & awareness)	HR (People, recruiting, training...)	IT (Strategy, infra & maintenance...)
Financial infra (Planning, budget frame, financing, controller & accounting services...)	Strategy (Direction & resources)	Offering (Positioning, extensions & skill-gap mgm)	Management system (Strategy framework, dev. streams, BI, financials...)
Sales (CRM, leads, deals, Development & coordination)	Delivery (Competence pool, partner & quality mgm, frameworks...)	Rescue rangers (Project recovery, conflict solving, financing...)	Local but global (A true growth partner, local market knowledge...)



Roadmap

Delivering Impact-driven growth and strategic targets



STRATEGIC TARGETS

MOST LOYAL CUSTOMERS

BEST PLACE TO WORK

THOUGHT LEADER

PROFITABLE GROWTH

FINANCIAL TARGETS

Revenue

€50 million

in 2025

EBITA

>10%

in 2025

VISION

A globally recognized and most beloved digital marketing & sales partner known for the impact we create.

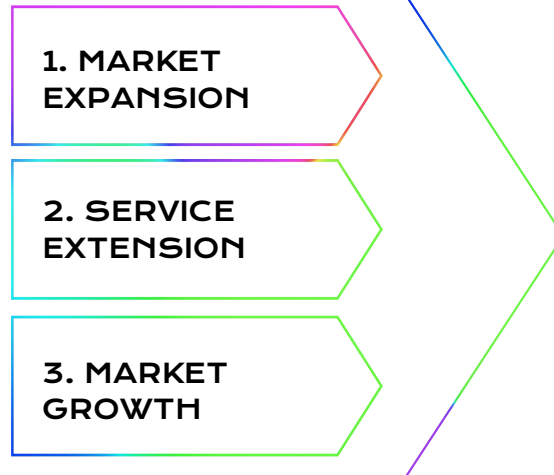
Avidly growth strategy - opportunity ahead



STARTING POINT

- A leading martech service provider in the the Nordic countries and the DACH area*
- One of the most international companies with holistic service offering
- A leading provider of HubSpot services
- Diversified and balanced customer base
- Innovative and experienced team that sees new opportunities
- Good financial position to pursue profitable growth

OPPORTUNITY AHEAD



KEY FOCUS AREAS IN DRIVING GROWTH

- Accelerate international growth
- Solve for the customer
- Invest in growth platform, people & networks
- Support digital transformation acceleration

Avidly's objectives and key results (OKRs)

Focus areas



FOCUS AREAS 2021-2022

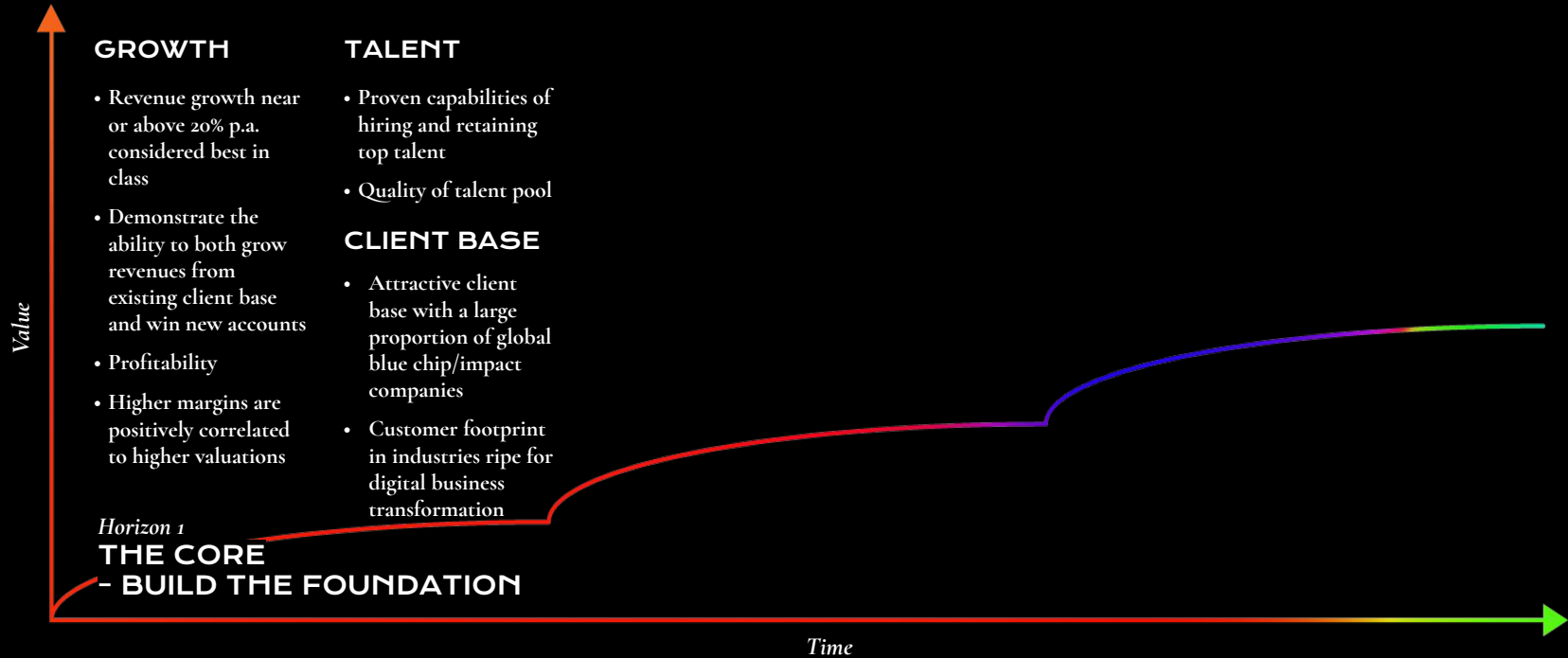
1. Profitable growth
2. Best place to work
3. Thought leadership
4. Growth platform building
5. Loyal customer base

Summary of key actions taken 2021

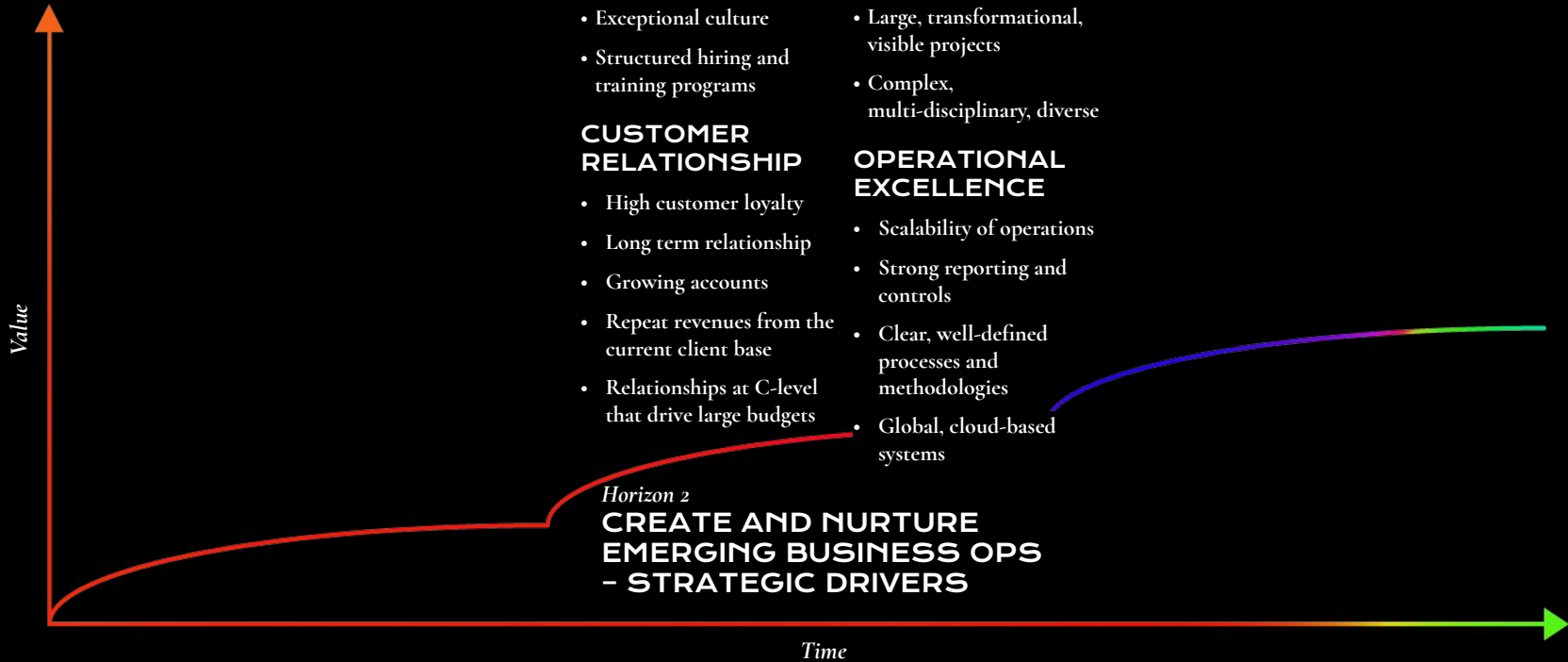


- ▲ Growth continued
- ▲ Redesigning Group's management team
 - ▲ CTO, CXO & COO
- ▲ Avidly Academy building
- ▲ Avidly Finland restructuring
- ▲ BI & ERP roll-outs
- ▲ New crystallized service offering
- ▲ Participation in the competitions & awards won
- ▲ Cross-studio collaboration processes crystallized
- ▲ Competence mentor program launched
- ▲ Main HR framework improvements
 - ▲ Career paths & harmonizing role descriptions
 - ▲ Skills-mapping & capability analysis
 - ▲ New onboarding and recruitment processes
- ▲ Redesign of Avidly tech organization
- ▲ Customer relationships to the next level - partner, not a consultant
- ▲ Group wide quality standards built
- ▲ Digital 22 acquisition
- ▲ Share buy-back program launched

