

The Shift 23

Virtual Event - February 2023

Goals

- Produce an event that would stand out from the usual SupplyShift offerings
- Provide a learning experience for the Procurement community
- Attract new prospects to SupplyShift
- Build loyalty among our current customers
- For prospects already in the funnel, provide a means to push them closer to a purchase

Event

- 50 experts in 13 virtual sessions on sustainable procurement over 4 weeks
- 1,222 registered
 - Avg 3.6 sessions
- 668 attended
 - Avg 2.2 sessions
- 510 recorded session downloads (so far)
- 10 direct “Contact Us” forms submitted

Outcomes (The Shift 23 campaign Totals)

- 190 new contacts generated
- 10,731 influenced contacts
- 620 MQLs passed to Business Development for follow-up
- All attendee and registration information uploaded to contact records in HubSpot for Sales conversation talking points
- Attributed revenue = \$100,728
- Attributed deals = 13
- Influenced revenue = \$570,350
- 145,848 total emails sent
 - 27,002 Unique Opens
 - 4,072 Unique Clicks
- 8,603 total landing page views
 - 677 form submissions
- 77 total social post clicks
 - 35 Twitter clicks
 - 42 LinkedIn clicks
- 262 downloads of the 3 ebooks created from session content

Branding

Name

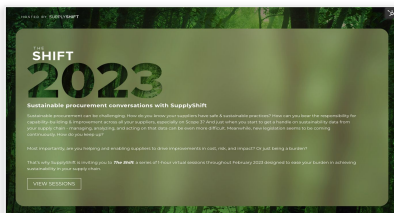
- Event previously called “SuShi Con” internally and “SupplyShift Summit” externally
- Wanted a name that would differentiate this event from other company’s events in this space and from events SupplyShift had produced in the past
- Held an internal naming contest with 250 “tacos” (approximately \$125) for the prize
 - Increased employee engagement and provided employees with a sense of ownership
 - Cheaper than an branding agency (agency attempted, but not good)
- Winning name was “The Shift”, which became “The Shift 23” to make it more evergreen

Look and Feel

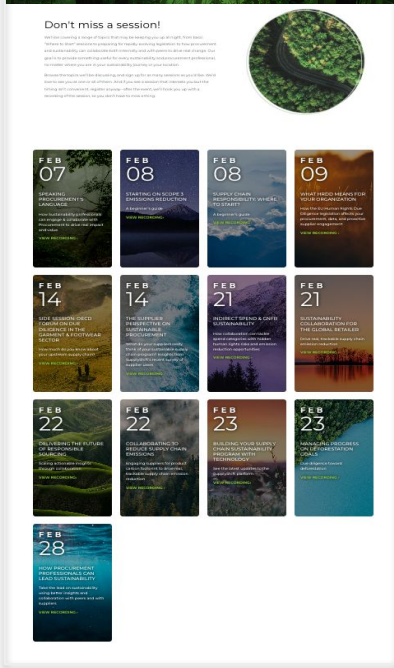
- Developed by agency to coordinate with SupplyShift branding, but stand out as a separate thing to attract more non-customers and new prospects

Campaign Asset Performance

Event Landing Page



Served as registration page, and then as a central place for downloads of past sessions; Links were switched from registration page to session download landing page as soon as each session was complete; This allowed late registrants to see what they had missed and provided them access to missed sessions



Page Views	7,149
Form Submissions	115
New Contacts	50
Time per page view	3.2 minutes

Session Recording Page

Feb 7, 2023 - “Speaking Procurement’s Language”

HOSTED BY SUPPLYSHIFT

THE SHIFT
2023

Sustainable procurement conversations with SupplyShift

Speaking Procurement's Language

How Sustainability professionals can engage & collaborate with Procurement to drive real impact and value

Sustainability is complex and may not be top-of-mind for procurement professionals. As a sustainability professional, you need supplier information that can be easily interpreted and used by your procurement team (and procurement systems) to enable embedding sustainability into your organization's decision-making.

It's no secret that the procurement landscape is changing, and procurement teams need new skills, insights, and tools to ensure that sustainability is considered on par with quality, price, and time. This panel will address the most important levers and barriers to making sustainability every procurement professional's mission.

