



Capabilities & Co-Selling



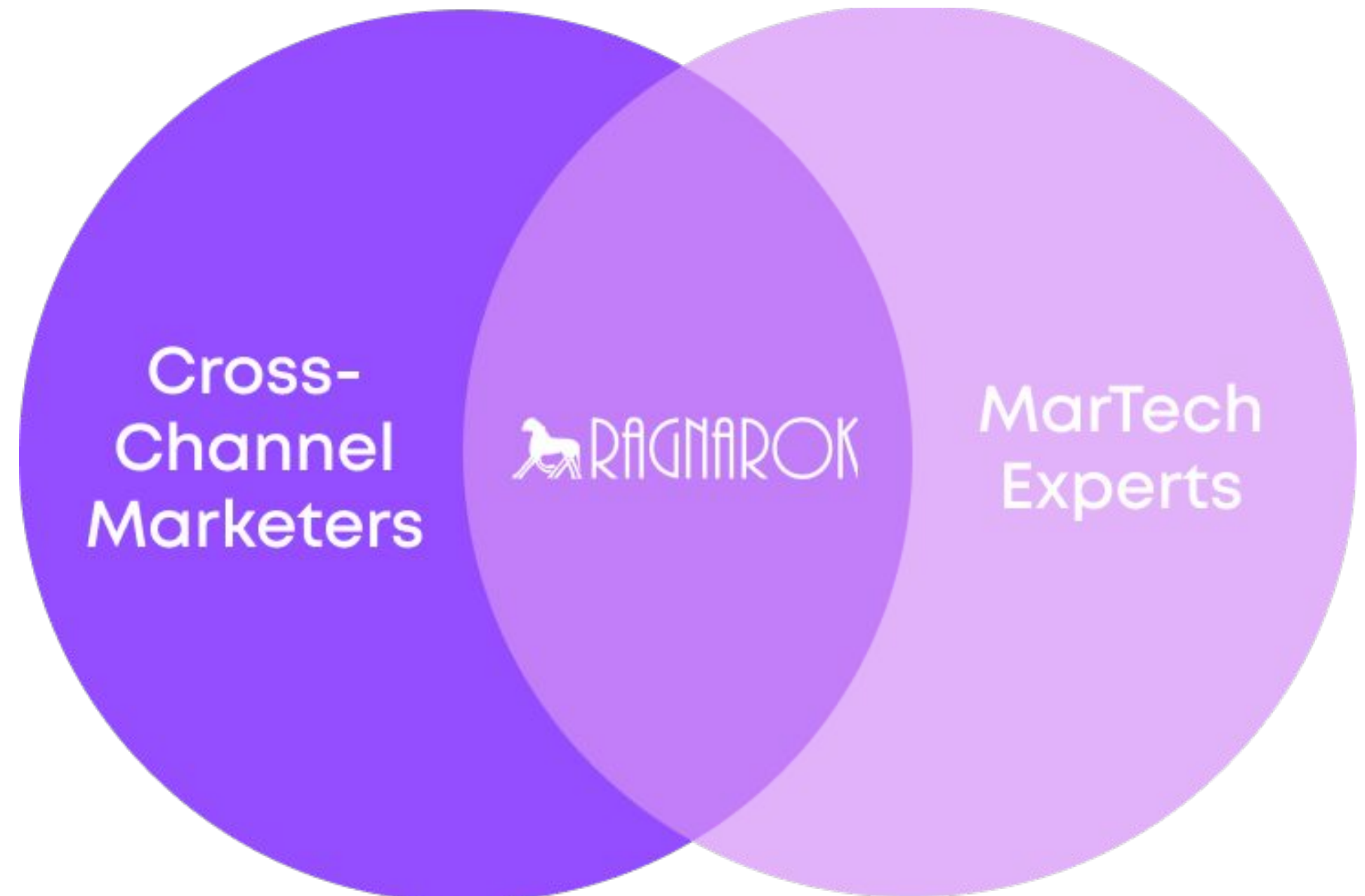
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Agency Background & Capabilities

Ragnarok began in 2012 when founders Steven and Spencer identified an opportunity to unify engineering capability with marketing acumen. Over the last decade, we've built a hybrid team of over 50+ experts that have contributed to over \$100M in incremental revenue growth, saved 10,000+ hours in execution time, and served as the authority on the best-in-breed stack for the e-commerce, fintech, healthcare, and SaaS industries.

