

Script

Client:	FIS	Title:	ABM Recap 2020	Date:	12/7/20
TRT:	3:00	Desc:		Revision:	V03

OTHER VISUALS

TEXT ON SCREEN

What happens when you combine Sales and Marketing?

Sales and Marketing

Sales + Marketing

Sales + Marketing = 33 Deals Won

Sales + Marketing = 52 Deals in the Queue

Sales + Marketing = 51% Account Engagement

Sales + Marketing = Account Based Marketing

Account Based Marketing = ABM

ABM

4 Strategists

22 Managing Directors

33 Accounts

The Sweet 33

2020 was big for *The Sweet 33*

What did we do?

What didn't we do?

OTHER VISUALS

TEXT ON SCREEN

Quick flashes of examples of each type of asset.

159 Custom Assets

Custom Reports
Custom Sites
Custom Gifts
Custom Videos

Website Examples

Things like this

Gift Examples

And this

Modern Banking video clip.

Don't forget

Realtime Lending video clip

And

Montage of assets gets faster and faster.
Builds until it goes very quickly.

Plus all these.

CUT TO:

AND MORE

A beat of just pure black.

We don't have time for everything.

Montage of example assets continues.

Ok, just a couple more.

OTHER VISUALS

TEXT ON SCREEN

	Pretty cool right?
	But why custom?
Montage of client logos.	Because <i>client-centric</i> is more effective.
	Personalized marketing wins <u>hearts</u> and <u>minds</u> .
Direct Mail Example	Engaging Clients
Microsite Example	Empowering Clients
<u>TCF Whiskey Glasses Gifts</u>	Entertaining Clients
	Now that's what we call <i>sweet</i> .
	Sweet for the bottom line.
	\$240M in deals won.
	\$480M more in the pipeline.
	25X Higher Engagement
	Sales + Marketing Sales + Marketing = Better Together
	ABM = Better with us
	Oh yeah and people love us...

OTHER VISUALS

TEXT ON SCREEN

	<p>"A meaningful and impactful gift"</p> <p>"Professional and polished"</p> <p>"Very high-quality work"</p> <p>"This is stunning!"</p> <p>"Powerful message"</p> <p>"I love love love this site!"</p>
	<p>See... Told ya.</p>
	<p>But it's not all about us.</p> <p>We couldn't haven done it without YOU.</p>
<p>Montage of Marketing Partner logos.</p>	<p>Our Marketing Partners.</p>
<p>Montage of Agency Partner logos.</p>	<p>Our Agency Partners.</p>
	<p>And of course...</p> <p>Our invaluable sales team and leadership!</p>
	<p>Together we'll continue to elevate marketing.</p> <p>And reach new heights in 2021.</p>
	<p>Because you make us better.</p> <p>Because you make us sweeter.</p>
<p>Type treatment stylized like "Sw33t"</p>	<p>Sweet 33</p>

OTHER VISUALS

TEXT ON SCREEN

FIS Artcard
