



**A BEYOND LIMITS**  
**& DeCLink**

Digital Marketing Review

Q2 2023

# Contents

## Social Media Analytics (BL S4, DL S32)

Audience, LinkedIn Visitor Highlights, Organic Content Analysis, EMEA and APAC LinkedIn

## Organic & Paid Social Media Campaigns (BL S10, S17, DL 36)

Beyond the Buzz, The Human Element, Industry Innovations, Forbes Tech Council, APAC PR

## Email Marketing (DL S39)

Delivery Rate, Open Rate, Clicks, etc.

## Public Relations (BL S20)

Coverage, click-through rates, cost per lead, conversion rate.

## Website Traffic (BL S22, DL S42)

Landing pages and Forms, Traffic Dashboard and Sources

## Competitor Analysis (BL S25 , DL S45)

LinkedIn Rankings, Content

## Q3 Snapshot (BL S29, DL S48)

Holidays, events, social media and email campaigns



# Q2 2023 Digital Marketing Highlights



**1.2k+**  
New Social  
Media followers  
**22,179 total followers**



**200+**  
Social Media  
Posts



**240,000+**  
Emails  
Delivered



**635**  
New LinkedIn  
Newsletter Subscribers  
**3,965 total subscribers**



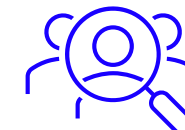
**19.5k+**  
Website  
Sessions



**1.7k+**  
Social Media  
Interactions



**15**  
PR  
Features



**100+**  
MQLs  
generated



# Social Media Analytics



# Beyond Limits Social Media Audience

**16,519 Total Followers**  
(all active platforms/regions)

7.47% total increase since last quarter\*



Platform	HQ LinkedIn	EMEA LinkedIn	APAC LinkedIn	Facebook	Twitter
Total Followers	12,613	539	131	1,144	1,804
New Followers (Q2)	1,133	50	36	14	14
Audience Growth*	9.8%	10.22%	38%	1.2%	0.78%
Q2 growth compared to Q1 growth	32.5%	-19.4%	9.1%	1.24%	0.78%
% of Total Audience	76.5%	3.3%	0.7%	6.9%	10.9%

\*Follower growth varies, but brands with a successful social media marketing strategy will likely see a **6-8% increase each month**.



# Beyond Limits Organic Content

152 Total Published Posts (via HubSpot)



Platform	HQ LinkedIn	EMEA LinkedIn	APAC LinkedIn	Facebook	Twitter
Published Posts	68	7	17	33	27
Interactions	1,111	111	103	52	33
Impressions	65,616	2,692	2,781	4,846	N/A
Clicks	201	0	39	44	153
Click-through Rate*	0.3%	0%	1.4%	0.9%	N/A
Engagement Rate*	10.9%	23.56%	119.84%	8.56%	N/A
Shares	64	16	15	2	5
Website Sessions Driven by Organic Social (all accounts)	2,719			55	50

\*Follower-based measurement method: a 2% social media engagement rate and click-through rate is considered good, and anything above 2% is great.



# HQ LinkedIn Visitor Highlights

**26,698**

Page views

▲ 21.4%

**9,450**

Unique visitors

▲ 15.7%

**983**

Custom button clicks

▲ 22.3%

Industry	Total views
Software Development	3,247 (12.2%)
IT Services and IT Consulting	2,913 (10.9%)
Staffing and Recruiting	1,396 (5.2%)
Real Estate	934 (3.5%)
Higher Education	749 (2.8)
Advertising Services	588 (2.2%)
Technology, Information, and Internet	500 (1.9%)

Job Function	Total views
Engineering	5,977 (22.4%)
Business Development	3,140 (11.8%)
Information Technology	1,696 (6.4)
Human Resources	1,583 (5.9%)
Sales	1,457 (5.5%)
Research	899 (3.4%)

Location	Total views
Greater Los Angeles Area	3,791 (14.2%)
San Francisco Bay Area	1,364 (5.1%)
Singapore	733 (2.7%)
Orange County, CA	568 (2.1%)
Greater New York Area	503 (1.9%)
Austin, Texas	312 (1.2%)
Greater Boston	287 (1.1%)



# Top Ed Cal Social Media Posts

**Beyond Limits**  
12,673 followers  
1w · 🌐

Summer has officially begun, and we're thrilled to welcome our talented 2023 [#Beyonders](#) to the Beyond Limits team! This week, mentors and summer interns came together for an ice cream social at our Glendale, CA office, setting the stage for an exciting summer of learning and growth. As we embark on this journey together, we're eager to push boundaries, unlock new possibilities, and go beyond limits.

Stay tuned for updates on the incredible projects and events our interns will be a part of as they make their mark within our organization. Here's to a successful and rewarding summer [#internship!](#) 🎓 🍦



**Beyond Limits**  
12,673 followers  
1w · 🌐

Beyond Limits is conquering new heights! Members of our incredible team took on the challenge of hiking Mt. Baldy in California this past weekend. A big shoutout to all the courageous climbers who embraced the adventure- there are no limits to what we can achieve together. 🌄 🏔️

[#discoveryourbeyond](#) [#mtbaldy](#) [#beyonlimits](#)




**Beyond Limits**  
12,673 followers  
3mo · Edited · 🌐

This week's edition of the [#TheHumanElement](#) features Beyond Limits Technical Recruiter, [Fatima Qutab!](#) A key member of our global recruiting team.

How long have you worked in your field and what inspired you to pursue your current role?

"I started my recruitment journey less than three years ago however, I've been part of the tech industry since 2016. I've always been curious to learn and develop different skills, which is why I did a little bit of everything until a talent acquisition opportunity landed on my lap. I get to help others which is why I love what I do."



Interactions	74	48	48
Impressions	2,486	1,930	1,745
Shares	9	5	1

## Key Points

- Company culture posts outperform all other content categories
- Graphics/ IRL photos featuring Beyond Limits employees



# Top PR Social Media Posts

**Beyond Limits**  
12,673 followers  
3w · Edited · 🌐

The future of industries is here, and it's powered by **#generativeAI**. Beyond Limits CEO, **AJ Abdallat** along with 14 other industry leaders unveil the transformative possibilities of **#AI** in this recent **Forbes** Tech Council article.

Explore how AI is revolutionizing **#healthcare**, **#finance**, and more. Read the full article: <https://bit.ly/3MZAJs9>  
**#BeyondLimitsAI #DigitalTransformation**

**Beyond Limits**  
12,673 followers  
2mo · Edited · 🌐

Saving the environment is the great crisis of our generation, and AI can play a key role in achieving net zero emissions. Beyond Limits CEO, AJ Abdallat's is published in **Smart Energy International** discussing four ways **#AI** can bring us closer to achieving this goal.

Read the full article: <https://bit.ly/3LT4HZB>  
**#BeyondLimits #AIforClimate #NetZero #Sustainability**

**Beyond Limits**  
12,673 followers  
3mo · Edited · 🌐

As generative **#AI** expands into new industries, it will undoubtedly continue to evolve as experts determine how to best use these new tools to solve their challenges. Beyond Limits Director of AI Solutions, **Michael Krause** is published by **RTInsights** discussing the impact of **#GenerativeAI** models in **#healthcare** research, battery composition design, new **#carboncapture** technologies, and a look into the future.