First name* Last name*

test test

Business email*

mhamner@supplyshift.net

Company name*

SupplyShift

Job title

Test

Where is your Company Headquarters located?*

North America

What industry are you in, or do you serve?*

Please Select

VIEW RECORDING AND TRANSCRIPT

Page Views 268

Form Submissions 139

New Contacts 35

Time per page view 4.5 minutes

Session Recording Page

Feb 8, 2023 - "Starting on Scope 3"

HOSTED BY SUPPLYSHIFT

THE
SHIFT
2023

Sustainable procurement conversations with SupplyShift

Starting on Scope 3
Emissions Reduction

A beginner's guide

Your organization's success in sustainable procurement hinges on your ability to work with suppliers to actively reduce emissions and climate risks. You need to understand management practices and reporting of GHGs from your key suppliers.

Don't boil the ocean. Take a phased approach to working with your suppliers to reduce their GHG emissions. Learn how using data and insights to prioritize where to start is key to how you can engage your suppliers.

First name*
test

Last name*
test

Business email*
mhammer@supplyshift.net

Company name*
SupplyShift

Job title
Test

Where is your Company Headquarters located?*

North America

What industry are you in, or do you serve?*

Please Select

DOWNLOAD RECORDING

Page Views 187

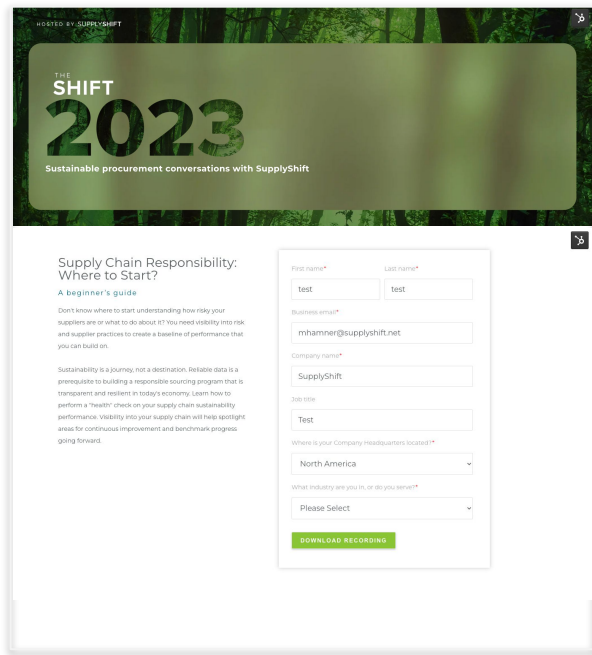
Form Submissions 90

New Contacts 23

Time per page view 3.9 minutes

Session Recording Page

Feb 8, 2023 - “Supply Chain Responsibility: Where to Start?”



HOSTED BY SUPPLYSHIFT

THE
SHIFT
2023
Sustainable procurement conversations with SupplyShift

Supply Chain Responsibility:
Where to Start?
A beginner's guide

Don't know where to start understanding how risky your suppliers are or what to do about it? You need visibility into risk and supplier practices to create a baseline of performance that you can build on.

Sustainability is a journey, not a destination. Reliable data is a prerequisite to building a responsible sourcing program that is transparent and resilient in today's economy. Learn how to perform a "healthy" check on your supply chain sustainability performance. Visibility into your supply chain will help spotlight areas for continuous improvement and benchmark progress going forward.

First name* Last name*

test test

Business email*

mhammer@supplyshift.net

Company name*

SupplyShift

Job title

Test

Where is your Company Headquarters located**

North America

What industry are you in, or do you serve**

Please Select

DOWNLOAD RECORDING

Page Views 109

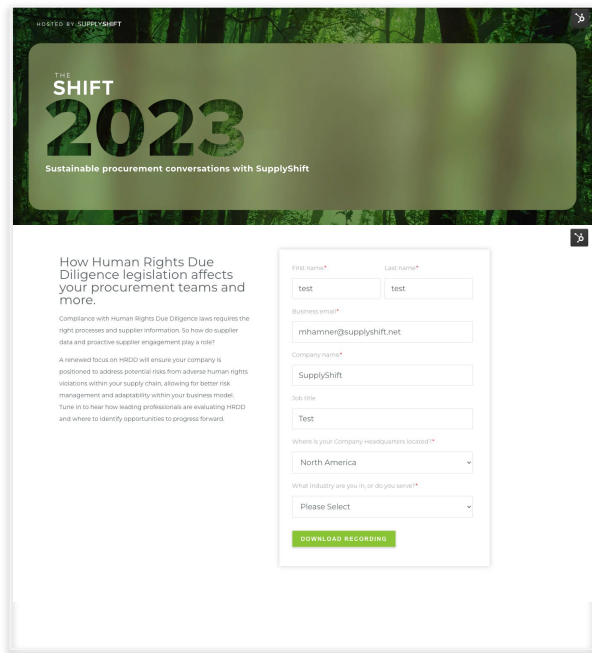
Form Submissions 56

New Contacts 4

Time per page view 4.4 minutes

Session Recording Page

Feb 9, 2023 - “How Human Rights Due Diligence Legislation Affects Your Procurement Teams and More”



Page Views 73

Form Submissions 34

New Contacts 4

Time per page view 3.1 minutes

Session Recording Page

Feb 24, 2023 - “How Much Do You Know About Your Upstream Supply Chain?”

