

## 2023 Killer Content Awards

With the 2023 Killer Content Awards, we're celebrating the brands that not only put innovation at the forefront of their strategies, but also let their creative juices flow to surprise and delight audiences. Nominations are now open, and we can't wait to see all the fresh campaigns and approaches that came to fruition over the past year.

- **Category:** multi-touch
- **Nominated Company Name (As it should appear in print):** Blue Yonder
- **Nominated Company Social Media Information**
  - Twitter Profile: @BlueYonder
  - Other Social Media Company Profile: [www.facebook.com/BlueYonderAI](http://www.facebook.com/BlueYonderAI)
  - LinkedIn Company Profile: [www.linkedin.com/company/blueyonder](http://www.linkedin.com/company/blueyonder)
- **Contact Information (Name):** Marina Renneke
- **Your Email Address:** [marina.renneke@blueyonder.com](mailto:marina.renneke@blueyonder.com)
- **Your Company:** Blue Yonder
- **Are you submitting this nomination on behalf of a client?** YES  NO
- **If your company is selected as a winner, would you like to be considered as a potential speaker at the B2B Marketing Exchange?** YES  NO
- **If your company is selected as a winner, would you like to receive any additional Finny trophies (first trophy is free, additional trophies may be purchased at \$200 each)?** YES  NO

- **Nominated Company Description/Boilerplate (100 words or less):**

Blue Yonder is the world leader in digital supply chain transformations and omni-channel commerce fulfillment. Our end-to-end, cognitive business platform enables retailers, manufacturers and logistics providers to best fulfill customer demand from planning through delivery. With Blue Yonder, you'll unify your data, supply chain and retail commerce operations to unlock new business opportunities and drive automation, control and orchestration to enable more profitable, sustainable business decisions. A long-recognized leader in supply chain with 35-plus years of domain experience, Blue Yonder empowers 3,000+ world-leading companies with a seamless, end-to-end commerce experience that intelligently anticipates and satisfies the many expectations of their consumers.

- **Description of Content/Campaign (May be Published):**

Blue Yonder ICON is the company's user conference. It is the premier event for supply chain and retail professionals, whether they lead supply chain, logistics, merchandising, or commerce teams. The 2022 conference was held both virtually and in-person and more than 1,400 people attended. The conference theme was coined "Experience the Edge" where attendees were invited to find their competitive edge by building a resilient and agile supply chain. The conference was also billed as "Supply Chain's Big Reunion" – a secondary theme – as it was the first time being held in-person since the COVID-19 pandemic began.

Attendees were able to access deep educational and product content both online and in-person; the event included an inspiring general session and 160+ interactive breakout sessions, including 50+ customer-led sessions and 50+ Special Interest Group meetings. In addition, attendees received

unique networking meetups and peer exchange opportunities by topic and industry; access to Blue Yonder executives, product experts and partners; an exclusive Executive Exchange; and an Exposition hall showcasing Blue Yonder's solutions, partners and experiences galore.

For 2020 and 2021, Blue Yonder ICON went virtual. To try and re-engage with our customer base and prospects, Blue Yonder launched a multi-touch campaign strategy that included several elements, such as digital advertising, physical mail, and more.

\*\* We have provided an overall slide deck that showcases all the campaign elements. Please refer to the appropriate slide in the deck to see images, results, etc. \*\*

**DIRECT MAILER (Slide 4):**

Before the event, the team launched a unique and engaging direct mail campaign. The goal of the physical mailer was to generate buzz and drive targets to the ICON 2022 registration page and ultimately register for the conference in May. Blue Yonder partnered with VLG, a strategic B2B consulting, software solutions, creative and fulfillment service company to create this compelling direct mail strategy.

To play off the events theme, the mailer's theme was "Supply Chain's Big Reunion" and offered recipients the opportunity to "get an edge" at ICON 2022. We cascaded the theme into two separate mailers, targeting different sets of customers with compelling messages that built a fear of missing out (FOMO). To piggyback off the reunion theme, the mailer played on high school reunions, offering recipients branded swag like a T-shirt, Rocketbook, yearbook-style brochure, name tag, pendant flag, and more! Demonstrating the theme's effectiveness, a handful of customers who received the mailers actually brought their name badges to the event check-in desk!

