

# KI growth

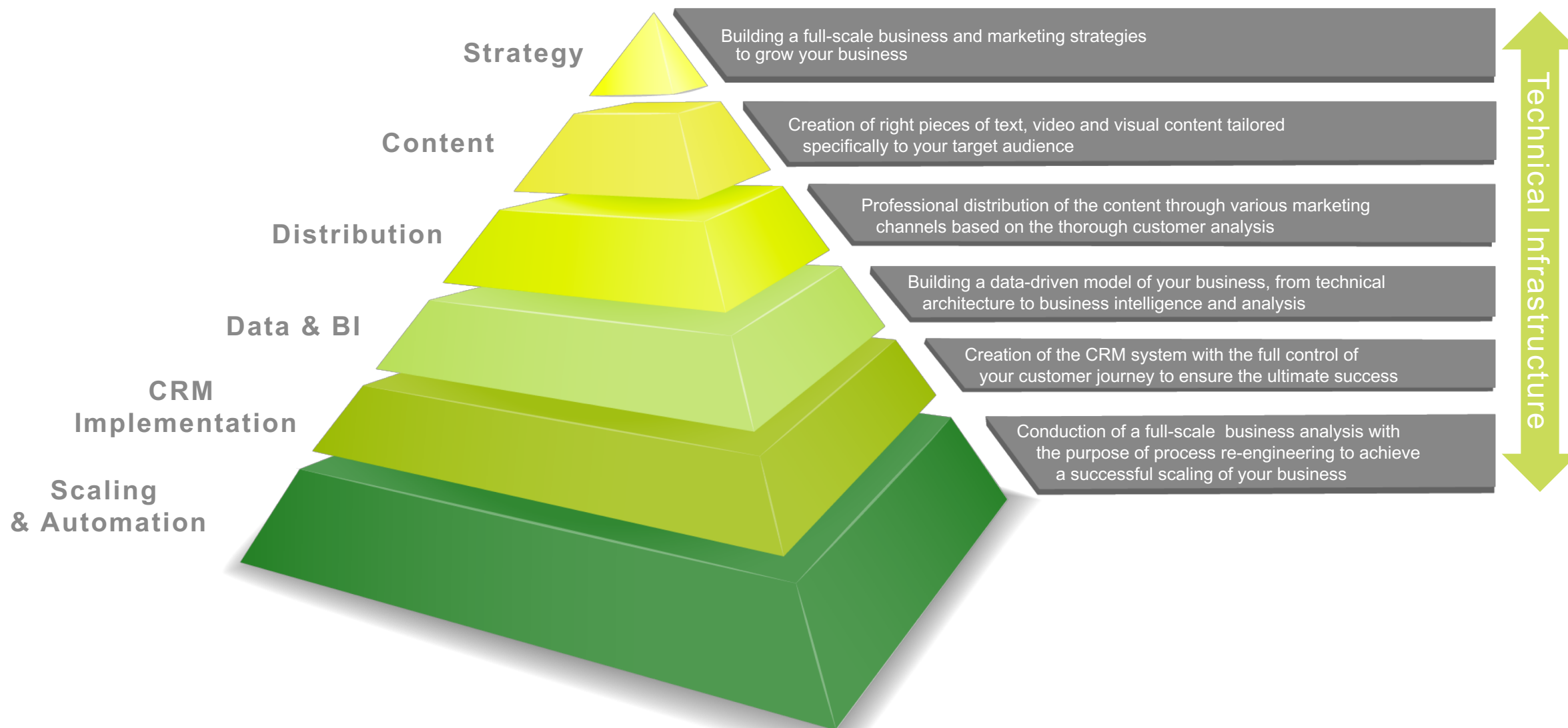
## Introducing us.