Read the full article: <https://bit.ly/3MtkErn>

Interactions	49	49	27
Impressions	2,456	1,653	1,108
Shares	2	3	2

## Key Take-Aways

- Graphics include headshots, CTAs, "AI" in the title, dark abstract background
- Industry relevant hashtags in all captions
- 3 different publishers
- Publishers and features employees tagged in the caption
- Designed graphics linking to our website outperform the hero image posts linking directly to the article



# Organic Social Media Campaigns

# The Human Element

March 2023-Present

A collaboration between Beyond Limits Marketing & Recruitment to spotlight employees across the globe and attract new talent.

LinkedIn Analytics	KPI (combined)
Total Video Views	2,171
Impressions	3,035
Clicks	117
Click-Through Rate	<b>3.86%</b>
Avg. Engagement Rate	<b>6.53%</b>
Reactions	83
Comments	4
Reposts	11

\*Based on a follower-based method [12,613]. Anything above 2% social media engagement rate is considered great.



**BEYOND LIMITS**  
The Human Element

**Daniel Vegerano**  
IT, Systems Administrator

"While being surrounded by MDs, PhDs, and Project Managers can be intimidating, everyone is so easy to approach and talk to.

I've always longed for a workplace where hard work and downtime are equally important."



**BEYOND LIMITS**  
The Human Element

**Vanessa Huang**


**Innovative Brilliant Inclusive**



**BEYOND LIMITS**  
The Human Element

**Abdallah Yassin**

**Describe Beyond Limits culture in 3 words**



**BEYOND LIMITS**  
The Human Element

**Jordan Cuellar**  
HR / Talent Acquisition | Recruitment Coordinator

What inspired you to pursue your role?

"I never knew I wanted to do Recruiting until I got to Beyond Limits.

Once I got here, I fell in love with the work and procedures."



**BEYOND LIMITS**  
The Human Element

**Fatima Qutab**  
Recruiting | Technical Recruiter

What is your favorite part about working at Beyond Limits?

**"THE PEOPLE.**

I have an incredible team, managers who support my ambition, and leaders who are passionate about the company's mission.



**BEYOND LIMITS**  
The Human Element

**Sohaib Alqasem**

**Innovate Build Appreciate**



BEYOND LIMITS  
BEYOND THE BUZZ

## Energy Powered by AI

AJ Abdallat  
Chief Executive Officer  
+ Founder

WATCH VIDEO

BEYOND LIMITS  
BEYOND THE BUZZ

All About AI:  
**Go Digital Energy Speaker Interview**

Mike Krause  
Senior Manager  
AI Solutions

WATCH VIDEO

BEYOND LIMITS  
BEYOND THE BUZZ

## AI's Role in a Low-Carbon Future

AJ Abdallat  
Chief Executive Officer  
Beyond Limits

WATCH VIDEO

BEYOND LIMITS  
BEYOND THE BUZZ

## A New Approach to AI

AJ Abdallat  
Chief Executive Officer  
Beyond Limits

WATCH VIDEO

BEYOND LIMITS  
BEYOND THE BUZZ

## Educational Intelligence

AJ Abdallat  
Chief Executive Officer  
+ Founder

WATCH VIDEO

BEYOND LIMITS  
BEYOND THE BUZZ

## Can AI be Trusted?

AJ Abdallat  
Chief Executive Officer  
+ Founder

WATCH VIDEO

## Beyond the Buzz

February 2023 - April 2023

Repurposing the 2020 Beyond the Buzz video series on the '[Beyond Limits News](#)' LinkedIn Newsletter. The newsletter publishes to **3,965** subscribers bi-weekly.

LinkedIn Analytics	KPIs (combined)
Total Article Views	9,518
Unique Impressions	6,685
Interactions	479
Clicks	248
Click-Through Rate	3.7%
Avg. Engagement Rate	4.65%
Reactions	219
Comments	5
Reposts	7

\*Based on a follower-based method [12,613]. Anything above 2% social media engagement rate is considered great.



INDUSTRY INNOVATIONS:

# How AI is Reshaping the Healthcare Industry



Increased visibility across all sectors



More accurate predictive analysis



BEYOND LIMITS | INDUSTRY INNOVATIONS

## Mastering Midstream Operations with Cognitive AI



Accelerates decision-making and



Effectively inspects remote pipelines at the edge.



Utilizes smarter systems to streamline supply chain infrastructure, reducing errors

Theme: AI in Power

## Industry Innovations: Generating Value in Power with AI

Watch Video

McKinsey & Company reports that AI can increase asset productivity & reduce overall maintenance costs

## Industry Innovations: Leveraging AI in Process Manufacturing



Accelerate digitalization to combat inefficiencies



Align operational and engineering processes



Proactively detect issues from contamination to mechanical complications

WATCH VIDEO

BEYOND LIMITS



## Industry Innovations

May 2023-June 2023

Repurposing the Industry Innovations video series on the [Beyond Limits News](#) LinkedIn Newsletter. The newsletter publishes to **3,965** subscribers bi-weekly.

LinkedIn Analytics	KPIs (combined)
Total Articles Posted	4
Article Views	5,523
Impressions	5,137
Clicks	209
Click-through rate	4%
Engagement Rate	2.6%
Reactions	119
Comments	0
Reposts	2

\*Based on a follower-based method [12,613]. Anything above 2% social media engagement rate is considered great.

# Forbes Technology Council Panel Q&A

May 2023-Present

This campaign promotes AJ's features in Forbes Technology Council Panel Q&A articles. The campaign features visually appealing graphics, engaging captions, and call-to-actions.

LinkedIn Analytics	KPI (combined)
Total posts (all platforms)	30
Interactions	172
Clicks	117
Click- through rate	1.14%
Engagement rate	<b>2.29%</b>
Impressions	10,256
Shares	6
New Contacts	22

\*Based on a follower-based method [12,613]. Anything above 2% social media engagement rate is considered great.

**Four Ways AI Could Bring Us Closer to Net Zero**

Read Full Article

AJ Abdallat  
CEO, Beyond Limits

BEYOND LIMITS | SMART ENERGY INTERNATIONAL

**18 Smart-City Technologies That Will Genuinely Improve Urban Living**

READ NOW

AJ Abdallat  
CEO, Beyond Limits

BEYOND LIMITS | Forbes Technology Council

**19 Qualities Of High-Performing IT Teams (And How To Cultivate Them)**

Read Now

AJ Abdallat  
CEO, Beyond Limits

BEYOND LIMITS | Forbes Technology Council

**15 Surprising Ways Industries May Soon Leverage Generative AI**

Read Now

AJ Abdallat  
CEO, Beyond Limits

BEYOND LIMITS | Forbes Technology Council

**Ensure Effective UAT Processes With These 20 Expert Tips**

Read Now

AJ Abdallat  
CEO, Beyond Limits

BEYOND LIMITS | Forbes Technology Council

**19 Changes That Will Impact How The Web Is Built, Managed And Used**

Read Now

AJ Abdallat  
CEO, Beyond Limits

BEYOND LIMITS | Forbes Technology Council



**Propelling Smart Manufacturing in APAC to the next frontier with AI**

[Read Now](#)

**BEYOND LIMITS** | SMART MANUFACTURING TODAY



**Futureproofing Heavy Asset Industries with Cognitive AI**

[Read Now](#)

**BEYOND LIMITS** | **CIOReview**

**Leonard Lee**  
President at Beyond Limits Asia Pacific

# APAC PR Social Media Campaigns

April 2023- June 2023

This social media campaign highlights members Beyond Limits APAC in articles published by local news outlets. Engaging graphics, incorporating headshots, logos, and compelling CTAs, are used throughout the campaign.