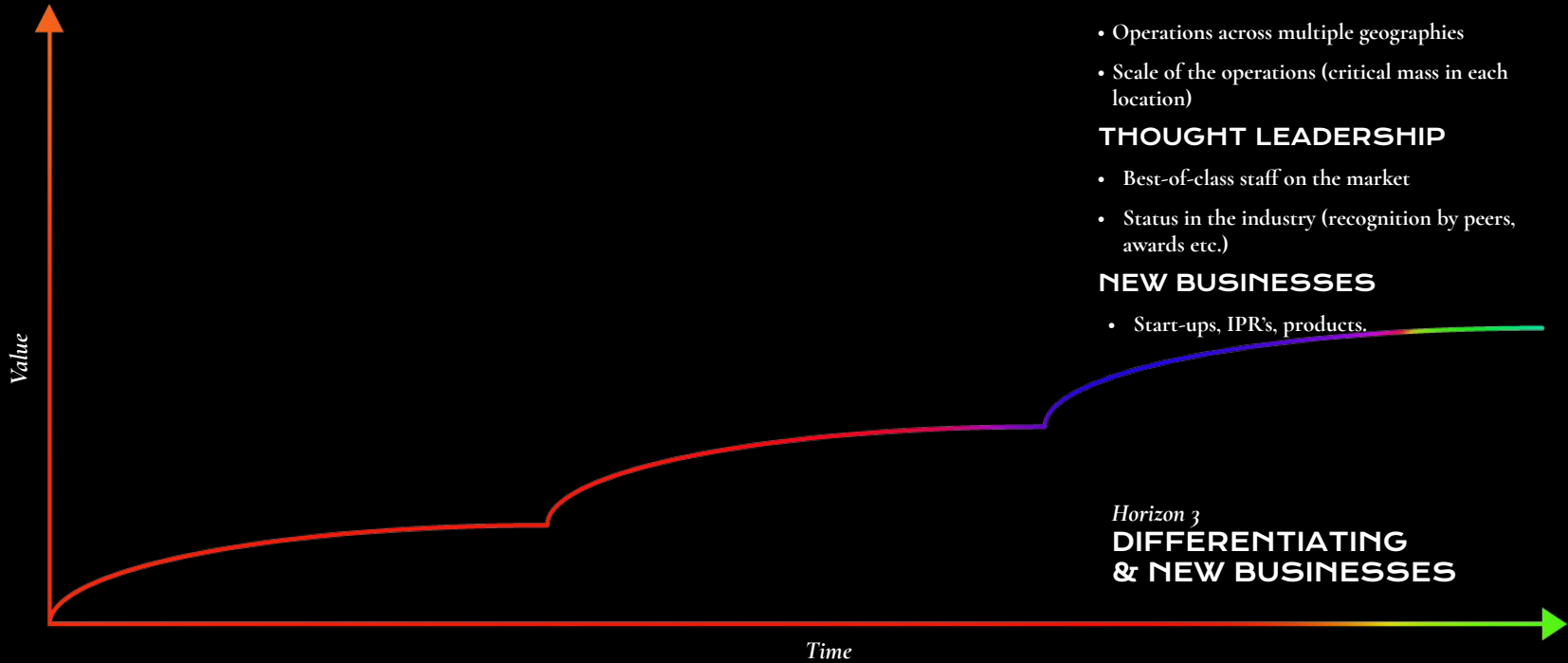
AVIDLY GROWTH ROADMAP



AVIDLY GROWTH ROADMAP



AVIDLY GROWTH ROADMAP



Summarizing

**In 2022 we continue to focus in
executing our strategy**

And we will accelerate our international growth

Digital 22 is joining Avidly

What matters the most



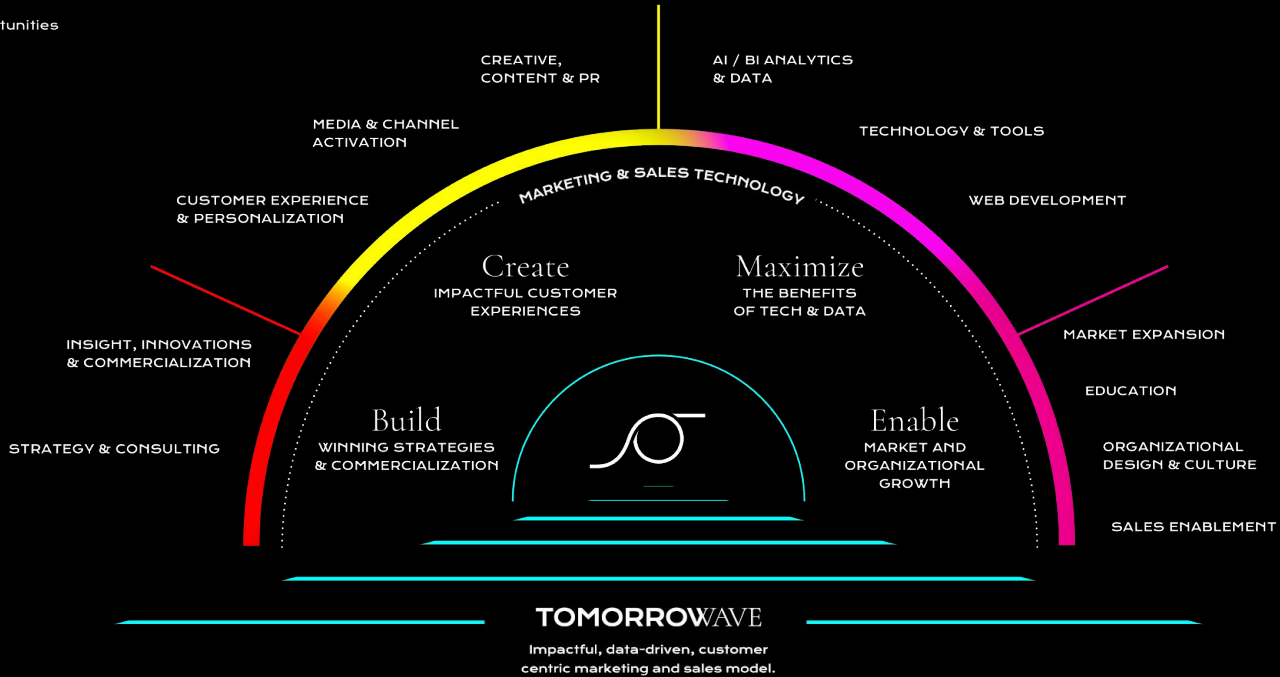
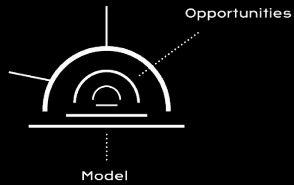
1. CULTURE & VISION FIT
2. WORLD CLASS COMPETENCE
3. NEW MARKET & CUSTOMERS
4. WELL RUN BUSINESS

Service Offering

Second part of the Avidly Growth Platform



Capabilities



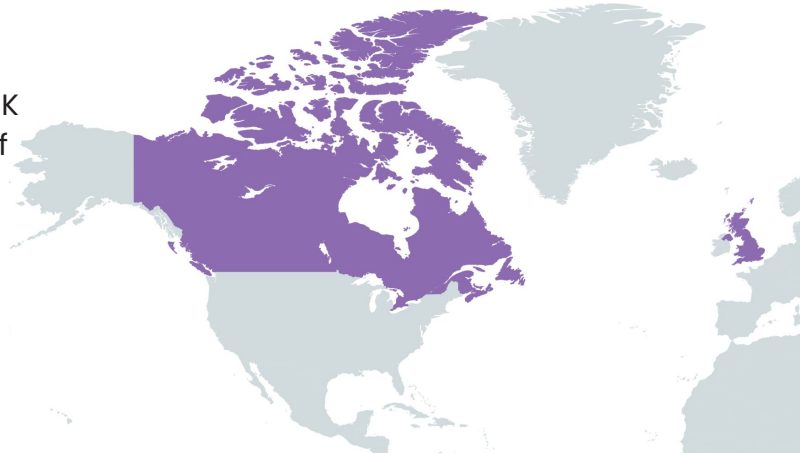
...and by joining forces we become

The #1 HubSpot agency in the world

Who is Digital 22

Digital 22 at a glance

Digital 22 is a HubSpot agency with studios in the UK and Canada. With a team of 45 in-house marketers, copywriters, designers and developers they are experts at inbound marketing and know the HubSpot platform inside-out.



