



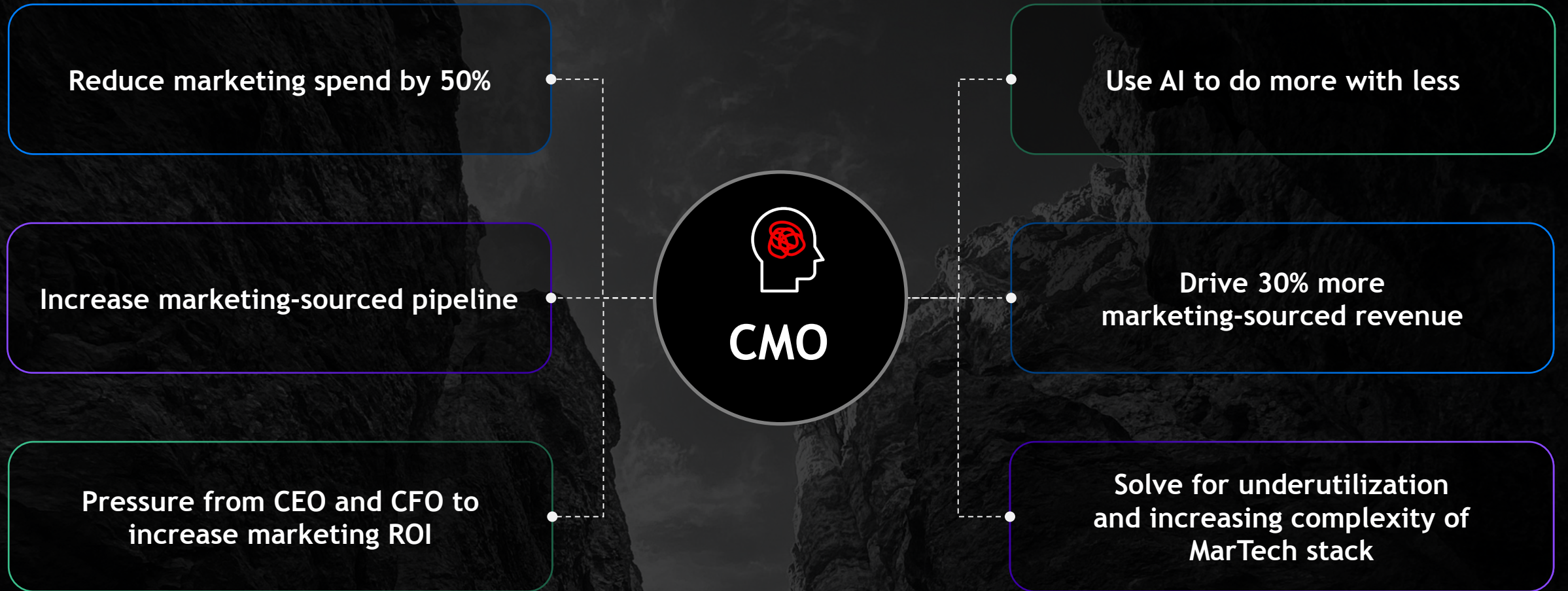
# Drive 40% More Growth With 30% Less Spend

## *Org Transformation Impact Stories*

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Domenic Colasante, CEO of 2X & former CMO at WGroup  
Lisa Cole, CMO of Cellebrite & former Head of Marketing at FARO Technologies

# Conditions We're In





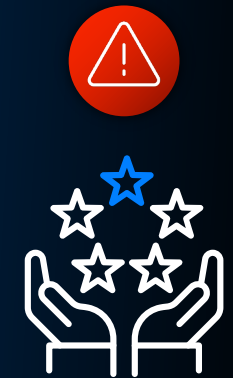
## Resources

Headcount  
Budget  
Capacity  
Skills

# Marketing Resource Paradox

## Impact

Engagement  
Pipeline  
Revenue  
ROI



# The Solve for “Do More with Less”

## Marketing Org under CMO/CRO

Marketing Communications

Product/Solution Marketing

Customer Experience

Digital & Demand Center

RevOps & Marketing Ops

Account-Based & Field Marketing



**BUSINESS VALUE CREATION**  
CORE COMPETENCY

- Brand Strategy
- Internal/Corporate Communications
- AR/PR Strategy

- Product Innovation
- Pricing
- Personas / Segment Definition

- Customer Engagement Strategy
- Customer Reference Management
- Customer Programs