**Science and Technology Chapter Seeing the Development of Sin Chew from the Perspective of Enterprises**

[Read Now](#)

**BEYOND LIMITS** | **Recruit**



**Flashback 2022: Best of AI from Experts**

[Read Now](#)

**BEYOND LIMITS** | **ET CIO.com** SOUTH-EAST ASIA


**Leonard Lee**  
President at Beyond Limits Asia Pacific



**AI Can Help Speed Up Southeast Asia's Green Energy Transition**

[Read Now](#)

**BEYOND LIMITS** | **NIKKEI Asia**



**Beyond Limits APAC President on adoption of Cognitive AI**

**BEYOND LIMITS** | **INTERNATIONAL Metalworking News for Asia**

**Leonard Lee**  
President at Beyond Limits Asia Pacific

HubSpot Analytics	KPIs (combined)
Published Posts (LI, TW, FB)	14
Interactions	145
Clicks	48
Click-Through Rate	1.03%
Avg. Engagement Rate	1.14%
Shares	18
Impressions	4,634

\*Based on a follower-based method [132]. Above 2% social media engagement rate is considered great.



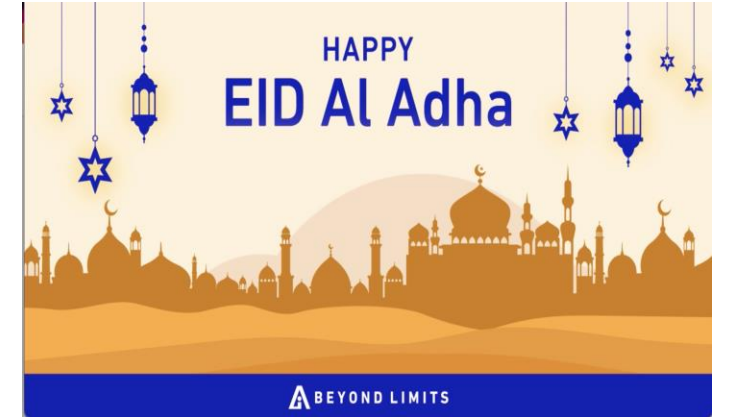
# Holiday Content



Earth Day  
April 22nd



Jordan Independence Day  
(EMEA)  
May 24th



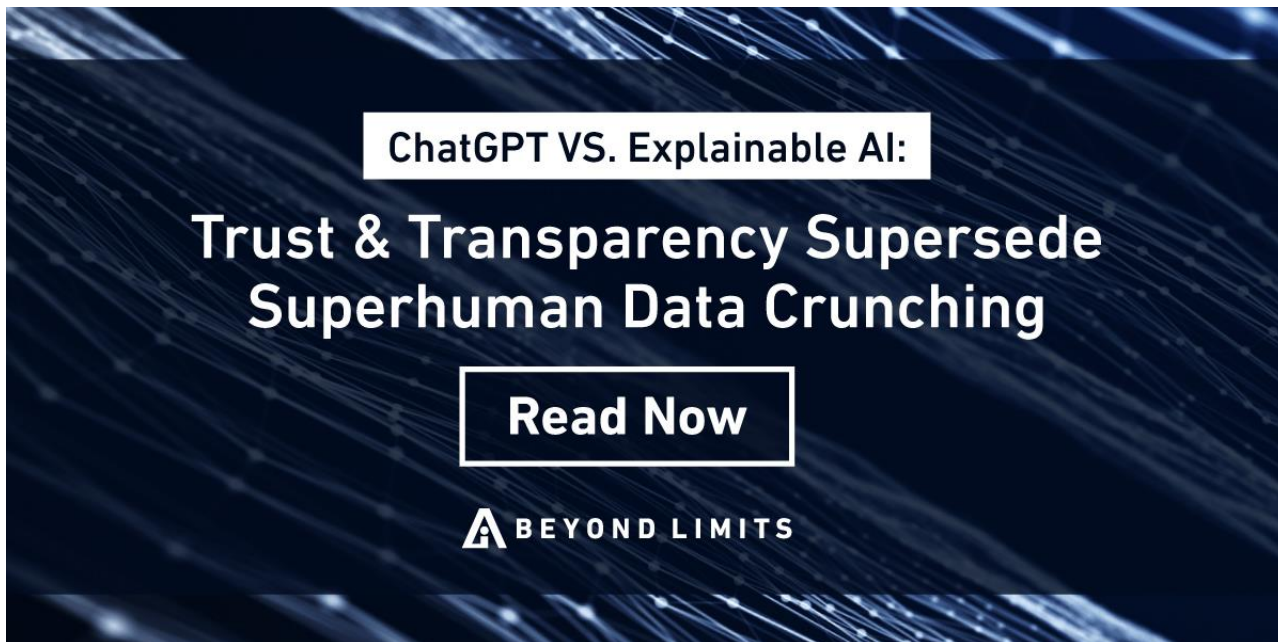
EID Al Adha (EMEA)  
June 27th



# Paid Social Media Campaigns



# LinkedIn Boosted Post #1



[View LinkedIn Post](#)

\*With a global average CTR for LinkedIn ads of 0.39 to 0.65%, everything above that should be considered an acceptable result. A good CTR should be at least 1%, and everything above that is exceptional

KPIs	05/10-05/15
Impressions	9,445
Clicks	156
Click-through rate	1.65%*
Cost per click	\$1.28
Total Spend	\$200



## LinkedIn Boosted Post #2



[View LinkedIn Post](#)

\*With a global average CTR for LinkedIn ads of 0.39 to 0.65%, everything above that should be considered an acceptable result. A good CTR should be at least 1%, and everything above that is exceptional

KPIs	06/26-07/02
Impressions	8,936
Clicks	148
Click-through rate	1.66%*
Cost per click	\$1.35
Total Spend	\$200



# Public Relations

Exec. Summary

Analytics

Apr 1, 2023 - Jun 30, 2023

PUBLIC RELATIONS  
Total Coverage

15

PUBLIC RELATIONS  
Interview Count

0

PUBLIC RELATIONS  
Coverage by Tier

8	5	2
Tier 1	Tier 2	Tier 3

DIGITAL - ALL CAMPAIGNS  
Click Through Rate

1.91%

DIGITAL - ALL CAMPAIGNS  
Cost Per Lead

0

DIGITAL - ALL CAMPAIGNS  
Conversion Rate

0

### Digital Campaign Breakdown:

Which campaigns were live during the selected time frame?