The direct mailer strategy had two tiers to maximize effectiveness:

- Tier 1: This was a luxury mailer aimed at new customers, specifically those who had purchased Blue Yonder solutions in the last three years and never had the chance to attend ICON in-person. The mailer targeted 136 hand-selected, Director level and above decision makers at these companies.
- Tier 2: This was a dimensional mailer aimed at past ICON attendees who had not opened a Blue Yonder ICON invitation email or visited the event webpage, and thereby needed a friendly reminder of the event. The mailer excluded companies that had three or more ICON registrants already, as well as chronic non-responders (those who had not engaged with Blue Yonder in the last year). All total, 500 Tier 2 mailers were sent.

The mailers were customized to have the name and contact information for the account manager and business development representative assigned that account. Every step of the way, the account manager was alerted as to any shipments, exceptions, deliveries, and site visits, and then assigned to follow up with these companies. They were provided a Salesloft cadence of when and how they should contact each person (phone call, email, LinkedIn InMail, etc.) to encourage conversion.

### Tier 1: 136 mailers – new customers



### Tier 2: 500 mailers – prior attendees



### DIGITAL STRATEGY:

- **Email (Slides 5-6):**
  - For six months leading up to the event, Blue Yonder sent industry, persona and account-based email invitations from Marketo. This allowed us to deliver relevant messaging as to why organizations and individuals should attend the upcoming event, and what they should expect to see while on-site or participating virtually.
  - Key themes: “Together Again”(in-person), “Experience the Edge,” and “Supply Chain’s Big Reunion”
  - One of the main highlights was the talented speaker lineup we had confirmed. This lineup grew over the months leading up to the event and allowed us to keep the promotions fresh and exciting.
  - Emails were broken up into three main segments initially: Customers, Prospects, Partners – which enabled promotion of CAP passes for customers, sponsorship opportunities for partners, and other key initiatives respectively.
  - As we received more information regarding key sessions and themes, we segmented by industry: Manufacturing, Logistics, Retail, and later Commerce – which highlighted the reasons why each respective industry audience should attend (some of these emails were Executive vs. Non-Executive focused).
  - Leveraged International Woman’s Day, March Madness, Earth Day and the location of Orlando, Florida, to serve up highly impactful “flash promotions,” in addition to a generic “flash sale” — which resulted in a timely spike of registrants leading up to the event.
  - Ensured that registrants had all their FAQ’s answered on a weekly basis via email leading up to the event.

- ICON Anywhere: Follow up emails allowed those that couldn't attend to view specific, relevant (segmented by industry) sessions on-demand, as well as enable those that did attend to share their experiences with their colleagues
- **Blogs (Slide 7):**
  - The team posted several blogs around the ICON event from highlighting keynote speakers to showcasing sponsors to providing insights on how to best experience the event and event recaps. Blog content was meant to engage and elicit interest in the event.
- **Audience- and Behavior-based Digital Ads (Slides 8-9):**
  - Leveraging 6sense intent data, we set up multiple paid advertising paths to target high value attendees. These included:
    - 6Sense intent-based segments to target individuals who visited the landing page but not converting for display ads
    - Targeted past ICON attendees not yet registered for display advertisements
    - Ideal Customer Profile targets based on net new intent and behavior signals
- **Registration Page Chat Bot (Slides 10-11):**
  - The chat bot's goal was to further increase engagement and registration conversions when people came to the ICON webpage.
- **Event App:**
  - The strategy of the event app was primarily to showcase sessions being offered at ICON2022. Users were able to view others event attendees and which companies they were from. We offered session surveys, gamification and venue maps since the space occupied multiple floors. We also had daily announcements of activities happening and changes to our schedule.
- **ICON Anywhere (virtual event) [Slides 29-30]:**
  - One week prior to the event, virtual registrants were sent a gift basket with snacks to enjoy during the broadcast content. This mailer served multiple purposes, as it reminded participants of the upcoming event along with their Blue Yonder representative's name and contact information, should they have any questions during or after the event.
  - After the event, Blue Yonder launched a non-demand experience to the masses, so even more people could take advantage of the great content! All the keynotes and several of the breakout sessions were featured on the ICON webpage for anyone to access: [now.blueyonder.com/icon-on-demand.html](https://now.blueyonder.com/icon-on-demand.html).