- Program & Priority Definition
- Digital Strategy
- Sales/Revenue Alignment

- Marketing/Tech Stack Strategy
- Planning & Budgeting
- Vendor Management

- Account Strategy and Prioritization
- Event Strategy
- Channels & Partnerships

## Shared Services Delivery



**STANDARDIZED BEST PRACTICES REQUIRED**  
NON-CORE WORK

- AR/PR Execution
- Brand Activation
- Creative Production

- Competitive Analysis
- Content Atomization and Maintenance
- Content Production

- Customer Marketing Programs
- Event Execution
- Case Studies/Awards

- Campaign Strategy & Execution
- Digital Channel Mgmt.
- Web Optimization (SEO, SEM, CRO)

- Marketing ROI & Analytics
- Workflow/Process Optimization
- Tech Stack Management

- ABX Campaign Planning/Execution
- Event Execution
- Sales Enablement

# Case Study: FARO Technologies (NASDAQ: FARO)



FARO Technologies designs, develops, manufactures, markets, and supports software driven 3D measurement, imaging, and realization solutions worldwide. (NASDAQ:FARO) \$380 Million Annual Revenue (FY 2023) | 2,000 employees



## Problem

Need to Do More with Less

Improve EBITDA in shift from Perpetual to Cloud Model

Transform Marketing Impact

KEY METRIC	Pre 2X	Target
Marketing Spend	\$16 Million	\$8.2 Million
Demand Conversion (AQL to CWS)	1.4%	4.2%
Demand Velocity (AQL to CWS)	198 Days	148 Days
Marketing Sourced Revenue	\$59.4 Million	\$73 Million
Return on Marketing Investment	\$2.76	\$8.31



## Use of 2X

Shifted 50% of Org to 2X MaaS

Deep Marketing Tech Managed Services

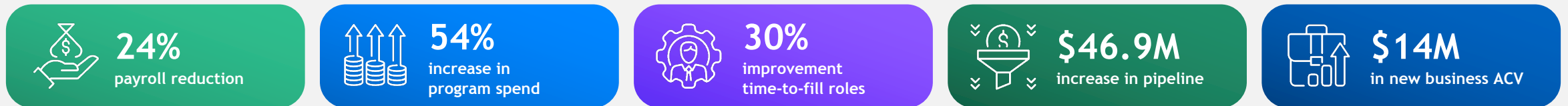
Better use of Next-Gen Martech (6sense)

Actuals Delivered	
\$8.6 Million	(-46%)
9.7%	(+592%)
93 Days	(-53%)
\$114.86 Million	(+93%)
\$13.36	(+384%)

# Another Global Tech Leader Transformation Underway



## Success Metrics



### The Bottom Line

A comprehensive restructuring, utilizing innovative MaaS strategies, is transforming marketing into a pivotal growth driver within the industry.

# 2X Is the Next-Gen Marketing Managed Services Firm

With nearly 1,000 B2B marketers on staff, 2X powers marketing for high-growth companies, with service quality underpinned by the 2X COE (Center of Excellence) Lab, an incubator that stress-tests modern technology with execution best practices.










Increasing Revenue & Lowering Marketing Cost at the Same Time

Organizational transformation

Account-Based Marketing (ABM) expertise

Over 500 B2B MarTech certifications

Creative agency services at 70% less

MOps Managed Services		
 “Teal” (Tier 1) Services Partner >82 Certifications	 Adobe Solutions Partner >55 2X Certifications	 Salesforce Solutions Partner >55 2X Certifications
 HubSpot Solutions Partner > 50 2X Certifications	 Services Partner Since Apr '22	 Google Marketing Partner > 19 2X Certifications
 Services Partner	 Services Partner	 Solutions Partner > 23 2X Certifications



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