Our sweet spot



Ragnarok Agency Highlights



50+

full-time employees. Headquartered in New York with employee centers in Austin, Los Angeles and Barcelona



10+ Years

in operation. Founded in 2012 and have serviced over 200 clients



No. 320

2022 Inc. 5000 Fastest-Growing Private Companies in America



75+

Completed Segment projects

AGENCY BACKGROUND & CAPABILITIES



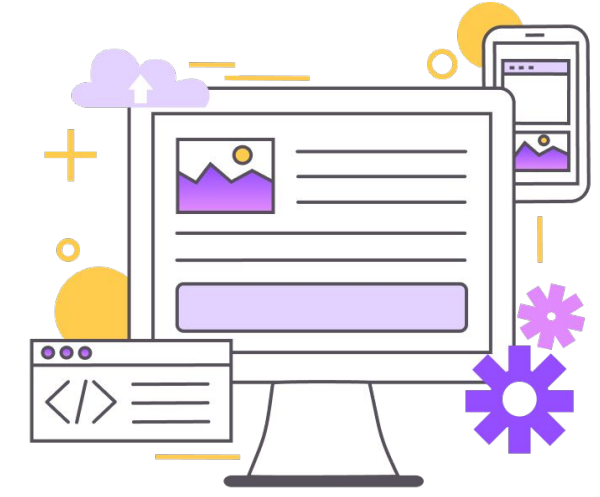
CRM Solutions

ESP Migration + Integration
Data-Driven Briefing + Assessments
Mobile-First Push, In-App, + SMS Solutions
Brand-Specific Copy + Creative
End-to-End Email Production
Operations + CS



Paid Marketing

Forecasting and channel media
mix strategy
Creative execution across a range
of formats
Attribution & Conversion Tracking
Day-to-day optimization and in-depth
reporting



Engineering

Analytics & Data Collection
Data Strategy
Mobile App Support
Web Development & Design
Back-End Engineering
Custom Integrations (BI, ESP, CDP)

Ragnarok Partners

We immerse ourselves into partners' programs and how they interact with our clients' initiatives to ensure long-term success. We're so passionate about understanding MarTech and Adtech (maybe to the point of obsession).

KLAVIYO // MASTER
GOLD PARTNER

Segment MASTERS
Gold Partner

 **segmentselect**

Segment Select
partner

 **Amplitude**

INSIGHT +
IMPLEMENTATIONS
Certified Partner

branch

Implementation Partner

 **amazon**
web services

AWS Certified

mixpanel

Partner

 **AppsFlyer**

Preferred Partner

 **ITERABLE**

Partner of the Year

FACEBOOK

MARKETING PARTNER

FACEBOOK MARKETING
Partner for Technical
Services

braze
ALLOYS

Preferred Partner

(Some of) Our Clients:

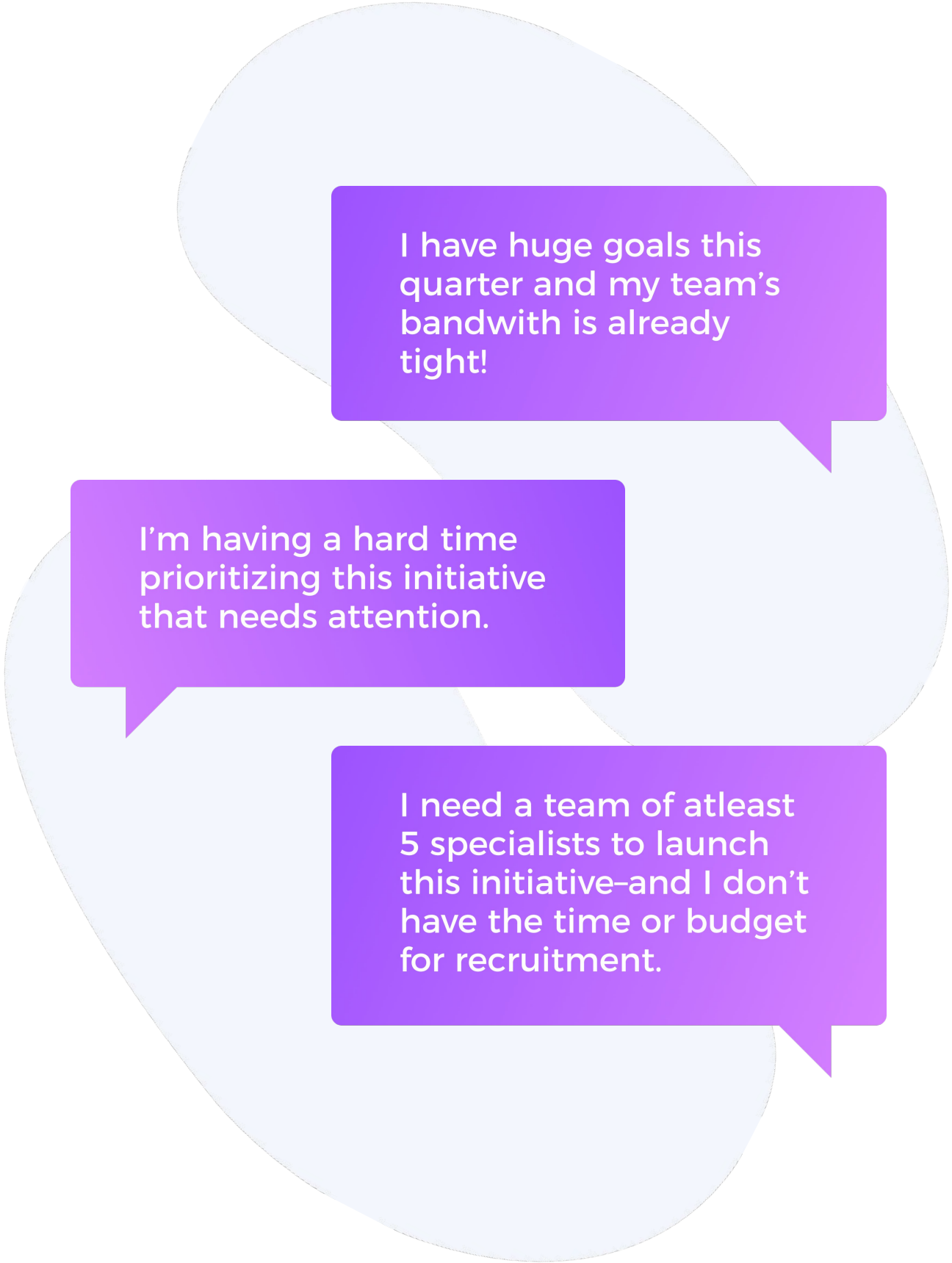
Ragnarok's client list covers multiple industries, including ecommerce, fintech, healthcare and media



Co-sell with Ragnarok

How Ragnarok Helps

- **Improve Win rates** with Partner Lead onboarding!
- Leverage Ragnarok to help **drive a revenue-first conversation** on how a CDP can drive results.
- **Shorten Sales cycles & improve retention**
- Ragnarok can provide:
 - ◆ cross-channel strategy, creative, and production;
 - ◆ solution architecting and implementation consulting;
 - ◆ engineering resources.
- **Even if your prospect is in the midst of an implementation, we can help with acceleration and adoption.**
- **We can help activate data newly available via Segment.**
Our strategy team are experts in retention, acquisition, email, SMS, and Push.
- **Clean up outdated implementations and data discrepancies** between the CDP, ESP and the database; we clarify how each source is collected and fix any issues.