Service revenue
€2M+

61
eNPS

2 countries
(UK and Canada)

45
specialists

100+
HubSpot rollouts

73
NPS

More information can be found here: <https://www.digital22.com/>



UK Office

[D22life](#) blog



Services We Offer

HubSpot Expertise (All Hubs)

Including:

- ▶ Marketing Automation
- ▶ Setup & onboarding
- ▶ Account optimisation
- ▶ Training

Video Marketing

Inbound Marketing

Including:

- ▶ Social media
- ▶ SEO
- ▶ Email
- ▶ Premium Content Creation
- ▶ Automation
- ▶ Blogging

Website Design & Dev

Including:

- ▶ Website Projects
- ▶ Growth Driven Design

Sales Enablement

Account Based Marketing

Pay Per Click (PPC)

Including:

- ▶ AdRoll
- ▶ Paid Search
- ▶ Paid Social

Chatbot Creation & Improvement

SUMMARY

WE'RE ON TRACK

- a. Growth market & positioning that resonates
- b. Redesigned platform ready to take off
- c. Clear & well-defined growth roadmap



Questions to Jesse



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4/ DELIVERING OUR CUSTOMER PROMISE

Ismo Nikkola
Deputy CEO, Chief Strategy Officer

Contents



- ▲ *Building growth with Avidly Growth Platform*
- ▲ *Building thought leadership*
- ▲ *Building international impact*



Aidly customer promise

**We create impactful solutions
that help companies grow.**

**Aidly Growth
Platform**

**Building thought
leadership**

**Building
International Impact**

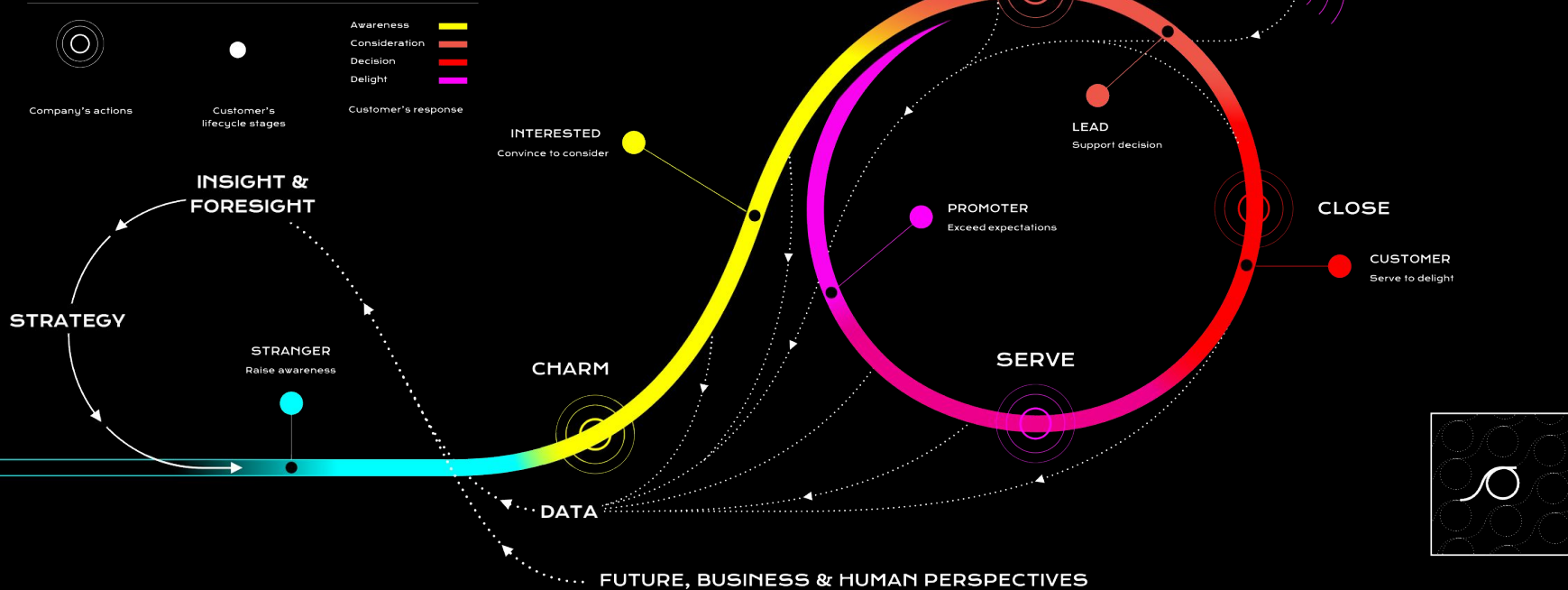


Building growth with
Avidly Growth Platform

TomorroWave

First part of the Avidly Growth Platform

Impactful, data-driven, customer centric growth model. It's the big wave every business wants to catch. Creating growth by analysing and developing marketing and sales based on the customer experience.



Optimal process for building growth with marketing and sales

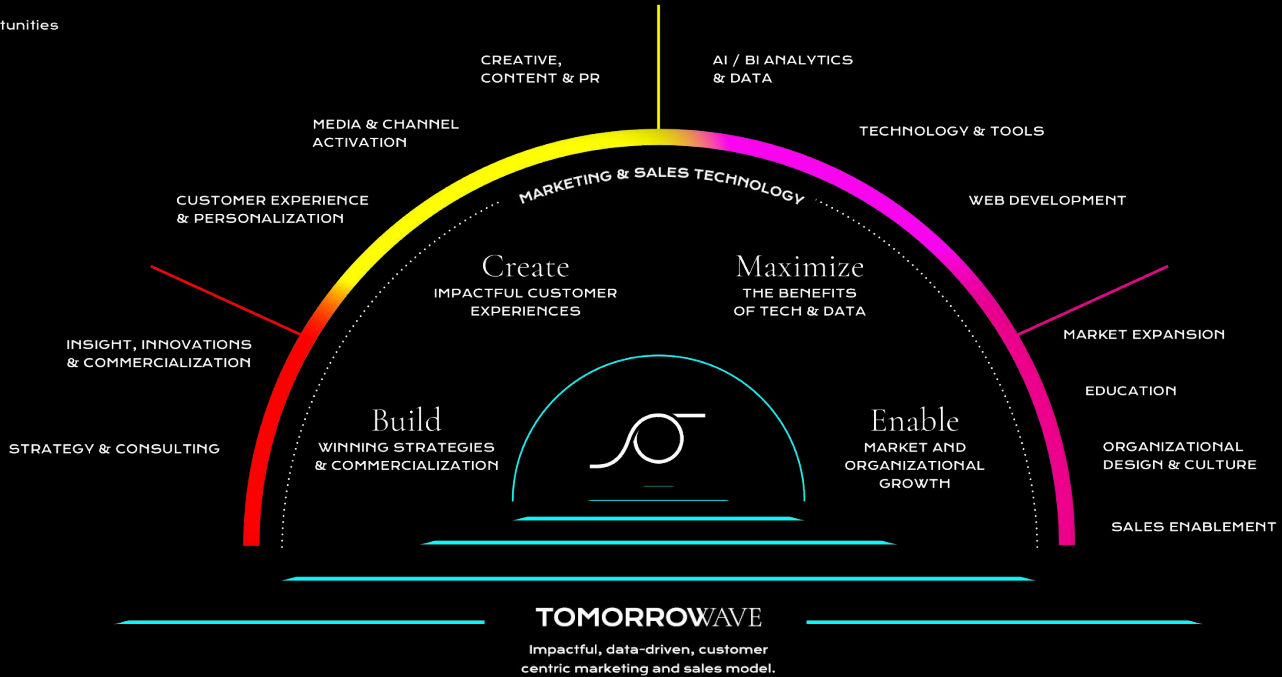
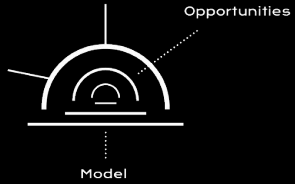