HOSTED BY SUPPLYSHIFT

THE
SHIFT
2023

Sustainable procurement conversations with SupplyShift

How much do you know about your upstream supply chain?

OSCO Forum on Due Diligence in the Garment and Footwear Sector Side Session

New legislation, especially in the USA, and market pressures are pushing companies to get more upstream transparency in their supply chains, placing very different burdens on supply chain actors and solving different problems.

Learn about the approaches to supply chain traceability and due diligence and how each can benefit your organization.

First name* Last name*

test test

Business email*

mhammen@supplyshift.net

Company name*

SupplyShift

Job title

Test

Where is your Company Headquarters located*

North America

What industry are you in, or do you serve*

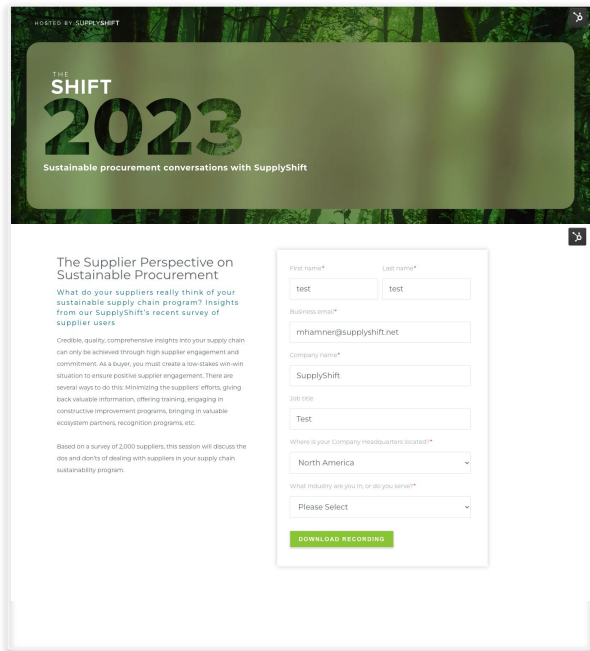
Please Select

DOWNLOAD RECORDING

Page Views	52
Form Submissions	30
New Contacts	4
Time per page view	5.4 minutes

Session Recording Page

Feb 14, 2023 - “The Supplier Perspective on Sustainable Procurement”



Page Views 60

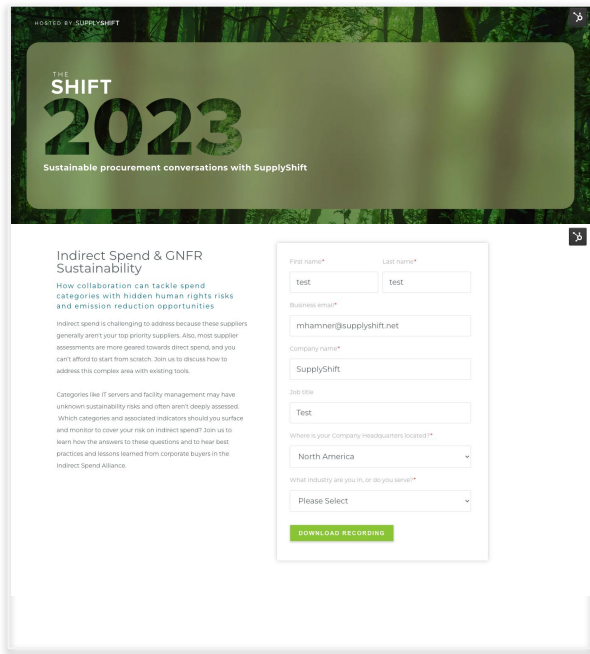
Form Submissions 37

New Contacts 2

Time per page view 3.4 minutes

Session Recording Page

Feb 21, 2023 - “Indirect Spend & GNFR Sustainability”