Platform...	Campaign	Begin Dat...	End Date	CTR	CPL	CVR
LinkedIn	2023 ChatGPT_Brand_LPV	May 10, 2...	May 15, 2...	1.65%	0	0
LinkedIn	2023 AI in the Workforce Blog_Brand_...	Jun 26, 20...	Jun 30, 20...	2.37%	0	0



# Website Traffic

# What Does Beyond Limits' Website Traffic Look Like?

With period over period comparison



USERS

14,947

↑ 2.0%



SESSIONS

19,547

↓ -2.2%



PAGEVIEWS

45,052

↑ 4.6%



BOUNCE RATE

54.03%

↓ -1.5%



NEW USERS

14,408

↓ 0.0%



PERCENT OF NEW SESSIONS

73.71%

↑ 2.2%



PAGES PER SESSION

2.3

↑ 7.0%



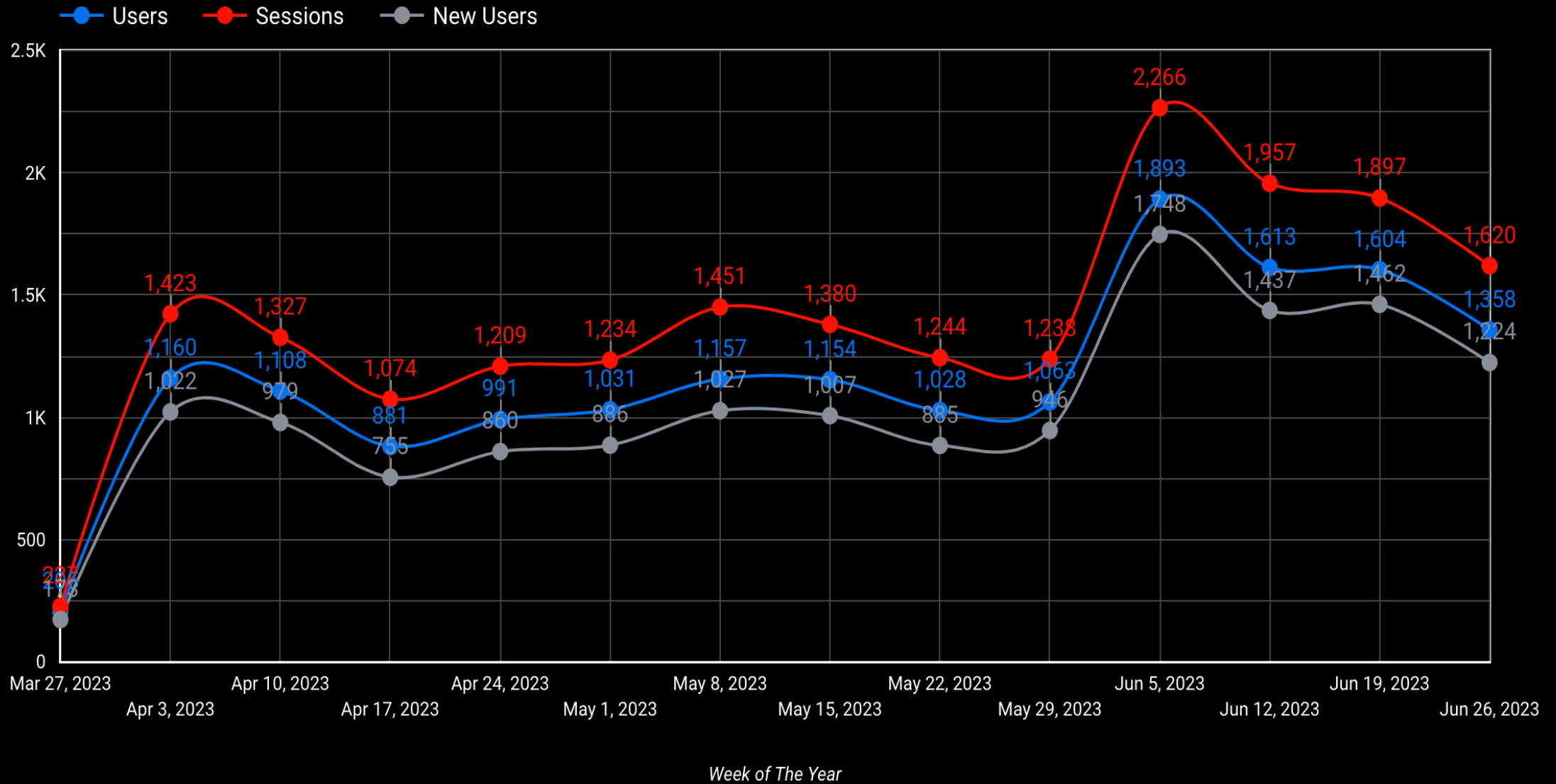
SESSION DURATION

01:38

↓ -8.0%

# Beyond Limits Sessions & Users

How many sessions/users did the Beyond Limits website receive each week?  
(Hover over each week to see performance by week of the year)












# Competitor Analysis



# Competitor Rankings








## Follower metrics ?

Ranked by new followers

Page	Total followers	New followers
1  Honeywell	2,480,009	42,762
2  Aspen Technology	152,573	3,390
3  AVEVA	261,913	2,852
4  C3 AI	68,524	1,514
5  Cognite	45,820	1,262
6  Imubit	19,102	509
7  Beyond Limits	12,686	457

## Organic content metrics ?

Ranked by total engagements

Page	Total engagements	Total posts
1  Honeywell	19,554	13
2  AVEVA	7,640	45
3  Aspen Technology	3,115	30
4  C3 AI	2,694	21
5  Cognite	2,169	21
6  Beyond Limits	570	31
7  Imubit	235	6



# Trending Competitor Posts

**Aspen Technology**  
152,690 followers  
2w · 🌐

+ Follow ...

We asked 30 industry innovators and leaders from the process industry their thoughts on the importance of digitalization and going beyond traditional best practices to achieve transformation and drive sustainability goals. This is the first in a three-part series. Click through to see what they had to say.

#digitaltransformation #sustainability #energyefficiency

Dr. Raghunath Mashelkar, FRS  
Padma Vibhushan, Renowned Scientist

👍❤️🔥 249

8 comments · 10 reposts

**AVEVA**  
262,044 followers  
1w · 🌐

+ Follow ...

**McDermott International, Ltd** knows that efficient capital project execution depends on more than just having the right #engineering tools. EPCs also have to ensure that their tools are connected to the same trusted source of #data. That's why McDermott partnered with AVEVA to connect its tools, teams, and partners to the latest information.

Explore our #digitaltwin engineering solutions today and discover how AVEVA can transform your projects across the full #assetlifecycle  
<https://bit.ly/3CSM7fZ>

grown tools that we use ourselves for, 0:29

👍❤️🔥 325

1 comment · 21 reposts

**Honeywell**  
2,481,529 followers  
1mo · 🌐

+ Follow ...