I have huge goals this quarter and my team's bandwidth is already tight!

I'm having a hard time prioritizing this initiative that needs attention.

I need a team of at least 5 specialists to launch this initiative-and I don't have the time or budget for recruitment.



CASE STUDY: ROOMS TO GO

The Company

Rooms to Go is the 3rd largest furniture retailer in the US with over 130 retail locations. Their “Buy the piece, save a little. Buy the room, save a lot!” mantra is exactly how they’ve made decorating easy, and budget-friendly, since 1991.

The Solution:

Modernize Marketing Stack + Implement Personalization

- **Migration:** First up, a new automation platform was in order. Ragnarok supported the Rooms to Go team in implementing Braze (migrating off an old/outdated system) and integrating it with existing systems.
- **Personalization:** Following the migration, we work together on an ongoing basis to build out advanced behaviorally targeted flows. We also supported them in leveraging Segment and Amplitude.

The Results:

30+

Initiatives &
canvases
launched

23%

Increase in
incremental revenue

50%

Increase in
transaction size



CASE STUDY: ROOMS TO GO

WHAT THEY NEEDED

The goal: Migration + personalization. Rooms to Go needed Braze, Segment and Ragnarok to establish a digital foundation in order to bring meaningful personalization across their digital, in-store footprint

THE APPROACH

- A tailored marketing strategy and technical expertise to leverage an existing in-store API and customer data.
- Personalized CRM messaging flows to enable more meaningful messaging based on consumer intent.
- Advance their advertising targeting and strategy, improve personalization and develop a 360 degree of their customer from in-store, online, web, email and direct mail.

THE RESULT: 30+ highly personalized initiatives launched in a 6 month period.

Segment Enablement

Greasing the Gears

The Ragnarok team has a long expertise of working in Segment and has completed dozens of Segment implementations. With our experience, we provide expert guidance to ensure an optimal integration with Segment.



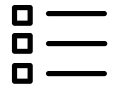
- Guidance on how map your entire data landscape into Segment, customized for your tech stack. We'll take the guesswork out of which API to use, how to connect different sources, and where to spend your engineering time.
- Technical guidance on how to make and send the appropriate Track event and Identify calls to ensure your data is accurately reaching each destination.
- Thoughtful guidance on how to set up your workflow to ensure you can get started on Segment quickly and effectively.



Expected Outcomes



Selecting our Jumpstart package will provide you with:

-  A comprehensive Segment Tracking plan that outlines all data from your sources and how they need to be structured in the intended destinations
-  Up to 6 weeks of in-depth consultation on how to ensure your data matches the intended schema and is being received by your destinations.
-  Confidence you did it right with guidance from our engineering team via meetings and email support to properly install Segment in your data sources.



Enriching Segment Data Schema to Drive More Marketing + Engineering Complex Use Cases

As a team of master MarTech implementers, Ragnarok has a unique point of view on how to integrate Segment to allow each tool in the stack to leverage all of the others.

Our consultation and creation of the Tracking Plan provides actionable recommendations to add new events and enhance existing contexts that can be used across many tools.

Example: Naming an event "order completed" in Segment ensures it gets tracked to the Iterable Purchase API, which will then provide revenue reporting inside Iterable without further customization.



Dedicated Engineering Resources to Power your Program

Ragnarok's team of engineers have hands-on-keyboard experience in setting up dozens of Segment implementations, working directly in our client's codebases to quickly and accurately install Segment events.

Through our engineering services, our clients will save time on maintaining Segment and can instead focus on building out their product features, while our team ensures you have the underlying data in place to track performance.

With our thorough documentation and collaboration processes with your engineering team, you will never be left in the dark and will always have a clear path for making any changes to your Segment instrumentation, with or without our team.



Thank you!