Page Views 19

Form Submissions 8

New Contacts 2

Time per page view 43 seconds

Session Recording Page

Feb 21, 2023 - “Sustainability Collaboration for the Global Retailer”

HOSTED BY SUPPLYSHIFT

THE SHIFT 2023
Sustainable procurement conversations with SupplyShift

Sustainability Collaboration for the Global Retailer
Drive real, trackable supply chain emission reduction.
You need to streamline engagement for a large range of suppliers while also being mindful of supplier fatigue.
All suppliers are different, and all vary in capability, risk, business structure, and more. Simply put, one-size-fits-all supplier programs are not effective. Join us as we discuss how you can maximize supplier engagement by being collaborative and adaptive with your suppliers without sacrificing your own sustainability goals and compliance.

First name*
test

Last name*
test

Business email*
mhammen@supplyshift.net

Company name*
SupplyShift

Job title
Test

Where is your Company Headquarters located**
North America

What industry are you in, or do you serve**
Please Select

DOWNLOAD RECORDING

Page Views 21

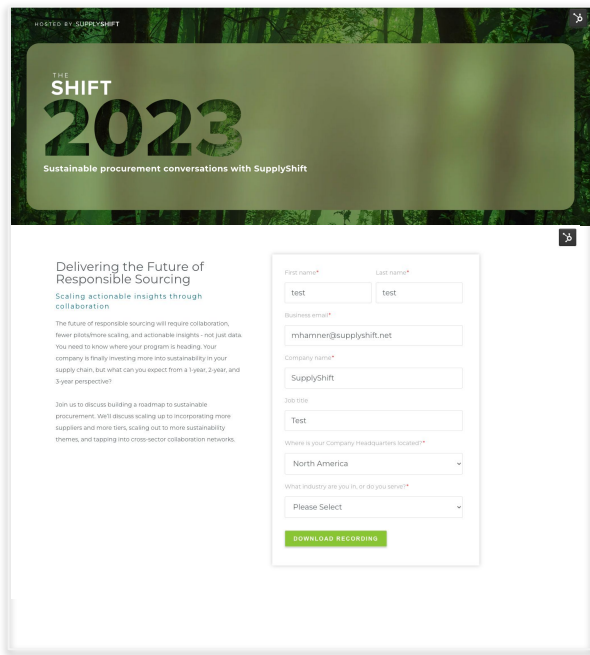
Form Submissions 11

New Contacts 0

Time per page view 5.1 minutes

Session Recording Page

Feb 22, 2023 - “Delivering the Future of Responsible Sourcing”



Page Views 17

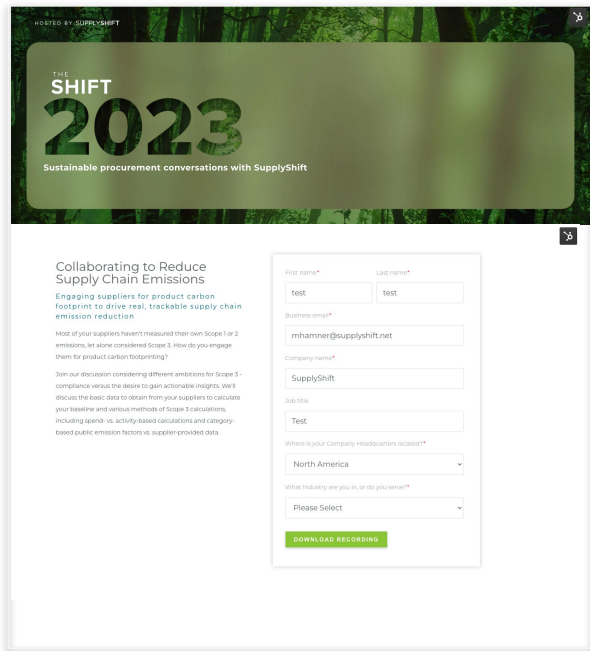
Form Submissions 14

New Contacts 2

Time per page view 6.4 minutes

Session Recording Page

Feb 22, 2023 - “Collaborating to Reduce Supply Chain Emissions”