Munich, 2018



KI growth

Driven by performance and based on data  
we help **make decisions**, take the **right actions**  
and **grow** your business



# Our Approach: *Identify, Build, Measure & Learn*



# Strategy and Management

*By implementing a customer centric, data driven strategy as well as a lean organizational framework we make sure to improve all measures and outcomes facing your customers one step at a time*

## Communication



## Task Management



## Visibility



## Our competences:

### Interims Management

During interims management we fully immerse in your organization and integrate fully in your team. We speed up development by supporting on all operational measures, transferring knowledge and recruit suitable talent from day one.

### Customer Centric Strategy

Establishing transparency on your customer needs and interests is our core of a successful marketing strategy. Through research, data collection and A/B testing we make sure to always develop solutions customers really want.

### Lean Approach

We set up a lean environment with an agile organizational structure to develop functional measures quickly whilst having a highly productive and enabling environment for your team.

### Data Driven

By providing visibility on your company's underlying unit economics we build a funnel oriented KPI hierarchy providing a connected view on your customers lifecycle and enable measuring impact as well as data driven decisions to create most impactful marketing and CRM measures.

# Spinning off a Start-Up from a corporate: Saloodo!

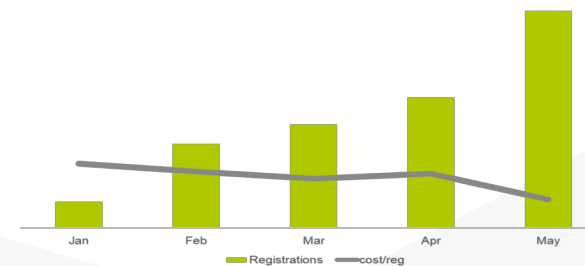
## Setting up a digital Marketing Team at Saloodo!

In order to prove the underlying business model we created a flexible and fast paced setup to develop performing channels and generate user data and feedback as quickly as possible. After testing and verifying the developed hypotheses we switched into growth with continuous improvement in the chosen channels.

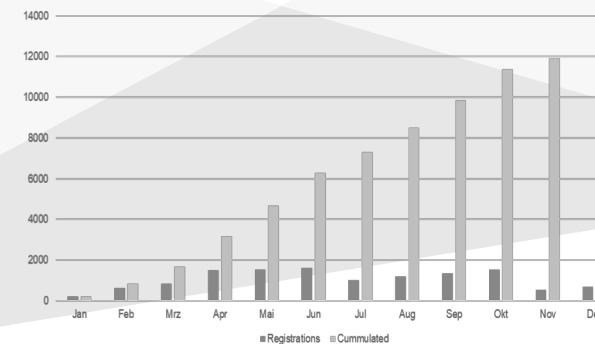
### HOW WE DID IT

- Set up performance marketing channels and converting first users on day one.
- Email Marketing: Automatically generating Email addresses and generation of leads through automated email chains.
- Tracking Infrastructure: Setting web analytics integration to create visibility on the customer journey.
- Team Set Up: Introducing agile project management.

Adwords Performance since Launch



Customer growth over time



### THE RESULTS

\*data comparison: Year 2017



**- 68,15 %**

Customer Acquisition Cost (Registration)



**35%**

Compound Monthly Growth Rate (CMGR)  
in Registrations



**40,25%**

CMGR in Bookings



The Combination of Adwords and Email marketing proved to be the most effective combination to fuel customer growth.

# Content Production Unit

*Content production partner with holistic production approach. Regardless of whether you need text, images, videos,  
or a new brand image/communication - we create it for you with the highest degree of creativity, detail and passion.*

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## Our competences:

### Text

Written content is still a very important part of every marketing campaign. In order to build a community or simply increase conversion, it is necessary to approach your target group with high quality written content. Our dedicated and experienced copywriters supported clients of any kind to achieve their goals.

### Images

Especially for social media campaigns, images became very important to drive traction. We use latest camera technology combined with a creative mindset to create outstanding images that have an impact on your campaign success.

### Videos

In recent years, videos became popular among marketers to reach their audiences in an authentic way. If used correctly, Videos indeed have an outstanding impact on the performance. Hence, it is our aim to outperform the industry standard in every single video we produce by using latest technology, innovative thinking and a deep understanding of the market.