### **SALES STRATEGY:**

- **Salesloft BD Cadence (Slides 12-13):**
  - Utilized Salesloft, a sales engagement platform, for a six-step coordinate outreach program.
- **Industry-Specific Happy Hours (Slide 24):**
  - Blue Yonder hosted seven different industry or solution sales happy hours alongside the Sales and Industry teams, hosting nearly 500 of the highest priority accounts and decision-makers. These happy hour events ranged from an

intimate sit-down dinner to a karaoke party, depending on the type of persona we aspired to interact with more closely at the event.

- **Added Focus on Prospects:**
  - To increase our ability to use ICON 2022 as a demand generation channel, we encouraged prospects to attend the event free of charge. This allowed us to focus on earning their trust and start to build a strong foundation for our future relationship. The free passes acted as a compelling hook to secure 1:1 meetings with prospects and provide immense value through quality content, messaging, and networking opportunities.
- **Executive Exchange (Slide 23):**
  - Blue Yonder again hosted Executive Exchange events as an offshoot of the formal conference. These were exclusive, invite-only events for senior leaders across Global Retail, Manufacturing, and 3PL companies. These events offered ample opportunities for executive networking and VIP treatment. Alongside Blue Yonder partners Microsoft and Accenture, the events consisted of the following once-in-a-lifetime opportunities:
    - Welcome reception
    - Private, VIP dinner
    - Meet and Greet with Lindsey Vonn & Jon Rahm
    - Executive Exchange golf outing with Jon Rahm
    - Meet and Greet with Weezer
- **Exposition Hall (Slides 20-22):**
  - The event offered an Exposition Hall where attendees could wander and interact with several elements. This included:
    - Partner Kiosks: Attendees could meet and discuss potential projects with Blue Yonder partners.
    - Blue Yonder Live: A live set where Blue Yonder experts, partner and customers were interviewed in quick-hit sessions on various topics. These interviews were taped and utilized as part of the ICON Anywhere content posted on the ICON website following the event.
    - Meetings Rooms: Space for Blue Yonder's Sales and Business Development teams could hold private meetings with customers and prospects.
    - Commerce Experience Zone: Commerce experience zone had three unique areas to show the buying experience:
      - Customer's home: Elevated Shopping Experience
      - Corporate Headquarters: Optimized Order Execution
      - Storefront: Simplified Store Fulfillment

## **SOCIAL SELLING:**

- **Organic Social (Slide 14):**
  - The Social Media team posted once a week and accelerated posts to twice a week leading up to the event. Social posts promoted keynote speakers, including Gold medalist Lindsey Vonn and world-ranked golfer Jon Rahm; partners to thank them for their sponsorship; a promotions that planted a tree and donated to the Ukraine crisis for each registration; and more! During the

three-day event, the team posted more frequently and responded to people who were using the event hashtag.

- **Social Media Amplification by Blue Yonder Associates (Slide 15):**
  - Blue Yonder utilizes Sprout Social's employee advocacy tool, called Bambu, to share social content with associates who can then post it to their personal social accounts. This allowed for additional social media amplification of the event. The team posted 85 various stories throughout the months leading up to ICON for associates to use.
- **LinkedIn Live (Slide 16):**
  - The company hosts a livestreaming series called Blue Yonder Live on its LinkedIn channel (which is also co-streamed on Facebook and Twitter). The team hosted five LinkedIn Live sessions to promote the event; highlight speakers and the Special Interest Groups (SIGs); and to encourage registrations.

## **COMMUNICATIONS**

- **Media Relations (Slides 17-18):** Blue Yonder's Media Relations team set out to create excitement and buzz around the event by issuing a pre-event press release and several press releases during the conference to generate news stories. Media was also invited to attend the conference to speak with Blue Yonder experts and customers.
- **Content/Campaign KPIs/Metrics (May be Published):**

## **DIRECT MAIL RESULTS (Slide 4):**

The results of the direct mail were amazing and significantly outperformed industry standards! Not only did we see 8% of direct mail recipients register against an industry standard of 2.7-4.4%, but we also saw 211 indirect registrations. We correlate indirect registrations to direct mail recipients sharing event information with their peers or subordinates.

Results included:

- **Registrations**
  - **Direct registrations: 51**
    - Definition: If a direct mail recipient registered for ICON.
  - **Indirect registrations: 211**
    - Definition: If other individuals from the direct mail recipient's company registered for ICON.