Page Views 42

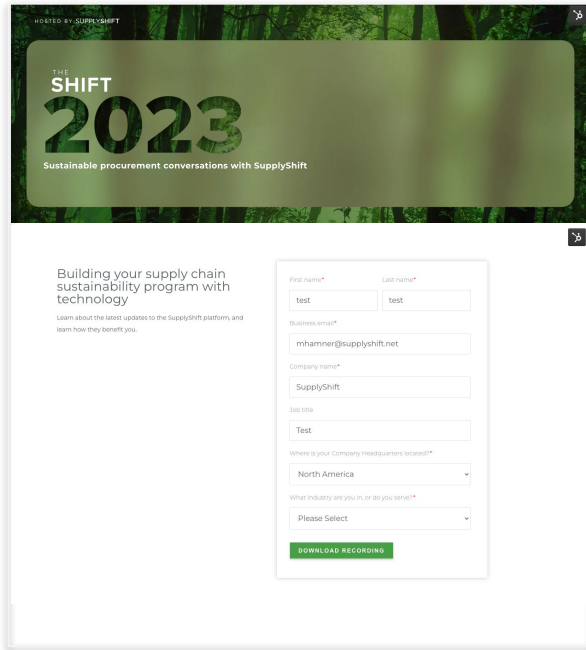
Form Submissions 28

New Contacts 3

Time per page view 13.9 minutes

Session Recording Page

Feb 23, 2023 - “Building Your Supply Chain Sustainability Program with Technology”



Page Views 34

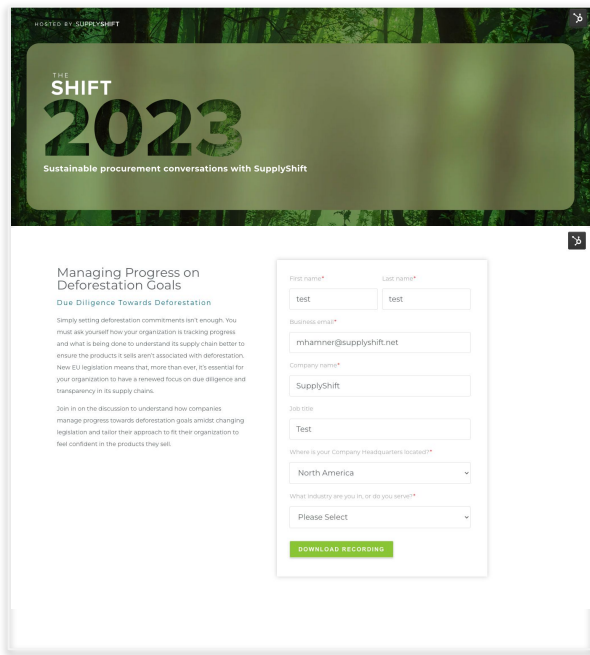
Form Submissions 20

New Contacts 0

Time per page view 13.7 minutes

Session Recording Page

Feb 23, 2023 - “Managing Progress on Deforestation Goals”



HOSTED BY SUPPLYSHIFT

THE
SHIFT
2023

Sustainable procurement conversations with SupplyShift

Managing Progress on Deforestation Goals

Due Diligence Towards Deforestation

Simply setting deforestation commitments isn't enough. You must ask yourself how your organization is tracking progress and what is being done to understand its supply chain better to ensure the products it sells aren't associated with deforestation. New EU legislation means that, more than ever, it's essential for your organization to have a renewed focus on due diligence and transparency in its supply chains.

Join in on the discussion to understand how companies manage progress towards deforestation goals amidst changing legislation and take their approach to fit their organization to feel confident in the products they sell.

First name*
test

Last name*
test

Business email*
mhammer@supplyshift.net

Company name*
SupplyShift

Job title
Test

Where is your Company Headquarters located**
North America

What industry are you in, or do you serve**
Please Select

DOWNLOAD RECORDING

Page Views	29
Form Submissions	15
New Contacts	1
Time per page view	6.7 minutes

Session Recording Page

Feb 28, 2023 - “How Procurement Professionals Can Lead Sustainability”

HOSTED BY SUPPLYSHIFT

THE SHIFT 2023

Sustainable procurement conversations with SupplyShift

How Procurement Professionals Can Lead Sustainability

Take the lead on sustainability using better insights and collaboration with peers and suppliers

As a procurement professional, you're probably not an expert on sustainability. Join us to discover how you can use supplier sustainability data to drive improvement.

Learn how to include sustainability insights in your buying decisions, how to get commitment from your internal stakeholders, and how to measure sustainability success.