Service Offering

Second part of the Avidly Growth Platform



Capabilities





Case: Saka





Explosive growth and investment in service experience

BRANDING, CREATIVE CONCEPTS & DESIGN,
DIGITAL MARKETING, MEDIA & CHANNELS,
WEB DEVELOPMENT, DATA & MEASUREMENT



Building Thought Leadership





70%

of B2B decision makers make their decision on potential suppliers before anyone contacts them

Source: CSO Insight



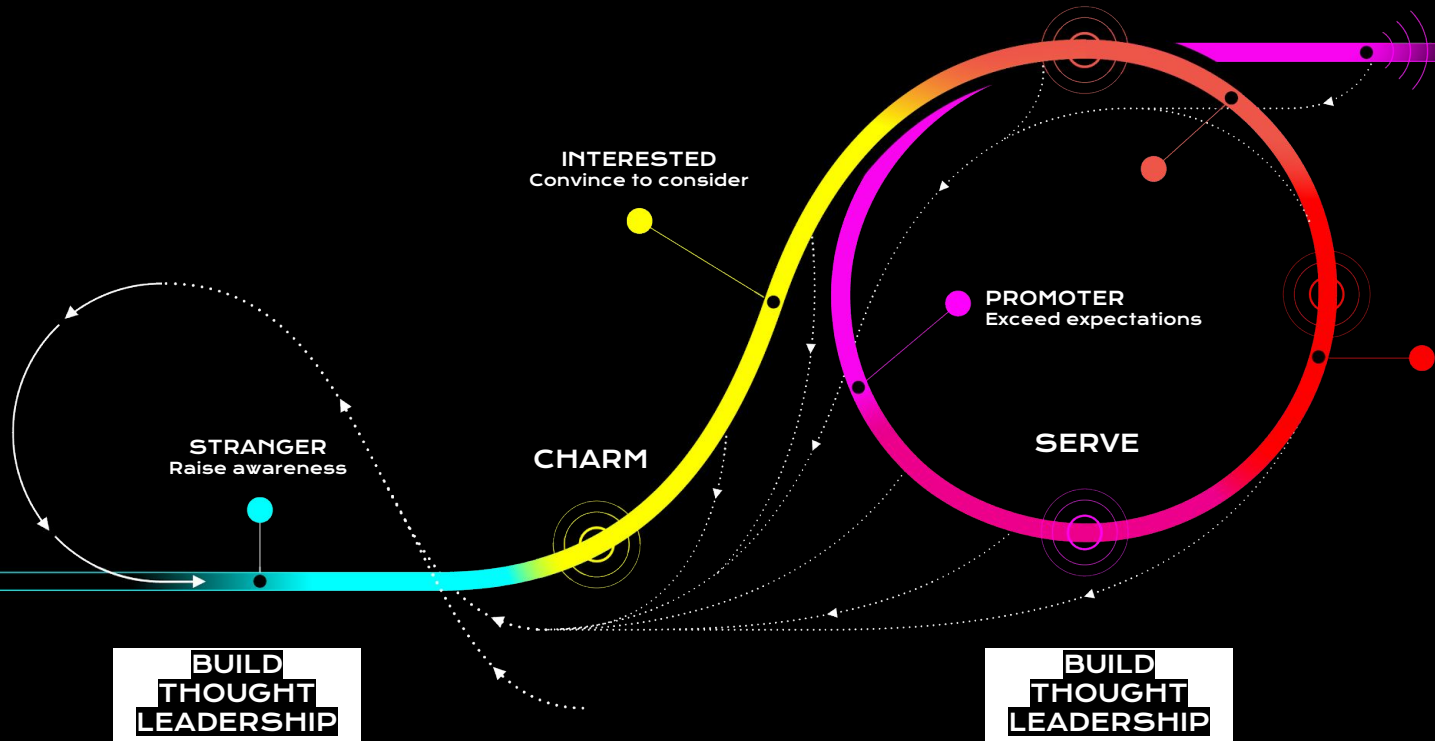
6-10

Typically there are 6–10 people deciding on the purchasing of a complicated b2b solution.

And every one of them has 4–5 sources of information they have individually gathered. And these information should not contradict with each other.

TomorroWave

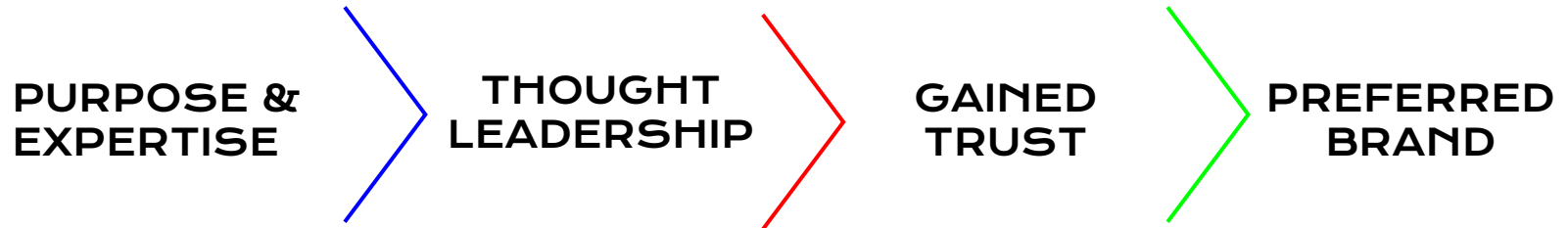
Which parts of the customer journey we aim at with thought leadership



Purpose and expertise behind thought leadership



Trust is the key





Case: Wärtsilä Energy





 Together with Avidly we refined Wärtsilä Energy's content strategy and defined the themes of thought leadership.

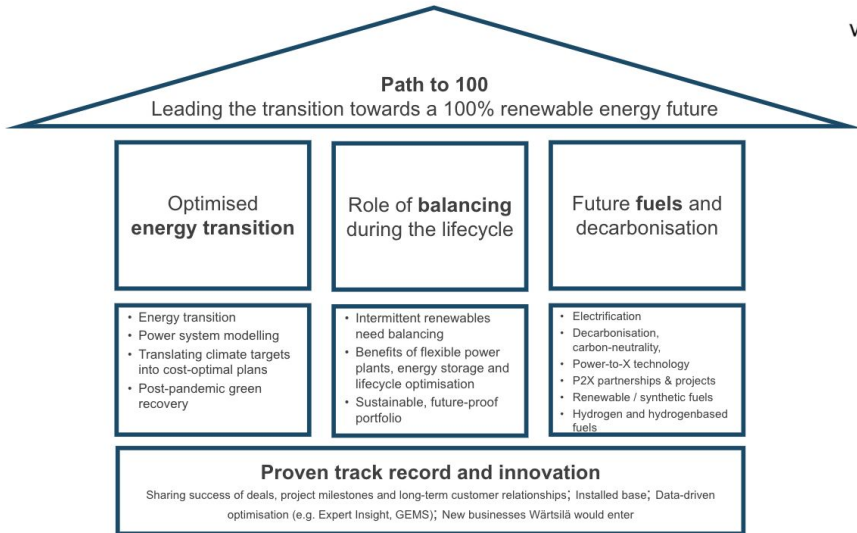
The aim is to support Wärtsilä Energy's mission
"Towards a 100% renewable energy future."

We also designed an agile method of content production that involves our entire global team. With the means of continuous content production that is both relevant and inspiring for our target audiences, we will further strengthen our position as the thought leader of the energy industry.