### Branding

The positioning of your brand is one of the most important things to consider, we can help you to consolidate one core message and develop it into a name, logo, slogan, website, etc.

## Example Videos



### *CheMondis Kick-off Video*

Client: Chemondis (Lanxess)  
Location: Cologne office and chempark  
Purpose: Landingpage

[Watch Video](#)



### *KI labs employer Video*

Client: KI labs  
Location: Munich office and city  
Purpose: Landingpage

[Watch Video](#)



# Distribution Performance Marketing

*The holistic approach that we use at the core of the marketing strategy development enables us to focus on the whole rather than on the parts of individual campaigns and allows to develop a well-thought-out and researched strategy for the success of our customers.*

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## Our competences:

### Review & Analysis

First, we analyze your technological landscape and the scope of your marketing activities. After that we help you determine the right target audience with the help of specific customer personas. Based on your target group we define the optimal channel mix that enables you to market to the right people and reach your marketing goals as a result.

### Implementation

We set up the necessary accounts as well as tracking in order to create the basis for valid data and results. We start by getting the basics in place first and steadily building up based on it.

### Measurement

Our specialists will prepare a weekly/monthly or quarterly report (based on your requirements) so you have a full overview of the advertising activities and track the produced results.

### Recommendations

Our specialists use the generated results in order to identify low-performing areas and provide recommendations how to optimize your campaigns better.

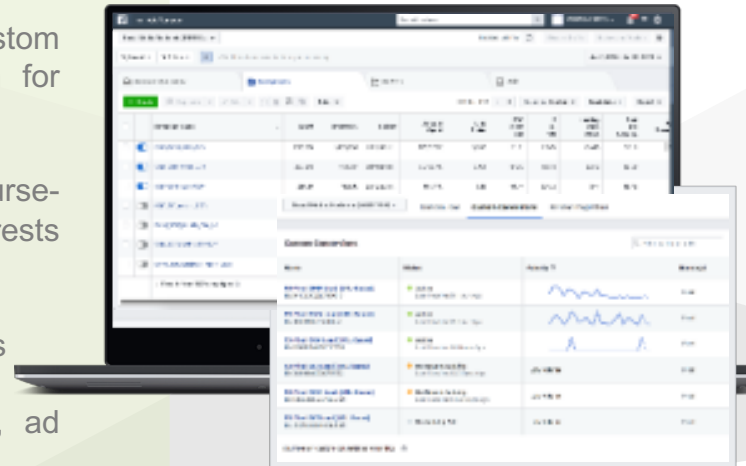
# How we approached SMA Facebook channel to meet and exceed monthly campaign goals

## Social Media Akademie & Sekretaria Online Akademie – Facebook Ads

In order to satisfy our client's needs, we focus on his sale channel and we identify the conversions and the content that are relevant for his customers. We make sure to define the corresponding audience segments and to target customers as differentiated as possible for each course.

### HOW WE DID IT

- Custom Conversion Implementation: optimize towards custom events based on leads, such as email, email subscription for information request, specific to each course and landing page
- Specific Audience Targeting: identification and testing of course-specific lookalike audiences, based on leads, and interests audiences to increase reach and relevancy
- Custom Design Ad Creatives: testing and personalization of ads
- Continuous Performance Optimization: on-going campaigns, ad sets and ads monitoring and optimization



Our Facebook-centric approach delivers high performance in terms of reach and cost and provides scalability and flexibility for monthly changes

### THE RESULTS

\*data comparison: 10/2017– 06/2018

↓ **30%**  
Cost per Conversions (CPL)

↑ **45%**  
Reach

↑ **60%**  
Conversions (Leads)

# Data Architecture & BI

*We offer a full service from tech architecture conceptualization to data visualization and analysis*

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## Our competences:

### Tech architecture

We conceptualize a tech and data architecture based on your specific environment and goals. We provide end-to-end, automated solutions connecting all your data sources into a designed data warehouse.