Our new Chief Executive Officer **Vimal Kapur** reflects on his 34 years of experience at Honeywell, discusses his style as a leader, and shares how he plans to continue innovating for the future. #Futureshaper

**VIMAL KAPUR**

Get to Know Honeywell CEO Vimal Kapur

👍❤️🔥 3,309

52 comments · 293 reposts

- Employee Spotlights, promotions/leadership changes
- Partnership announcements
- Employee interviews
- Video Clips
- In person event photos of employees/people
- Messages & interviews from leadership

**Honeywell**  
2,481,532 followers  
2mo · Edited · 🌐

+ Follow ...

#Futureshapers at the Crossroads of the World 📍 Nasdaq

👍❤️🔥 3,368

27 comments · 178 reposts



# Competitor "Life at Company" Posts

“I joined the BLF at AspenTech because I wanted to help shift our corporate culture and do my part to help to ensure that we foster a supportive, open and inclusive environment. As Co-Chair of the BLF, it's been an honor to collaborate with such caring and passionate people and to witness the progression we as a DE&I group have made. I have grown so much personally and professionally from this opportunity.

Nerissa Lawford, DE&I Co-Chair (Black Leadership Group)



Our Diversity Equity & Inclusion employee resource groups, representing the cultural, heritage and gender-inclusive preferences of the AspenTech employee base, ensure that our Diversity Equality and Inclusion commitments are prioritized.

These employee-run groups provide support through education, training, open discussions and company-wide activities to counteract implicit bias and drive a culture where everyone's voice and contributions are valued.

**The Year Ahead in DEI**  
**Encouraging Allyship as a DEI Leader**

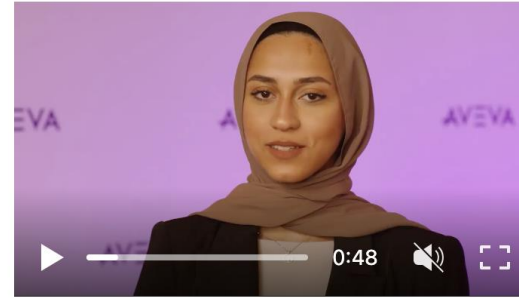
With a large presence in Latin communities, AspenTech has a vibrant culture of employees with Latin American heritages. This forum accentuates the diversity of the Latin culture and its representation across our employee and customer communities.

The LGBTQ+ group aims to provide an inclusive environment where employees can celebrate who they are and feel comfortable knowing they are respected and welcomed.

**AspenTech Pride 2023: Bring Yourself to Work**  
**Celebrating National Hispanic Heritage Month**

“Through my involvement with DE&I, I have worked with colleagues worldwide, collaborated with executives and attended panel discussions, office gatherings and presentations from external speakers. These experiences have not only furthered my education on diversity and inclusion topics but have also provided me with great professional skills.

Leo Miranda, Chapter Lead (LatinX & LGBTQ+ Groups)



## Innovation and inclusion

We have over 50 years of innovation and 150 patents to our name, but we don't believe technical excellence is enough of its own. AVEVA is committed to fostering a culture of inclusion.

While there's a long way for us to go to, we've already made a lot of progress – and been recognised for it. We've been named an FT Leader in Diversity (2022 and 2023) and one of the 100 best companies for women in India, and our gender and ethnicity pay gap report has won an award for its transparency.

## Inclusion at AVEVA Awards



### Leader in diversity

From an FT survey of European employees of corporates, AVEVA emerged as a leader in diversity.



### Ethnicity pay gap

AVEVA's work on our ethnicity pay gap reporting won us a 2021 Transparency Award at the Global Equality and Diversity Awards.

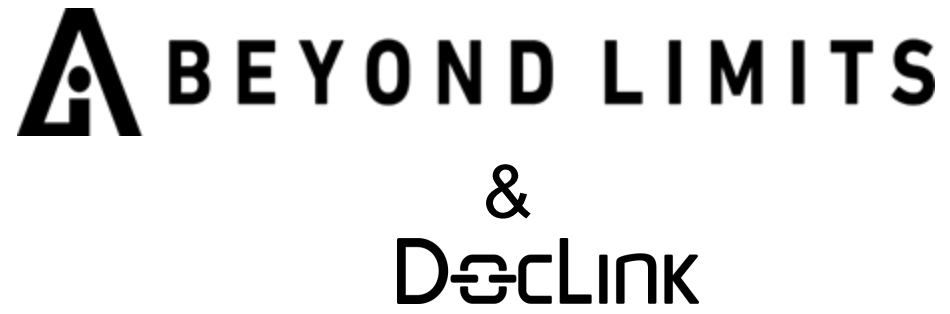


### Best Companies for Women in India

After a rigorous and lengthy analytics process, India's leading DEI consultancy has put AVEVA on its prestigious list of top employers for women.

**Aspen Tech: Content & testimonials**  
surrounding Diversity Equity & Inclusion

**AVEVA: Video about diversity and inclusion + external link to all the awards they've received for being an inclusive company**



# Q3 Snapshot



# Q3 Snapshot

Active Campaigns	Holidays	Beyonders Interns	New Platforms
LinkedIn Newsletter (bi-weekly) The Human Element (bi-weekly) Forbes Tech Council- Panel Q&A APAC PR	AI Appreciation Day (07/16) Saudi National Day (EMEA) (09/23)	Dodgers game Volunteering Panel Speakers	Instagram (revamp) Threads (new)



# DeeLINK

Q2 2023



# DeeLINK

## Social Media Analytics

Q2 2023

# DocLink by Altec Organic Content

**5,660** Total followers  
**52** Total published posts this quarter

Platform	LinkedIn	Twitter
Total Followers	4,283	1,377
New Followers (Q2)	89	-6
% Growth	2.12%	-.45%
% growth compared to last quarter growth*	1.88%	-0.34%
Click- through rate	0.3%*	N/A
Engagement rate	9.5%*	4.3%*
Published Posts	39	13
Interactions	353	11
Clicks	23	46
Shares	30	2
Impressions	8,196	N/A

\*Based on a follower-based method [4,283]. Anything above 2% social media engagement rate is considered great.

# DocLink by Altec LinkedIn Visitors

**2,125**  
Page views  
▲ 8%

**964**  
Unique visitors  
▲ 2.1%

**130**  
Custom button clicks  
▲ 23.8%

Industry	Total views
Software Development	321 (15.1%)
IT Services and IT Consulting	206 (9.7%)
Real Estate	174 (8.2%)
Advertising Services	128 (6%)
Staffing and Recruiting	70 (3.3%)
Measuring and Control Instrument Manufacturing	54 (2.5%)

Job Function	Total views
Business Development	449 (21.1%)
Sales	322 (15.2%)
Human Resources	160 (7.5%)
Marketing	160 (7.5%)
Information Technology	105 (4.9%)
Research	95 (4.5%)

Location	Total views
Orange County, CA	266 (12.5%)
Greater Los Angeles	308 (14.5%)
Greater Seattle Area	58 (2.7%)
Milton Keynes, UK	57 (2.7%)
Miami/ Fort Lauderdale	40 (1.9%)
Greater New York City	35 (1.6%)
Greater San Diego	34 (1.6%)

# DocLink by Altec Organic Content

**DocLink by Altec**  
4,283 followers  
1mo · Edited · 🌐

We are thrilled to have been a part of the SAP Partner Summit for SME in **#Bangkok** this month! Altec Sales Director, **Laura Lechien**, takes the spotlight in this video as she shares our exciting journey. Our integration of **#Doclink** with **#SAPB1** has been transforming businesses for years, and now we're expanding into **#Asia**.