*NINNA ARPONEN,
MARKETING & COMMUNICATIONS DIRECTOR, WÄRTSILÄ ENERGY*

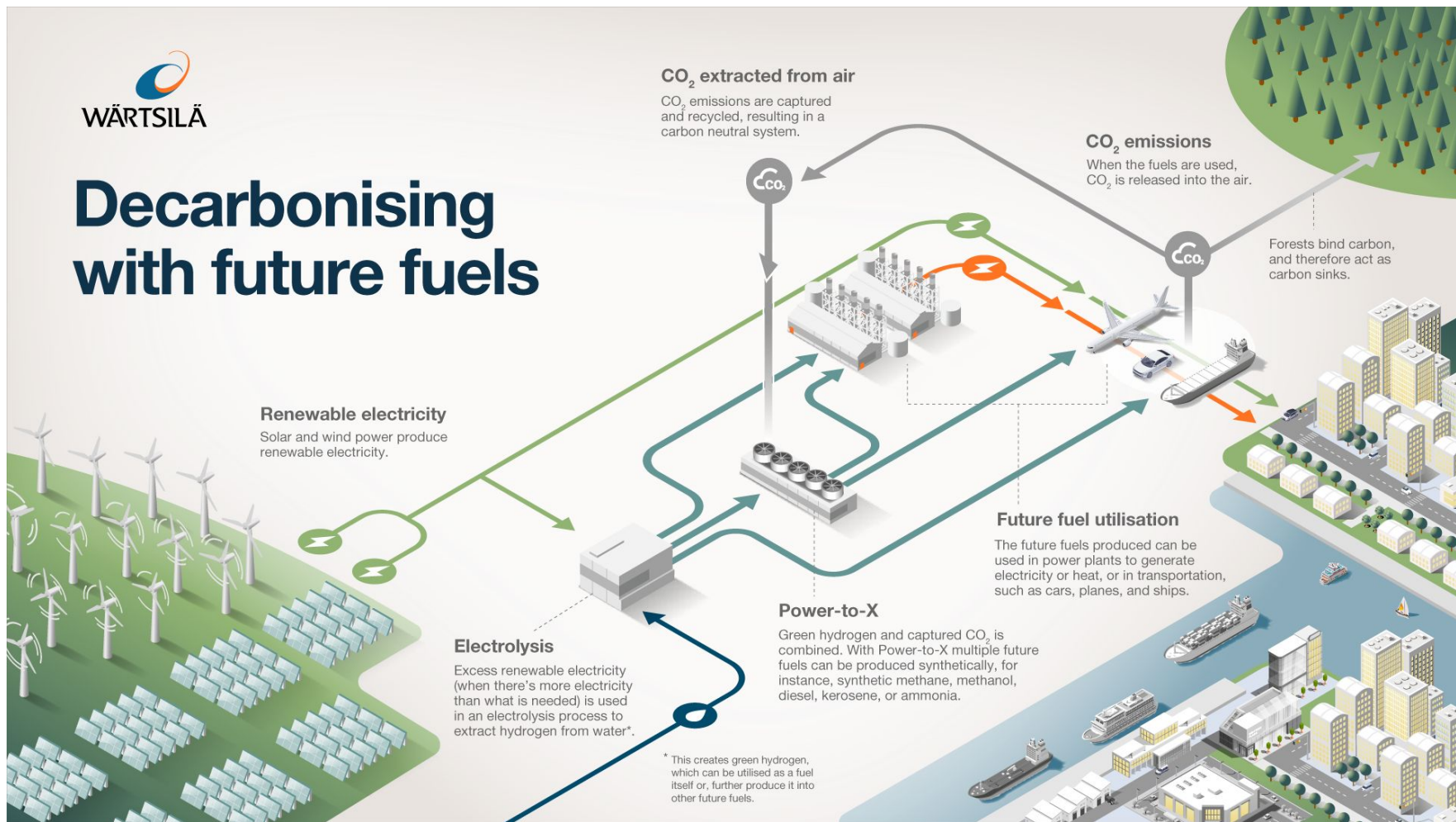
Wärtsilä Energy

Building the thought leadership starting from the company mission



Carbon Neutral 2050 vision: Will India make the tiger leap? Soaring temperatures, colossal hurricanes and unprecedented wildfires marked 2020...

Decarbonising with future fuels



FUTURE FUELS AND POWER-TO-X

JOIN US IN SHAPING THE MARKET FOR CARBON NEUTRAL
FUTURE FUELS

[ARTICLES](#)[WEBINAR](#)[PRESS RELEASES](#)[CONTACT US](#)

Decarbonising with future fuels

The urgent need to **take action to decarbonise and reduce the global carbon footprint** is seen globally. Countries, regions, significant industrial players and companies are setting renewable energy or decarbonisation targets.

To fully overcome renewable intermittency, energy systems must employ all available flexibility solutions, from energy storage which discharges over a period of hours – to thermal balancing using future fuels, which can be transported and stored over many months.

The influx of renewables entering power systems is creating the right conditions for excess clean electricity to be used as a raw material for new types of **hydrogen-based, carbon neutral future fuels**.

Together with flexible power plants, future fuels can meet the critical demand for long-term storage solutions that balance grids in an affordable and sustainable way.

Dictionary of future fuels

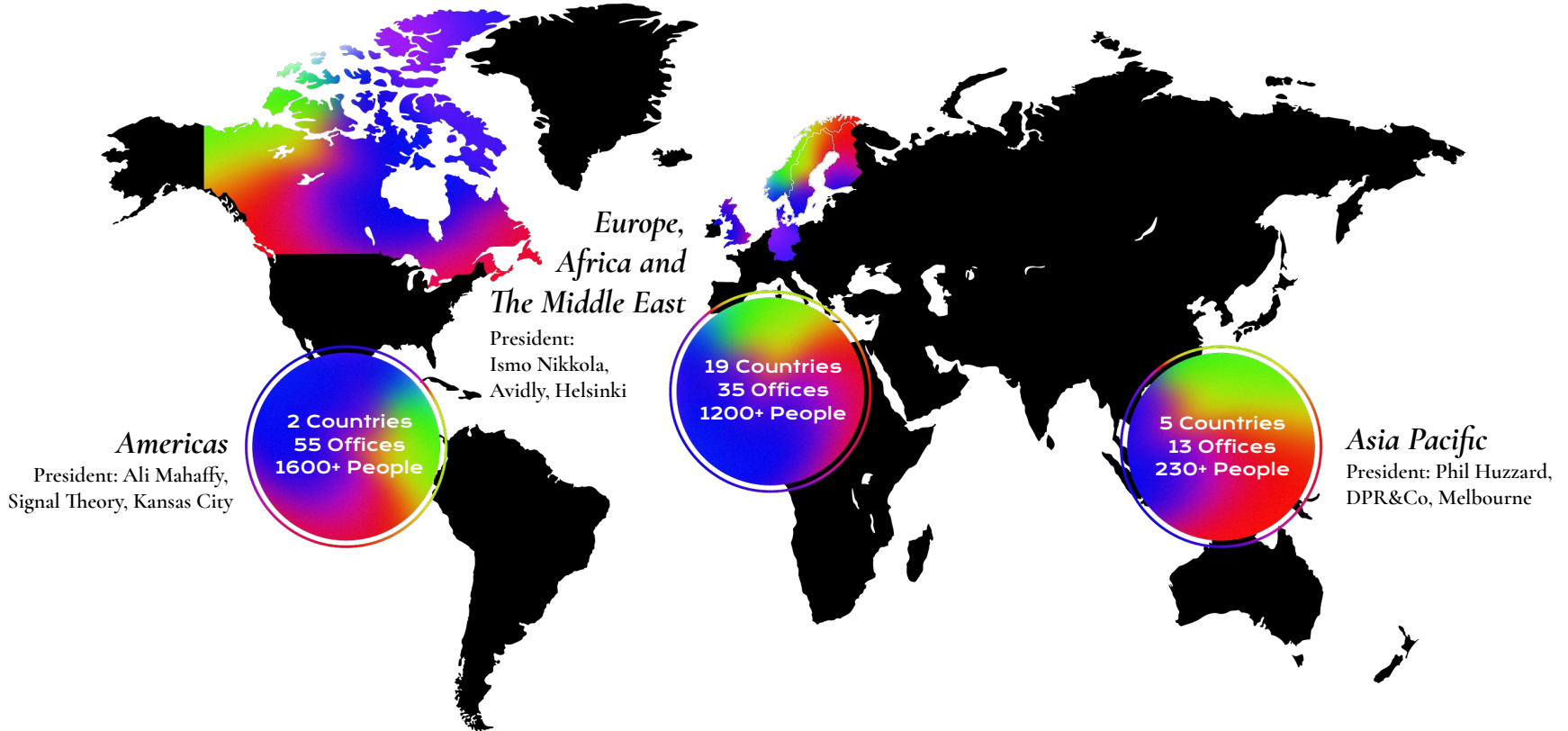
What is green hydrogen? What is pink hydrogen? What does Power-to-X technology mean? When it comes to future fuels, there is no shortage of jargon. We made a dictionary of future fuels to explain key terminology understandably.