### Data analysis

We extract, transform and load your data to provide you with detailed insights on your business and users. We work with you in finding the key findings that impact your daily work and can help bring your business to the next level.

### Data visualization

We create useful and easy to read data visualization to help you efficiently and quickly get an overview of your KPIs and grasp changes as well as historical behaviors. Together with you, we define the best tools to share insightful visualizations with your team or your clients.

### Tech support

Our team of experts will be ready to provide you with the full support and guidance on every stage of your business. We support you in the required stages and fully on-board your team.

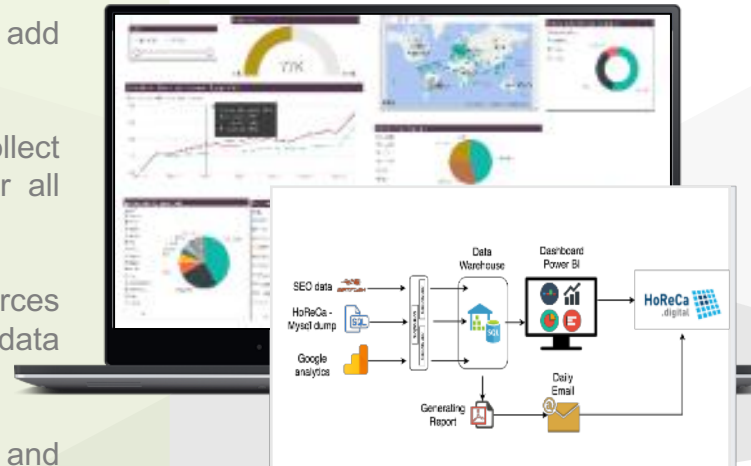
# Metro: How we automated data collection and user creations to enable a NBA prediction tool

## AUTOMATED DATA PIPELINE IMPLEMENTATION for >100K EATBU.COM WEBSITES

In order to satisfy our client's needs, we focus on the final aims and we identify the needed set up to implement client's vision. We make sure to define required technical and data infrastructures and to provide a comprehensive solution that allows our client to access the data, store and transform them, gain insights and visualizations.

### HOW WE DID IT

- Automated User Creation: build a fully automated pipeline to add new Google Accounts to host new subdomains
- Automated Data Pipeline: build a fully automated pipeline to collect daily Google Analytics and Google Search Console data for all existing and future subdomains
- Datawarehouse: establishing a connection from all data sources (including GA, GSC, SEO and internal DB) to the appropriate data warehouse
- Custom Visualization Dashboards : generate reports and interactive dashboards for data analysis and visualization



Our data-centric approach delivers high performance in terms of data insights and provides scalability and flexibility to build your next tools

### THE RESULTS

\*results refer to the project status quo



#### Transparency

All data available in one platform



#### Insights

Identify best actions and new strategies



#### Time and resources

Processes and tasks automation

# CRM Implementation

*We are here to help you optimize your customer processes on the Salesforce platform in Marketing, Sales and Services*

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## Our competences:

### CRM Strategy

The basis of every successful CRM is a clear vision and aligned strategy. Providing you with the experts from all areas of marketing, we support you with an **end-to-end** CRM strategy.

### Salesforce Implementation

We deep dive into your processes before evaluating the best technical solutions and drawing up the roadmap for introducing a CRM system or optimising existing processes and customer interactions. Using an agile methodology you can use your system **from Day 1**.

### Salesforce Administration

Supporting your CRM team with maintaining and improving your existing processes and data structure in Sales Cloud, Service Cloud and Pardot.

### CRM Marketing

Leveraging your existing Salesforce processes and data we support you with customized CRM Marketing automations to contact your customers at the **right time** with the **right information** via the **right channel**.