Connecting with potential partners at the event was incredible; their enthusiasm for bringing DocLink's content management and workflow automation capabilities to customers in the region was contagious!  
**#gopaperless** <https://bit.ly/45xcdm9>

**DocLink by Altec**  
4,283 followers  
1mo · Edited · 🌐

What an extraordinary experience we had at **#DynamicsCon LIVE!** The event delivered unforgettable moments: great face-to-face meetings with prospects and the opportunity to build new and stronger relationships with valuable business partners.

**Dan Drvaric, Jennifer Lujan, Kevin Dudevoir, and John Claiborne** seized the opportunity to shine in the **Dynamics User Group (DUG)** community, creating widespread awareness about **#DocLink**.

Key takeaways? Proactive networking and engaging diverse stakeholders in-person unlock boundless growth opportunities.  
**#DynamicsConlive #APautomation #DigitalTransformation #beyondlimits #AI #opportunities #businessprocess**

**DocLink by Altec**  
4,283 followers  
5d · Edited · 🌐

🌟 In our first post of our **#DocLinkSuccessSquad** series, we introduce **Andrew Harp**, a dedicated member of our team who has been instrumental in helping our valued customers thrive.

Andrew understands the importance of a supportive community and a growth-focused approach. He is committed to ensuring our customer's journey with us is stress-free and rewarding.

Ready to achieve greatness together? Reach out to your dedicated **#DocLink** Customer Account Manager today! <https://bit.ly/442EjUY> 🚀  
**#CustomerSuccess #DigitalTransformation**

Interactions	28	26	22
Impressions	433	507	509
Shares	2	0	4

## Key Points

- Posts with partnerships, events, and CAM tags/ hashtags receive the most engagement
- Videos are outperforming static images
- IRL photos of DocLink employees



# DeeLINK

Organic Social  
Media Campaigns

Q2 2023

## AP Inefficiencies Exposed: The Shocking Reality and How to Fix Them

Register Now

Laura Lechien  
Strategic Account Manager

DocLink

Wednesday, June 21st | 11:00 AM PDT



## Nintendo Switch Super Mario Party Bundle

DocLink  
by ALTEC

Sage Partner Summit | Booth #431

Visit our booth for  
a chance to **WIN!**



## DocLink Webinars & Events

April 2023-Present

These campaigns aim to drive registrations for DocLink's webinars and in-person events. By leveraging social media, the campaign creates awareness about the upcoming events, highlight their value, and encourage individuals to attend.

## Virtual Advanced Admin Training

Online via WebFX | May 15-19

Register Now

DocLink

## Sage Partner Summit

SILVER  
SPONSOR

RIA Resort & Casino | Las Vegas, NV

May 22-24

Visit us at booth #431

DocLink | Sage Partner Summit



### HubSpot Analytics

### KPIs (combined)

Published Posts	32
Interactions	304
Clicks	51
Click-Through Rate	0.9%
Engagement Rate	6.7%
Shares	26
Impressions	5,653

\*anything above 2% social media engagement rate is great based on a 5,660 follower-based method.

## TPAC 2023

DocLink | tpac2023  
Third Party Advantage Conference

REGISTER NOW

Dan Drvaric  
Altec

April 16-18  
Hyatt Regency, Toronto, Canada

Igor Kras  
Altec

POWERED BY  
**DYNAMICS CON  
LIVE**  
MAY 2023

**GOLD  
SPONSOR  
2023**

**ALTEC**

Scottsdale, AZ  
live.dynamicscon.com





# DocLink Customer Success Team

## New Campaign

This campaign features a landing page, new headshots, and video social media posts via LinkedIn and Twitter to foster stronger connections with DocLink customers.



### Meet Your Customer Success Team

At DocLink, we understand that effective document management is crucial for the success of any business. That's why we're thrilled to introduce our dedicated Customer Success Team, here to streamline your document processes and enhance your DocLink experience.



**Andrew Harp**

Customer Account Manager

Central, Midwest

800.977.9921 x1247

andrewharp@altec-inc.com



Schedule a Meeting



**Jerry Ulrich**

Customer Account Manager

Mid-Atlantic, Southeast, North/Southwest, W. Canada

800.997.9921 x1224

jerryulrich@altec-inc.com



Schedule a Meeting



**Crawford Viter**

Customer Account Manager

Central, Midwest

800.997.9921 x1228

crawfordviter@altec-inc.com



Schedule a Meeting



**Rachel Zepeda**

Customer Success Associate

Maintenance Renewals

800.997.9921 x1231

rachelzepeda@altec-inc.com



Schedule a Meeting



Andrew Harp customer account manager for the Central and Midwest region.



### HubSpot Analytics

### KPIs (combined)

Published Posts	4
Interactions	65
Clicks	32
Click-Through Rate	3.4%
Engagement Rate	5.1%
Shares	15
Impressions	943
Web Sessions	4,435

\*anything above 2% social media engagement rate is great based on a 5,660 follower-based method.





# DeeLINK

## Email Marketing

Q2 2023



## DocLink by Altec Email Stats

KPI	April '23	May '23	June '23	Q2 Total
<b>Deliveries</b>	69,447	82,347	88,219	<b>240,013</b>
<b>Opens</b>	14,367	18,597	21,383	<b>54,347</b>
<b>Open Rate</b>	21.3%	22.5%	24.23%	<b>22.7%*</b>
<b>Unique Clicks</b>	1,077	1,680	5,843	<b>8,600</b>
<b>Web Visits</b>	12	392	1,331	<b>1,735</b>
<b>Bounces</b>	1,423	1,981	2,647	<b>6,051</b>

\*The average email marketing open rate in 2023 is [21.33%](#) across all industries when removing Apple MPP proxy opens.



## Q2 White Space Email Campaign (#1-8)

KPI	Q2 Total
Total Emails	8
Emails Sent	41,973
Deliveries	40,547
Unique Opens	5,057
Avg. Open Rate	12.5%
Unique Clicks	1,385
Web Visits	288

### Key Take Aways

#### Top Performing Subject Lines

1. ⚙️ Automate [any] AP form!
  2. 🎮 Level up your AP game today!
  3. 📄 Say NO to [purchase request] delays
- Jerry's emails have the highest open rates (overseeing 2 territories)
  - Andrew's emails have the highest click rates

\*The average email marketing open rate in 2023 is [21.33%](#) across all industries when removing Apple MPP proxy opens.



