

## GLOBAL MARKETING

[Name], Senior Vice President and Chief Marketing Officer

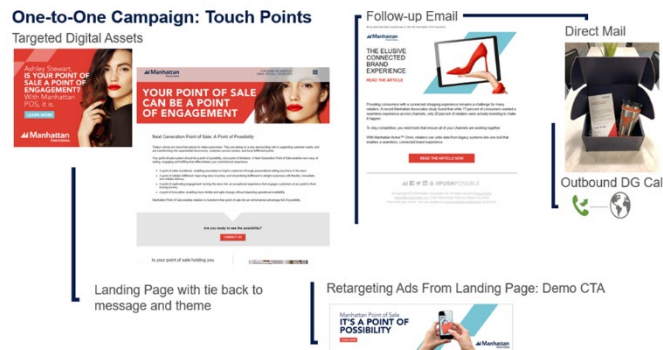
With more and more of marketing becoming digitally focused, we can test tactics and obtain results quickly – if not immediately. New technology has also enabled the ability to narrowcast specific messages to defined audiences to achieve specific goals.

One such approach is account-based marketing, or ABM, wherein we concentrate on reaching a set of targeted companies and even more specifically, individuals at these companies. Rather than the traditional marketing focus of acquiring and nurturing individual leads, with ABM we focus on building relationships with key individuals at target companies.

We're currently testing this with our game-changing POS offering, targeting ten companies for which we believe Manhattan POS is ideally suited. Armed with research on the key contacts, we started broad – at the company level – with digital impressions, then delivered emails as we became more personalized in the process, eventually homing in on the individual. If we're successful in engaging digitally with that person and we see them exploring content on our website, we follow up with a personalized direct mail piece that includes a mug or tumbler from their alma mater.

*Thanks for reaching out to me regarding your services at Manhattan Associates. I am very impressed that you took the time to research where I graduated from college and that really caught my attention...*

- Response from tumbler recipient



With this personal connection established, we follow up with outreach from our Demand Generation team.

This highly personalized, one-to-one marketing approach is producing results, with three appointments set up and more to come. Based on these positive early results, we're already developing the next ABM campaign to showcase **Lamps Plus'** deployment of POS.

Much of the success of account-based marketing relies on delivering what is important and valuable to the target, and the Marketing team works diligently to develop content and offers that are relevant and substantive. This, combined with treating the target as a market of one, ensures that our POS solution gets the reception it deserves.