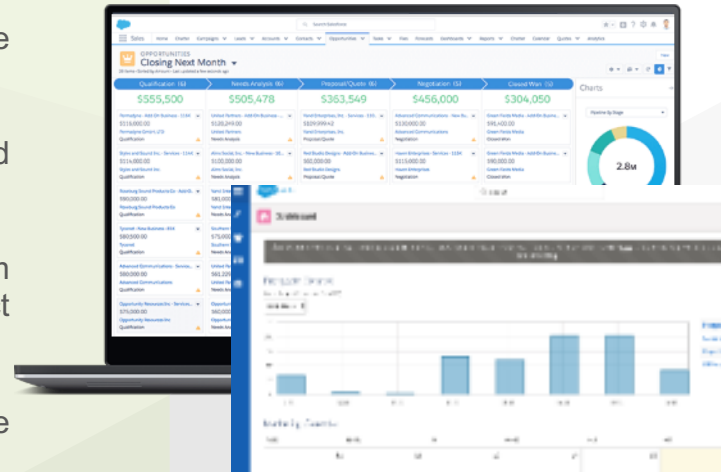
# Making your Sales & Marketing departments working faster and more efficiently

## Sales Cloud and Pardot Implementation

In order to enable our customer to have all sales and marketing relevant data in one system, we focus on implementing processes and data structures to ensure high data quality and reduced manual efforts. Additionally, we make sure to enable all CRM stakeholders to get access to the information they need within clicks.

### HOW WE DID IT

- **Going fast**, understanding the needs and providing the technical solutions is at the core of our identity
- Generating and maintaining leads from **different channels** and **automating processes** for increased Sales efficiency
- Covering business specific requirements with custom processes, objects and reports for Sales, Service and Product Management
- Continuous **Performance Optimization** of Pardot Engage processes and lead nurturing automations



### THE RESULTS

➔ **> 500**  
automatically qualified leads in 2 months

➔ **3 systems**  
and data silos connected

➔ **2 weeks**  
from scoping to first use



Our customer centric approach delivers high performance in terms of implementation speed and customization of processes and data structure.

# Scaling & Automation

*We offer a full service from process analysis/definition to process automation and scaling via machine learning*

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## Our competences:

### Process Analysis / Definition

The core element of a proper Scaling & Automation is to analyse and define processes which fit to your business model perfectly. By re-engineering and optimizing your business processes, we can help you achieve the highest level of work efficiency

### Process Design

Using the most powerful automation tools, such as Salesforce, Adobe, emarsys, etc., we design the first digital process draft while taking all dependencies from data & technical perspective in consideration

### Process Automation

We run several testing scenarios on the process drafts to eliminate all possible errors. Then we create the first process automation with all needed features, such as time-/event-based triggers, target group selections or excludes and execute the actions fully automated

### Scaling

Having a running automation in place, we scale up the processes bringing more complexity through machine learning into it by reducing manual effort and let the machine decide most of the marketing actions

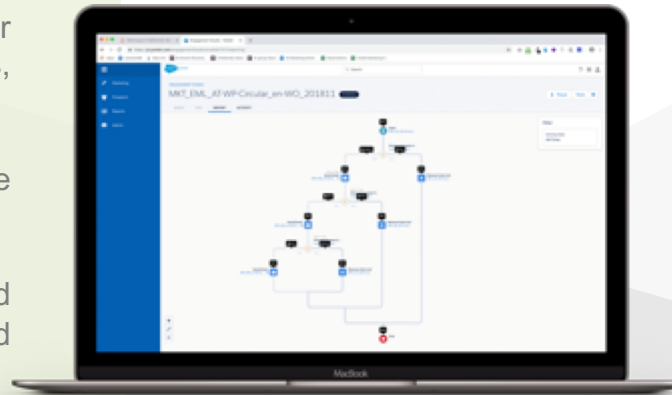
# How we approached process automation for CheMondis to meet and exceed monthly campaign goals

## PROCESS AUTOMATION & SCALING FOR CHEMONDIS USING SALESFORCE PARDOT

CheMondis is a B2B platform for Chemicals that has recently conquered the online world. We defined, structured and implemented new digital campaigns for CheMondis, starting from fully automated lead generation campaigns, lead nurturing campaigns to transactional campaigns.