# DeeLINK

## Website Traffic (GA4)

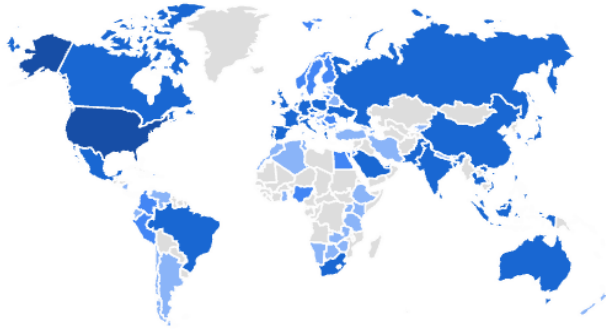
Q2 2023



# Altec-inc.com Website Traffic

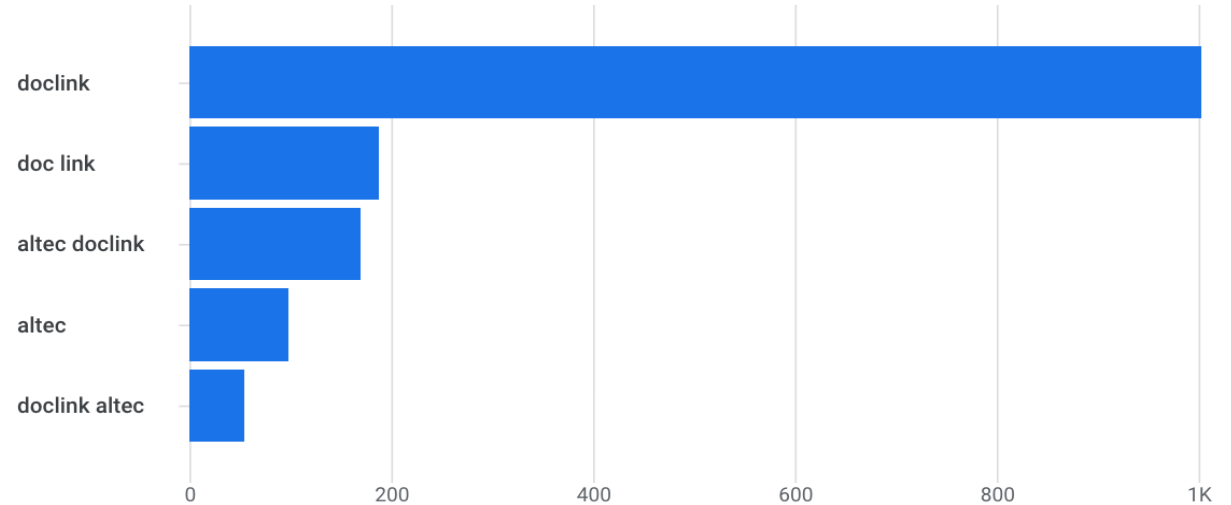
Users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾	Conversions All events ▾
7,902 100% of total	10,357 100% of total	4,469 100% of total	0m 27s Avg 0%	0.57 Avg 0%	5.86 Avg 0%	43.15% Avg 0%	60,648 100% of total	57.00 100% of total

## Users ▾ by Country



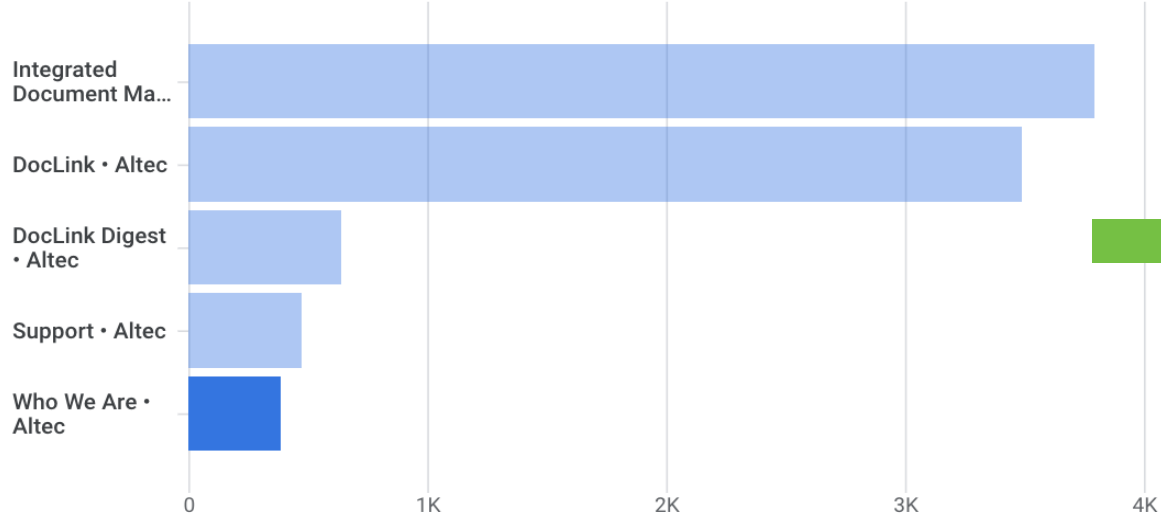
COUNTRY	USERS
United States	5.4K
Canada	399
United Kingdom	388
India	296
Germany	176
China	152
Singapore	103

## Organic google search clicks by Organic google search query



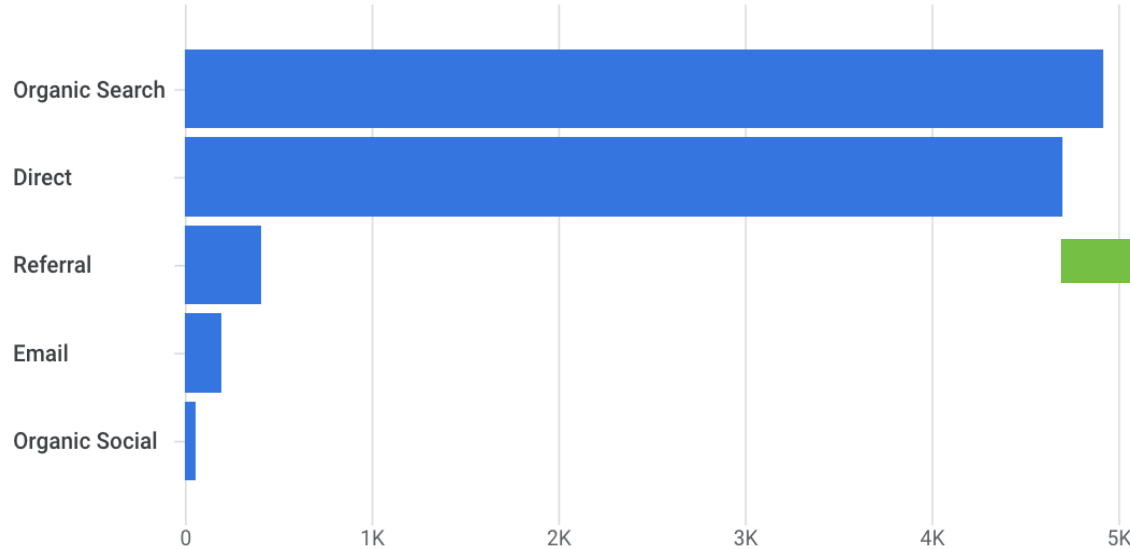
\*On websites and online businesses, on average, a good engagement rate is somewhere between 60% and 70%.