[READ THE DICTIONARY](#)

Building global impact



Via Avidly studios and AMIN Worldwide agency network we can help your business around the world





Case: Kalmar



Kalmar

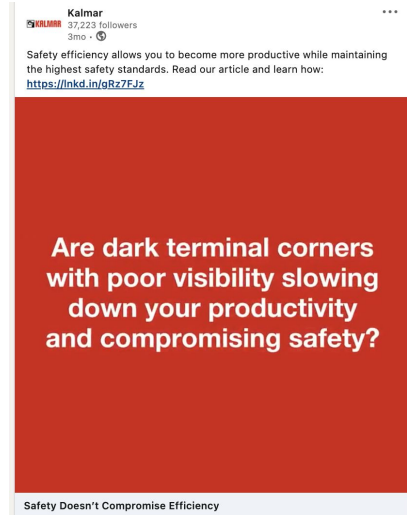
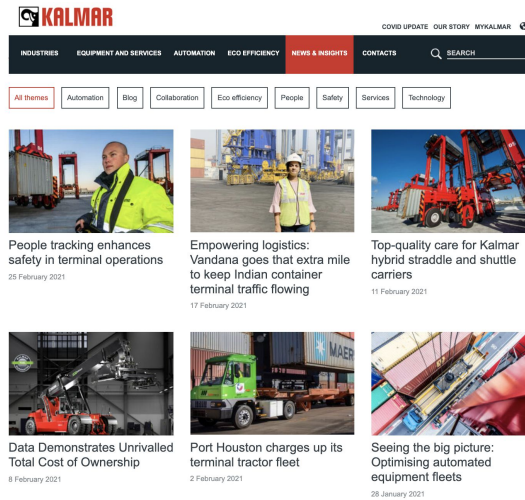
Ongoing content production for Kalmar Mobile Solutions

In 2017, Kalmar started a transformation to establish a global, on-going digital content process together with Avidly.

A content strategy, based on strategic communication themes, was established.

In 2019 Kalmar rolled out inbound marketing activities with Pardot and we adjusted the global content process to better serve local inbound marketing activities .

Kalmar's audience has grown significantly



Be brave, take a stand, earned media will also be received over time



The screenshot shows the Kalmar website header with navigation links: About us, Pressroom, Contacts, Careers, Other sites, and Login. Below the header is a navigation bar with categories: EQUIPMENT, AUTOMATION, PARTS & SERVICES, CUSTOMER CASES, and NEWS & INSIGHTS. The main content area features a large image of a port with a city skyline in the background. Below the image is a date stamp '25 October 2018' and a 'Reading time 3 minutes' indicator. The article title is 'Will megaships face the fate of dinosaurs?' in large red font. Below the title are social media sharing icons for Facebook, Twitter, Google+, LinkedIn, and YouTube. At the bottom, a short paragraph reads: 'Will digitalised supply chains and e-commerce finally bring an end to the quest for larger container ships?'

The screenshot shows the WorldCargo news website header with the logo and a search bar. Below the header is a navigation bar with categories: Ports & Terminals, Cargo Handling Equipment, Shipping & Logistics, ICT, Automation, Multimodal, and Container. The main content area features the article title 'Kalmar executive questions the future of mega container ships' in large black font. Below the title is the date '27 Oct 2018' and the author 'by WCN Editorial'. The article text reads: 'Will digitalised supply chains and e-commerce finally bring an end to the quest for larger container ships? Writing the latest "blog" on "Kalmar 2060," Hannu Karp, Kalmar's Senior Manager, Digital Services, has his doubts'. Below the text are social media sharing icons for LinkedIn, Twitter, Facebook, and Email. At the bottom, a short paragraph reads: 'During the last decade, cargo carriers and shipping lines have been continuously investing in bigger vessels to gain efficiencies of scale. Simultaneously, container volumes have not grown at the same rate, resulting in vessel overcapacity. Shipping lines have consequently adjusted their'



SUMMARY

Avidly has the tools, the reach and the evidence to deliver our customer promise

We create impactful solutions that help companies grow.



Questions to Ismo



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5/ TRENDS AND GROWTH OPPORTUNITIES

Barbro Fagerbakk
Chief Revenue Officer

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 - ▲ *Trends and opportunities in our market*
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The CRO role

Main responsibilities of a Chief Revenue Officer (CRO)



What does a CRO do?

GROWTH

To a sales leader, growth is narrow: hit quota.

To a CRO, growth is broad and holistic: open up new paths to revenue and build the machinery to get there.

ALIGNMENT

CROs have a hand in everything that has to do with revenue.

They spend a lot of their time getting everyone to row in the same direction, from their peers in the C-suite to teams across the company.

PLANNING FOR THE FUTURE

CROs are data-driven, they live for predictability,

CROs use every tool they've got — analytics, strategy, and the best talent they can find.

Trends and opportunities in our market

Macro trends for 2022



- ▲ The buyer behaviour is driving **the need to sort out companies “disjointed mess”**.
- ▲ Systems are expected **to solve tactical, creative and strategic challenges** for customers as well as within companies.
- ▲ “Franken Systems” are losing ground **to modern, cloud based and smoothly integrated network** of systems.



Key market trends - What we see in the market right now



SERVICES

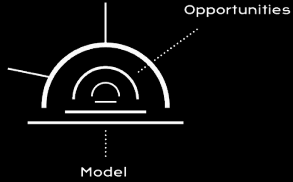
- ▲ **CRM demand is continuing to increase**
 - ▲ Solutions Architecture
 - ▲ Integrations
 - ▲ Migrations
 - ▲ Complex solutions
- ▲ **Growth as a Service (GaaS)**
 - ▲ Retainer clients
- ▲ **HubSpot Websites** are still increasing and often leads to ongoing development support
- ▲ **Paid Media**
- ▲ **BI/AI related services** to support decision making
- ▲ **Combined tech and creative, strategic services**



CLIENTS AND PARTNERS

- ▲ Avidly is now becoming **a partner for the Enterprise Segment**
- ▲ Clients are to a larger degree looking for a “**one stop shop**” - which is a competitive advantage for Avidly (I will show you why)

Capabilities



- ▶ Advertising/paid media
- ▶ Social media marketing
- ▶ Digital marketing
- ▶ Community management
- ▶ Media strategy
- ▶ Media planning
- ▶ Media buying
- ▶ Media relations
- ▶ Inbound marketing campaigns

- ▶ Brand Concepts
- ▶ Advertisements
- ▶ Blogs
- ▶ Articles
- ▶ Podcasts
- ▶ Infographics
- ▶ Videos and animations
- ▶ Webinars
- ▶ Magazines

- ▶ Data
- ▶ Business Intelligence
- ▶ SEO
- ▶ SEM
- ▶ CRO
- ▶ Dashboards
- ▶ Migrations
- ▶ Marketing ROI

- ▶ CRM implementation
- ▶ Marketing automation
- ▶ Hubspot portal review
- ▶ HUB help
- ▶ Hubspot implementation & onboarding
- ▶ Conversational marketing and chat bots
- ▶ Cookiebot

- ▶ CX development
- ▶ Service design
- ▶ UX Design

MEDIA & CHANNEL ACTIVATION

CREATIVE, CONTENT & PR

AI / BI ANALYTICS & DATA

TECHNOLOGY & TOOLS

- ▶ Integrations
- ▶ LMS Support
- ▶ Website development
- ▶ Web store
- ▶ Web apps
- ▶ Hosting & Support

CUSTOMER EXPERIENCE & PERSONALIZATION

MARKETING & SALES TECHNOLOGY

WEB DEVELOPMENT

- ▶ Scenario work
- ▶ Innovation roadmapping
- ▶ Innovation commercialization
- ▶ Brand design

INSIGHT, INNOVATIONS & COMMERCIALIZATION

Create
IMPACTFUL CUSTOMER EXPERIENCES

Maximize
THE BENEFITS OF TECH & DATA

- ▶ Internationalisation services
- ▶ Avidly studios & partners
- ▶ AMIN network

MARKET EXPANSION

EDUCATION

- ▶ Avidly academy
- ▶ Workshops
- ▶ Training
- ▶ Sales coaching

ORGANIZATIONAL DESIGN & CULTURE

- ▶ Change management
- ▶ Crisis communication
- ▶ Strategy implementation
- ▶ Strategy visualisation
- ▶ Organisational development

SALES ENABLEMENT

- ▶ Sales process development
- ▶ Sales process mapping and improvement
- ▶ SLA
- ▶ Sales content
- ▶ Lead nurturing

- ▶ Marketing strategy
- ▶ CX strategy
- ▶ Inbound marketing gameplans
- ▶ Research
- ▶ Planning
- ▶ Annual reports
- ▶ Ongoing reporting
- ▶ Sustainability reporting
- ▶ Content marketing strategy
- ▶ Strategy and roadmap
- ▶ Brand strategies
- ▶ Communication strategy
- ▶ IR communication strategy

STRATEGY & CONSULTING

Build
WINNING STRATEGIES & COMMERCIALIZATION




Enable
MARKET AND ORGANIZATIONAL GROWTH

TOMORROWAVE

Impactful, data-driven, customer centric marketing and sales model.



CLIENTS AND PARTNERS

- ▲ More companies are **hiring for an inhouse team and need a strategic consultancy**, makes them a healthy customer committed to growth
 - ▲ **Growing number of existing HubSpot Customers** need assistance
 - ▲ **Other agencies reach out** to connect their clients with HubSpot partners
- 

HubSpot & Avidly

HubSpot & Avidly



1.

World's largest Elite Partner

2.

Continuing to build up and strengthening the team around CRM and integrations in the HubSpot sphere

3.