### HOW WE DID IT

- Build the customer journey: The first step is to identify the customer journey by gathering relevant customer data, define personas, touchpoints and channels.
- Build automation: Map the customer's journey with available communication stages and automate the process fully.
- Scale up: Collect behavioural & historical data of the customer and predict the future behavior with help of AI. Scale up the established campaigns by applying dynamic nodes into the automations.
- Analyse & optimise ongoing: Analyse the performance on a weekly basis and optimise ongoing.



### THE RESULTS

\*data comparison: 08/2018 – 11/2018



**- 70%**

Time saving through campaign automation



**+ 50%**

Conversion Rate through better targeting



**+ 250%**

More leads by scaling up



DAIMLER



21DIAMONDS

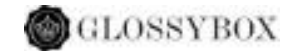


VENTURESTARS  
FOUNDING GREAT STARTUPS



Mercedes-Benz

by MIFLORA



DESIGN OFFICES



## Core team



**Patrick Wosnitza**  
Managing Director

Patrick is a consultant with over 10 years of experience in Digital Marketing with a particular focus on growth of startups.

After Patrick worked on various own startups, he started his career at Rocket Internet, where he became global Head of SEA and SEO. Patrick then founded an own agency for online Marketing as well as kinoheld, introducing online ticketing to German cinemas.



**Mathieu Mohorcic**  
Senior CRM Consultant

Mathieu is a CRM specialist with more than 5 years of experience in CRM levels: prospecting, admin, implementation.

Working for Salesforce, Mathieu got an overview on the whole CRM platform and capabilities. Starting developing a business model in Germany Mathieu succeed assembled and optimized the very first processes in a startup. Being himself CRM admin in fast paced e-commerce startups it enables him to work perfectly in small and effective teams.



**Philipp Mikula**  
Managing Consultant

Philipp is a consultant with over 6 years of experience in Digital Marketing with a particular focus on Strategy, Performance Marketing and Marketplaces.

Philipp started his career at Rocket Internet where he was Head of SEO & SEA for a startup. He then had various Head of Performance and Head of Marketing positions in different startups as a full time employee and a consultant



**John Munoz**  
Senior Data & SEO Consultant

John is a SEO and Web Analytics consultant with over 8 years of experience in technical SEO, tracking implementation and strategy.

John started his career as a freelancer (developer) for several marketing and IT agencies. He then worked in the network of the E-commerce Alliance (Holding for e-commerce startups) with several e-commerce startups as consultant and then as Head of Marketing.



**Salim Yussuf**  
Teamlead CRM/Senior Consultant

Salim is a CRM and Email Marketing expert with over 6 years experience in designing, implementing and controlling digital processes along the value chain.

After Salim started his career with freelance projects for small and medium-sized enterprises, he worked as Teamlead Email Marketing & Design for adamicus. Salim has advised clients such as Tommy Hilfiger, Joop!, Triumph and more in establishing successful email marketing campaigns.



**Dr. Niousha Taherzadeh**  
Data Scientist

Niousha is a Web Analyst expert with over 3 years experience as Data Analyst/Scientist in bio-engineering and business consulting analytics.

With the background in engineering, Niousha started to work as data analyst parallel to her master at different startups and consulting companies. Later, she worked as scientist doing her Ph.D at Helmholtz Research Centre with the focus on developing sophisticated mathematical model and analysing large data-sets.

## Core team



**Guido Baena Wehrmann**  
Consultant Visual Design

Guido is a visual design consultant with more than 5 years of experience in Web, Print & UX/UI Design, Corporate communication, SEO and video production.

Guido worked for media agencies through many different projects, solving successfully all client's needs. He also worked for the international e-commerce Westwing, where he had the chance to work for various departments like Business Development, Marketing, SEO, and CRM.