### Views by Page title and screen class



Page title and screen class		↓ Views	Users	Views per user
		19,131 100% of total	7,902 100% of total	2.42 Avg 0%
1	Integrated Document Management   Connecting People, Processes & Data	3,793	2,940	1.29
2	DocLink • Altec	3,490	2,417	1.44
3	DocLink Digest • Altec	639	544	1.17
4	Support • Altec	476	302	1.58
5	Who We Are • Altec	386	310	1.25
6	How to Find Us • Altec	292	234	1.25
7	Join Our Team • Altec	282	229	1.23
8	Document Management • Altec	281	206	1.36
9	Integrations • Altec	266	206	1.29
10	Contact Us • Altec	262	218	1.20

### Sessions by Session default channel group



First user default channel group		↓ New users	Engaged sessions	Engagement rate
		7,847 100% of total	4,469 100% of total	43.15% Avg 0%
1	Direct	4,044	1,427	28.94%
2	Organic Search	3,359	2,687	56.18%
3	Referral	248	192	51.2%
4	Email	153	26	16.35%
5	Organic Social	36	28	51.85%
6	Unassigned	3	3	100%
7	Paid Other	2	1	50%
8	Organic Shopping	1	0	0%
9	Organic Video	1	0	0%



# DeeLINK

## Competitor Analysis

Q2 2023



# DocLink LinkedIn Competitor Rankings

Follower metrics ? Ranked by new followers

Page	Total followers	New followers
1  SAP Concur	157,749	3,705
2  AvidXchange, Inc.	39,599	3,594
3  Yooz	21,614	3,172
4  BILL	43,374	2,538
5  Continia Software	3,834	194
6  DocLink by Altec	4,294	89
7  KwikTag, a Paymerang Company	613	35
8  Metafile Information Systems, Inc.	1,504	13
9  PaperSave	1,354	8
10  V1 Ltd	899	0

Organic content metrics ? Ranked by total engagements

Page	Total engagements	Total posts
1  SAP Concur	7,595	476
2  BILL	6,849	140
3  Yooz	6,244	321
4  AvidXchange, Inc.	1,037	11
5  Continia Software	730	15
6  DocLink by Altec	380	37
7  KwikTag, a Paymerang Company	345	55
8  Metafile Information Systems, Inc.	0	0
9  PaperSave	0	0
10  V1 Ltd	0	0

# 🔗 Trending Competitor Posts

- Industry relevant hot topics
- Event promo
- Video content
- In-person conference photos tagging employees and partners
- Informational posts providing tips
- Achievements
  - Awards
  - Follower count milestone
  - Employee recognition
- Announcements
  - Rebranding

**BILL** 43,168 followers 1mo · 🌐 + Follow ...

Congratulations to our very own Chief Marketing Officer, [Sarah Acton](#), for making the Fearless 50 customer-led marketing leaders list for 2023! 🎉 At BILL, we put our customers first in everything we do, and Sarah's recognition is a testament to her work as a champion of SMBs. 🏆 #Fearless50CLMarketers

113 18 comments · 7 reposts

**AvidXchange, Inc.** 39,466 followers 3mo · 🌐 + Follow ...

Exciting news—AvidXchange's brand refresh is officially live! The brand you know and love has been modernized with a refined logo and brand identity.

This video should get you just as hyped as we are about our refreshed look 🥳  
#brandrefresh

Brand Refresh - AvidXchange's new brand is live!

**BILL** 43,168 followers 3w · 🌐 + Follow ...

What's better than superglue at making a customer stick with a new product? A hardworking customer success team that's laser-focused on, well, customers—and their success.

[Jason Hainsworth](#), BILL's VP of Customer Success & Account Management, gives top tips on how to build a customer success team that will make your customer the hero (and build long-term customer loyalty).

Check out the blog to learn 4 ways to show your customers you're truly invested in their success. <https://bit.ly/3VXtTg>

Make your customer the hero: 4 tips for an impactful customer success team  
bill.com · 4 min read

138 8 comments · 1 repost

**Yooz** 21,472 followers 2mo · 🌐 + Follow ...

One more recognition for the Yooz team! 🏆 We are proud to have won The Accounting Tech of the Year award. Many thanks to the [UK FinTech Awards](#) for this recognition 🙌

#UKFinTechAward2023 #Accounting #Yooz #Sonovate 🏆🇬🇧

Nicolas PRAK Shelsea Adrian Cecile Beaufort Céline Duplessis Jamal ELASSRI Kutlwano Latho O. Hugo Bailly Abir Azzouzi ✨ Florian NOIRET Julie Breton Mathilde Eeckhout Elise Richen Charlotte BOUTEVIN Mathilde T.

66 1 comment · 13 reposts

**Yooz** 21,472 followers 1mo · 🌐 + Follow ...

Join our team in celebrating **Yooz** reaching 20K followers on [LinkedIn](#) today! 🎉 Thank you to everyone following and supporting our page - Road to 30K!

Check us out at <https://lnkd.in/gKazZw4A> to learn how we're helping businesses streamline the AP process workflow.

116 5 comments · 15 reposts



# Q3 Snapshot

DocLink Event Campaigns: Social Media & Email				
DocLinkU	Customer Webinars	Prospect Webinars	How-To Webinars	Partner Webinars
(08/21) Admin 101	(07/07) Introduction to DocLink 4.1 (Cloud tenants ONLY)	(07/19) Streamline, Simplify, Succeed	(07/20) ADMIN: How to Patch Doclink	(07/20) Close more deals by giving your clients what they need
(09/11) Advanced Admin	(07/18) Use DocLink On-the-Go!	(08/23) AP Automation Delivers A+ Results	(08/17) Manual Index with the Smart Client	(08/24) Understanding the ROI of DocLink
	(08/22) 3 Ways to Simplify Your Audit Prep	(09/20) From Chaos to Control: Transform Your AP Processes	(09/21) Manual Index with the Web Client	(09/21) Seizing the Opportunity: Moving Forward with Your DocLink Lead!
	(09/19) Why, How and When to Upgrade DocLink!			

Look through some of this year's top marketing trends, based on the latest data:



### Top Marketing Channels

**#1**

highest ROI of any marketing channel are blogs, social media shopping tools, and influencer marketing.

**90%**

of marketers using short-form video will increase or maintain their investment this year.

**56%**

of marketers plan to increase their investment in TikTok this year.

### Effective Marketing Strategies

**46%**

how much more likely effective marketers are to use automation versus marketers who reported having an ineffective strategy.

**88%**

of marketers who already do SEO work plan to increase or maintain their investment this year.

**Video**

is the most popular and effective media format for the fourth year in a row.



### What's New in Marketing?

**25%**

of marketers plan to use interviews for the first time this year.

**86%**

of marketers report that data privacy changes have impacted their overall marketing strategy over the past year.



Read on to explore the digital marketing trends, data, and insights from leaders at top brands that will help you grow your business in 2023.