Aligned with HubSpot and how they see the market

4.

Attracting business from around the world

5.

HubSpot Certified Trainers

6.

Attracting the best talent for all things HubSpot related

7.

Unique position to attract and assess acquisition targets within the ecosystem
- with the support from HubSpot



Case studies



Lexidy - Solution discovery

New scalable tech stack

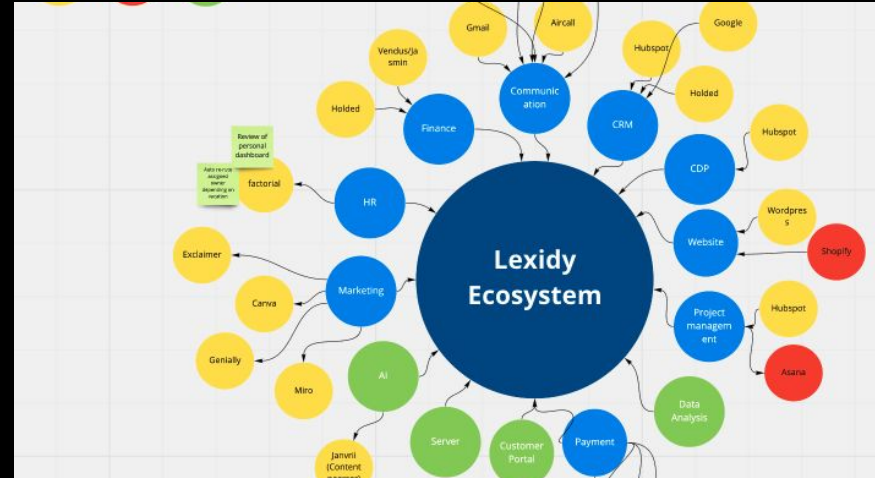
Tech stack, Strategy

With high ambitions Lexidy wanted Avidly to come up with the best tools on the market that fit natively with Hubspot as the master platform.

The company had a great understanding of the buyer's journey and how they wanted a future tech stack to support the growth.

RESULTS:

- ▲ We made a solution to make Hubspot support 80% of the needs and then found 3rd party tools for the last 20%
- ▲ A report with an overall tech stack strategy and concrete suggestions of tools that fit the company's future journey.



Kahoot - Hubspot architecture

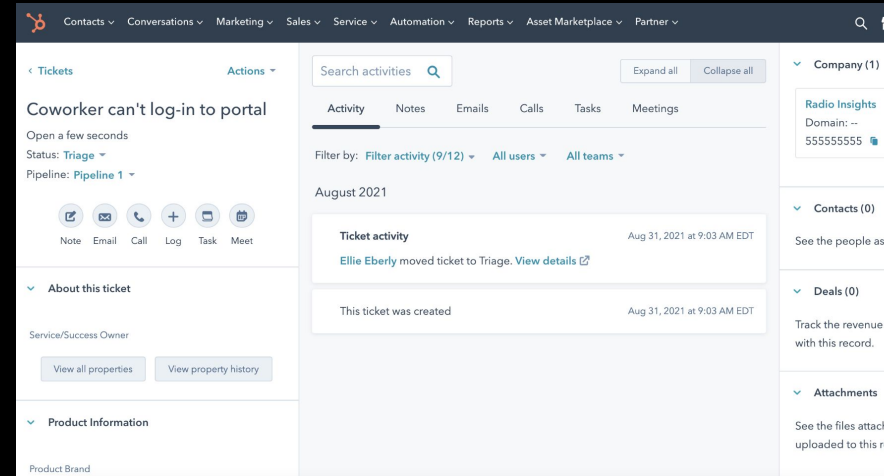


New scalable Hubspot solution for 4 combined companies Hubspot, Strategy

The problem was the all the different properties, structures and automations each company had in their own systems.

RESULTS:

- ▲ Full structure with individual team properties and workflows
- ▲ Advising how to become ONE Kahoot
- ▲ Migrating from 3 different CRM systems into one system



Kahoot!

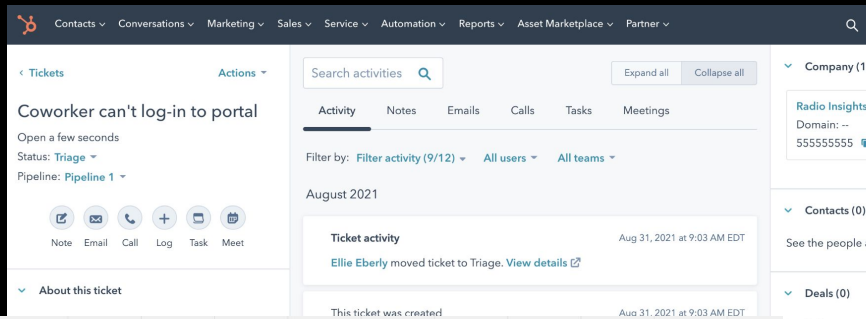
Axel Johnson - Tech architecture



Hubspot and tech stack architecture

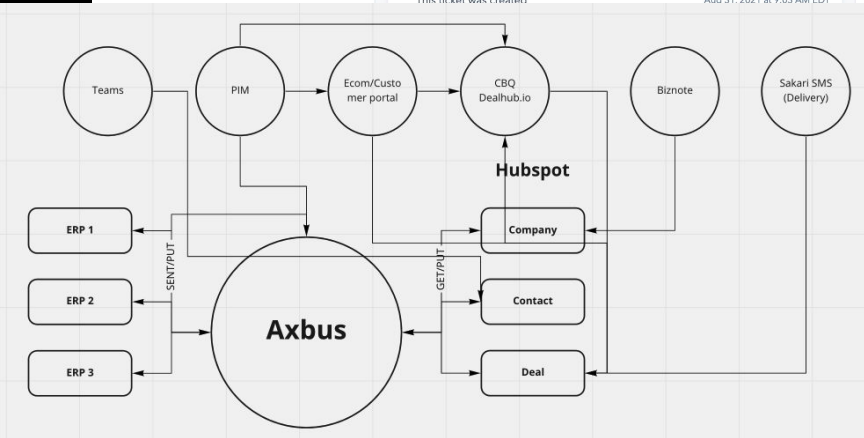
Hubspot, tech architecture

Axel Johnson wanted to implement Hubspot as a full blown CRM, Marketing and Service platform.



RESULTS:

- ▲ Architecture for implementing Hubspot with existing Data Warehouse
- ▲ Architecture for perfect integration with existing 3rd party tools
- ▲ Solutions for new 3rd party tools and how to integrate with the existing setup



HMD – Auto contracting setup



The Home of Nokia Phones

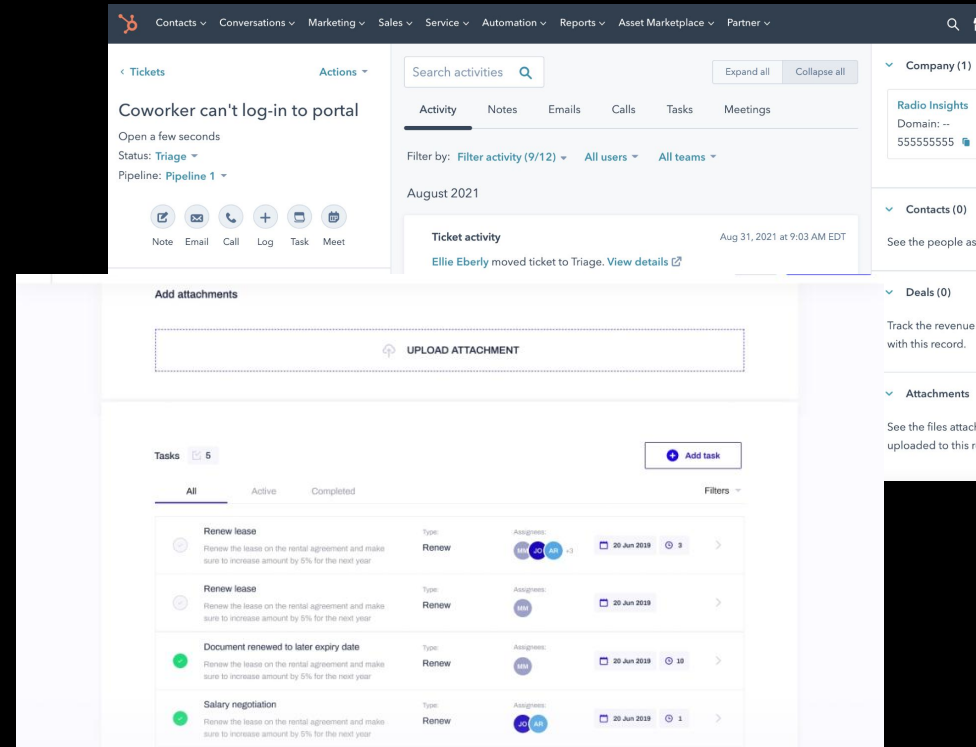


Floating contracting setup with Hubspot Hubspot, Integration

HMD wanted their sales people to only work inside Hubspot and nothing else. The problem was that the requirements for contracting setup did not fit with the tools Hubspot could offer.