**Christine Dirmeier**  
Search Advertising  
Consultant

Christine is a consultant with more than 5 years of experience in Digital Marketing with a particular focus on growth & profitability of startups & enterprises.

Supported the growth and development of different startups as well as large scale enterprises. After kicking off and scaling up different mobility startups for SIXT rent a car she introduced a new business model for the German car market as Head of Online Marketing.



**Maria Erbetta**  
Project Management &  
Performance Marketing Consultant

Maria is a consultant with more than 3 years of experience in Performance Marketing with a particular focus on display, app and paid social marketing.

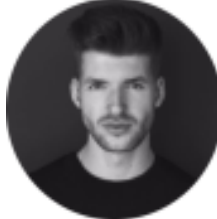
Maria gained wide experience in Performance Marketing working in fast paced environments, where she managed up to 6-digits budgets. After kicking off in the competitive social networking and travelling businesses, Maria moved to advising clients, such as Metro, in setting up successful projects in mar tech and other areas.



**Anastasiia Sachko**  
Performance Marketing  
Junior Consultant

Anastasiia is a Junior Performance Marketing Consultant with 3 years of experience in Digital Marketing focusing mainly on Search Engine Advertising.

Anastasiia has extensive expertise working with startups. She has started her career in an online marketing department in a fast growing German company, Dreamlines GmbH after which she worked in a Munich based medical tourism start-up, Caremondo GmbH and online marketing agency Slash.digital GmbH.



**Aren Larcher**  
Business Modelling  
Junior Consultant

Aren is a consultant with more than 2 years of experience in Venture Capital financing as investment analyst with focus on ICT business models.

Over the last years Aren was able to analyse various business models and obtained solid knowledge concerning scaling strategies of start ups at Seventure Partners. His analytical abilities are complemented by experiences in the ecommerce industry at 21Diamonds. Recently, he is engaged in building the Klgrowth content production unit.



**Christoph Wiederle**  
Junior Consultant CRM/  
Email Marketing

Christoph is a Junior Consultant with more than 2 years experience in delivering the right information to the right customers.

Christoph gained experience as Process Manager by developing new business models and setting up a startup within DHL. He moved then to Saloodo! GmbH as Marketing Manager and took care of the Email marketing, CRM software implementation and managing campaigns.

## Core team



*Vladimir Stashevskiy*  
Junior Analyst Marketing  
Technology

Vladimir is a Junior Consultant with more than 3 years of experience in Digital Marketing, Business Intelligence and Data Analytics

Vladimir has started his career in sales & marketing department at the head office of DHL and subsequently in a corporate tech spin-off. Overall, Vladimir has shaped his expertise by working with corporate businesses, start-ups and by freelancing. Vladimir specializes on deep company's analyses and data-driven, customer-centric strategies.



*Hanna Reina Coco*  
Junior Consultant Content &  
Editorial

Hanna is a Junior Consultant with experience in Digital Marketing with a particular focus on Content Creation and Editorial work.

After developing various Facebook strategies in the past, Hanna shifted her focus to content creation and editorial work. She has since then consulted many online blogs regarding content and with German/English translations. Her expertise reflects the combination of her linguistic abilities and analytical processes.



*Anna Durbanova*  
Junior Marketing Tech  
Consultant

Anna is a Junior Marketing Tech Consultant with 1-year experience in Digital Marketing.

Anna started her career as a Junior Performance Marketing Manager at the advertising agency in Munich, where she took care of online campaigns, email marketing strategies, online communities and reporting. She had an experience working at BMW and at startups. Moreover, Anna's passion for IT led her to different Hackathons, where she won multiple awards



110%

Total commitment to  
delivering the best results  
for our clients



13

Languages spoken at KI  
growth, which include  
Bavarian, Persian and  
Russian



100+

Brands we've helped with  
scaling their marketing  
operations globally