## **DIGITAL STRATEGY RESULTS:**

- **Email (Slides 5-6):**
  - Overall Key Metrics: Open Rate: 10.1%, Click-Thru Rate: 21.0%
  - These metrics are in-line with our Global Email Metric averages for the year, and are a slight improvement from our ICON metrics the year prior (9.3% open rate, 20% CTR)
- **Blogs (Slide 7):** The team posted 11 blogs with an average of 470 Page Views and 57% bounce rate (*results as of June 2022*).

- **Audience- and Behavior-based Digital Ads (Slides 8-9):**
  - Paid Social Media:
    - Views: 235,049
    - Impressions: 1,822,458
    - Clicks: 5,671
  - Google Advertising:
    - Impressions: 10,764
    - Clicks: 1,113
    - Average CPC: \$0.94
- **Registration Page Chat Bot (Slides 10-11):** Ran three different Drift playbooks with two different chat bot experiences.
  - Over 32,000 impressions – number of times visitors were shown this playbook.
  - 121 conversations – number of times a visitor engaged with the bot
  - 83 emails captured – number of times an engaged visitor provided their email to the chat bot
- **Event App:**
  - 95% accessed app
  - 189 Sessions
  - 10,350 Session Pageviews
- **ICON Anywhere (Slides 29-30):** The ICON Anywhere virtual conference experience was a huge hit! After the conference, Blue Yonder launched 56 virtual sessions to the masses which secured a cumulative 685 hours of viewing time from customers and prospects. This content was repurposed in blogs, social video snippets, and even our Consensus demo platform. You can view the post-event on-demand experience here: [now.blueyonder.com/icon-on-demand.html](https://now.blueyonder.com/icon-on-demand.html)

### **SALES STRATEGY RESULTS:**

- **Salesloft BD Cadence (Slides 12-13):**
  - 7,100+ personalized emails sent
  - 20%+ open rate
  - 54 prospects registered for ICON 2022
- **Industry-Specific Happy Hour Events (Slide 13):**
  - Blue Yonder hosted seven separate sales and industry team dinners, hosted by partners such as EY, Brigg, & Open Sky Group.
  - Goal: Increase customer interaction and networking, build relationships with key decision-makers
  - Approximately 500 attendees from high priority clients and prospects
- **Added Focus on Prospects:** Blue Yonder welcomed a record number of prospects to ICON 2022 – 54! This made up approximately 14% of attending companies for the year, providing ample opportunities to build relationships with a new set of clients.
- **Executive Exchange (Slide 23):**
  - The event consisted of once-in-a-lifetime opportunities for 75 of our most critical C-level decision makers.

### **SOCIAL SELLING RESULTS:**

- **Organic Social (Slide 14):** Performance covers social posts on LinkedIn, Twitter, Instagram, and Facebook from 4/1/22 – 5/31/22. The team shared 192 posts with 162K impressions and 4.5% engagement rate. Posts with links had 3.6K link clicks. Videos posted on social channels had 10.5K views
- **Employee Advocacy (Slide 15):** The team posted 85 stories on Bambu, and Blue Yonder associates shared 2,345 stories for a total engagement of 3,800 and 5.5 million reach.
- **LinkedIn Live (Slide 16):** The team hosted five LinkedIn Live sessions. Typical engagement for LinkedIn is 2-6% so the livestream engagement rates were within range for successful content!

### **COMMUNICATIONS RESULTS:**

- **Media Relations (Slides 17-18):** The Media Relations team issued one press release in advance of ICON to highlight what was in store and then issued five press releases across the three days of the event. Press releases resulted in several news stories that generated 62M impressions. The highlight was two key stories about Blue Yonder customer Walgreens that ran in *Forbes* and *Chain Store Age*.

### **Confidential (Do Not Publish) Details & KPIs:**

*Please note that if your submission is selected as a winner, the Content/Campaign Descriptions and KPIs provided below will be displayed in the Killer Content Awards Report, which will be published by Demand Gen Report after the winners are announced. If you would like to share any additional details and/or KPIs with us that may not be published, please use the Confidential (Do Not Publish) Details & KPIs field to indicate those metrics.*

Blue Yonder ICON 2022 was a success! Event results include (as of December 12, 2022):

- 1,421 attendees
- \$11.32M pipeline
- \$1.9M won bookings
- 40 opportunities

You can also find performance data on Slide 27.