RESULTS:

- ▲ Screening the market for the perfect 3rd party contracting tool
- ▲ We build a great solution with Contractbook and Hubspot that made it possible to handle everything inside Hubspot



506 - Integration with existing order system



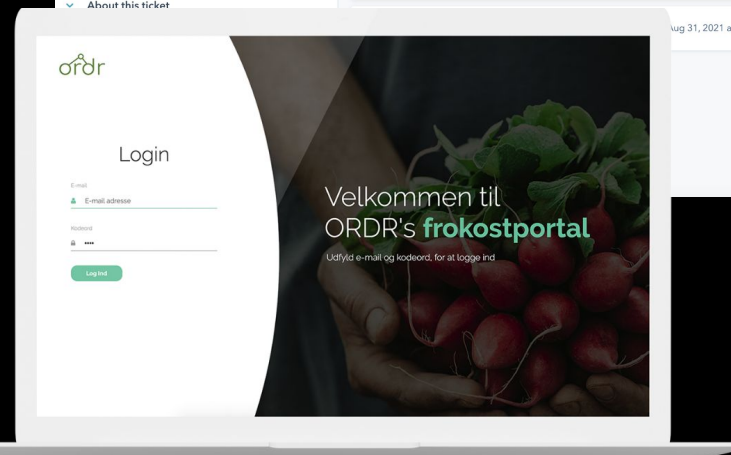
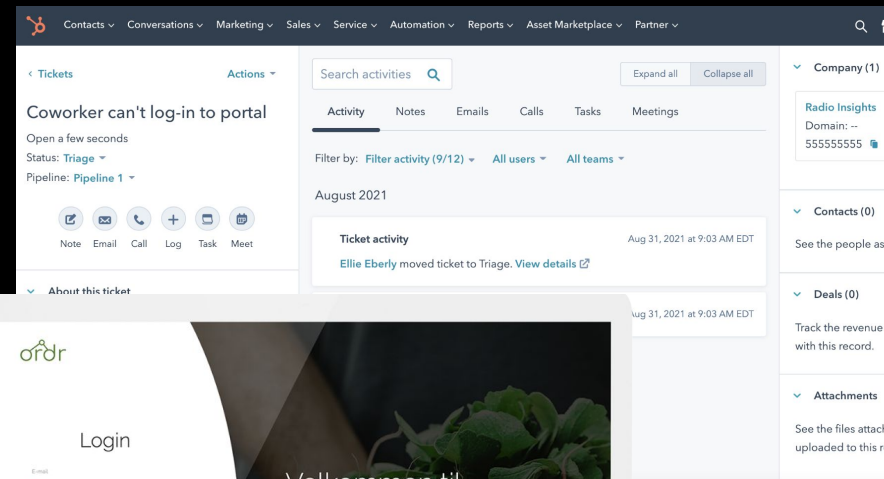
Custom integration with existing order system

Hubspot, Integration

The company was already using Ordr as an order system and wanted Hubspot as their CRM system.

RESULTS:

- ▲ Architecture for 2-way integration for products, companies, contacts and deals in Hubspot.
- ▲ Setup that made Hubspot the master platform and made it possible for the company to handle everything from inside Hubspot



Avensia Sweden (going Global)



Website, Inbound Marketing, Campaign Marketing, HubSpot, Strategy

Avensia has a global presence with offices in Sweden, Norway, England, the USA and the Philippines.

“We got a partner who dared to challenge us, and a web that took us to the next level. Exactly what we wanted.”

EMILIE OLSSON, DIGITAL MARKETING MANAGER

PROJECT GOALS

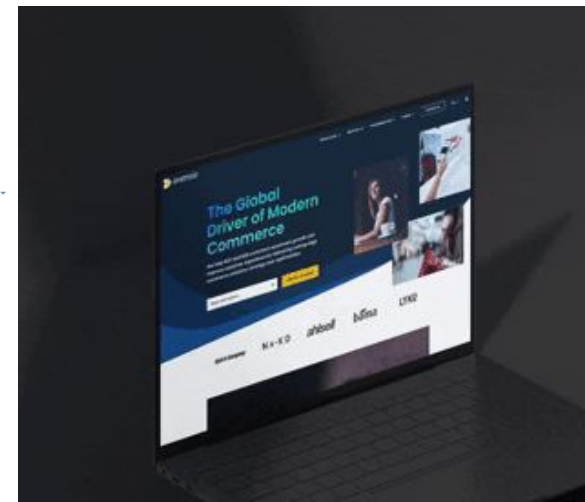
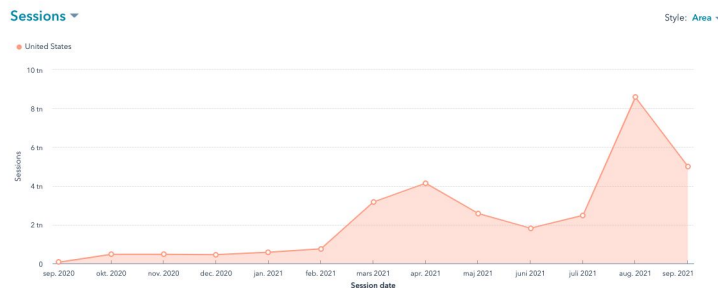
New website: Increase traffic and generate more leads to the sales force.

Branding - The goal was to highlight their expertise and increase awareness and trust - by sharing knowledge and humanize their brand.

RESULTS AFTER 9 MONTHS

- **Doubled up** on yearly goal for conversion %
- **+14% on yearly goal** for overall traffic
- Increased traffic by **+500% for target market (US)**

[READ FULL CASE HERE](#)



TechStep

Website, Inbound Marketing, Campaign Marketing, HubSpot, Strategy



With a new website, techstep.se, in place, Techstep wants to strengthen its position as a 'Thought Leader' in the mobile services and solutions field.

“Avidly's ability to listen and transform our wishes into actual creative solutions has really helped us reach another level in web and digital marketing.”

PÄR ANDERSSON, DIGITAL COMMUNICATION MANAGER

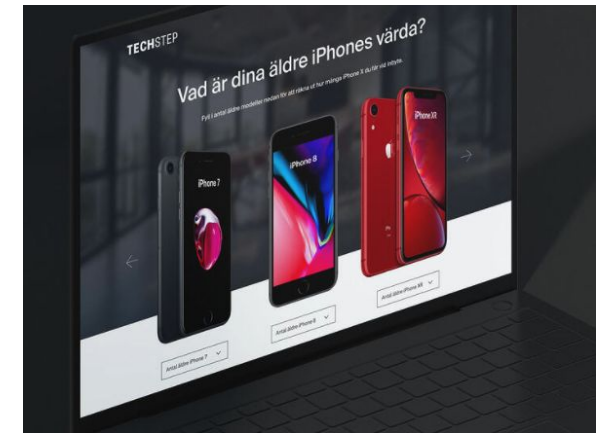
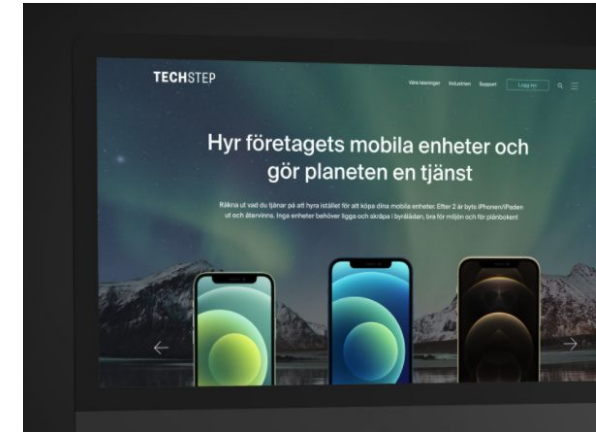
Goals for the new web

- Clarify Techstep's message and offer
- Provide customers with answers to questions and strengthen trust in Techstep as a partner and supplier
- Increase organic traffic
- Gain consistency in digital channels and reduce unnecessary administration and duplication of work

Results

- **Session to contact rate +75%**
- **+314% new visitors**
- **+418% top 10 ranked keywords**

[READ FULL CASE HERE](#)





SUMMARY

Avidly has
a fantastic position.

We are at the top of the
class both within the
market space we are
targeting and the
trends we are seeing.



Questions to Barbro



6 / OPEN DISCUSSION



Thank you for participation

More information on Avidly at <https://investors.avidlyagency.com/en/>

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