First Name* Last Name*

test test

Business email*

mhammer@supplyshift.net

Company name*

SupplyShift

Job title

Test

Where is your Company Headquarters located*

North America

What industry are you in, or do you serve*

Please Select

DOWNLOAD RECORDING

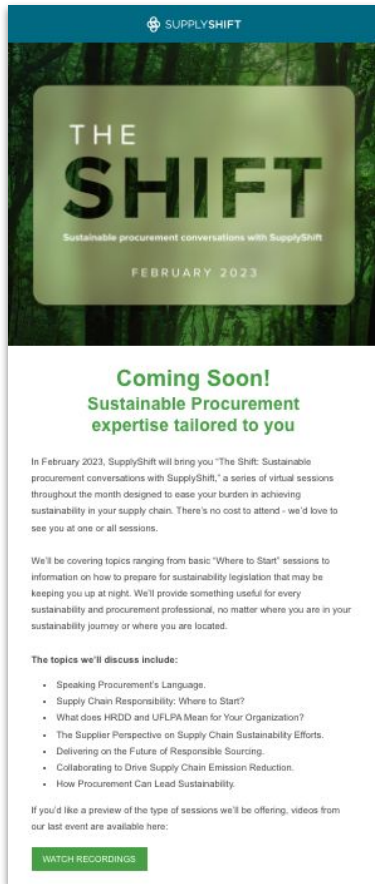
Page Views 32

Form Submissions 22

New Contacts 3

Time per page view 9.3 minutes

“Coming Soon” Announcement Email



Subject Line:

Sustainable procurement expertise!

PreHeader Text:

SupplyShift presents “The Shift: Sustainable procurement conversations with SupplyShift,” a series of virtual sessions throughout February designed to ease your burden in achieving sustainability in your supply chain.

Sent on:

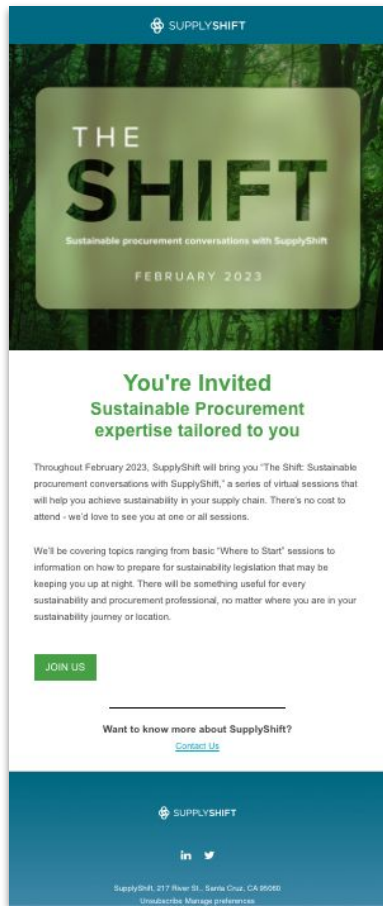
2/20/2022

Recipients	29,830
------------	--------

Open Rate	19.57%
-----------	--------

Click Rate	3.39%
------------	-------

Invite Email 1



Subject Line:

You're invited! Sustainable procurement conversations

PreHeader Text:

Join us for The Shift, a series of virtual sessions to help you achieve sustainability in your supply chain

Sent on:

1/10/2023

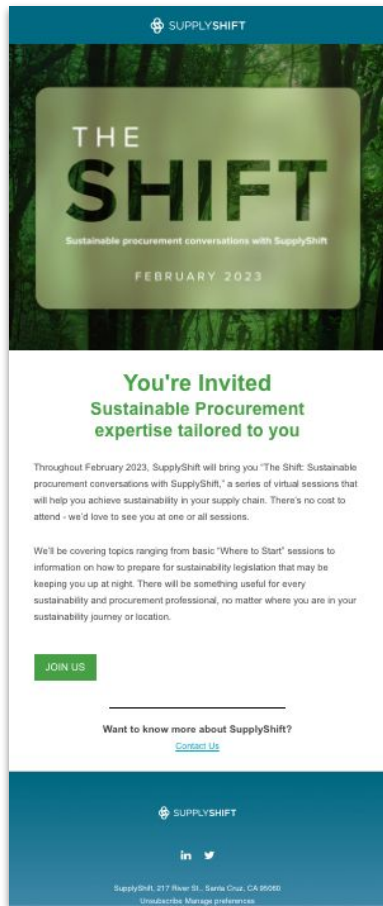
Recipients	29,645
------------	--------

Open Rate	22.38%
-----------	--------

Click Rate	4.83%
------------	-------

Revenue Attribution	\$10,567
---------------------	----------

Invite Email 2



Subject Line:

Join us for conversations on supply chain sustainability

PreHeader Text:

You're invited to The Shift, a series of virtual sessions providing sustainable procurement know-how

Sent on:

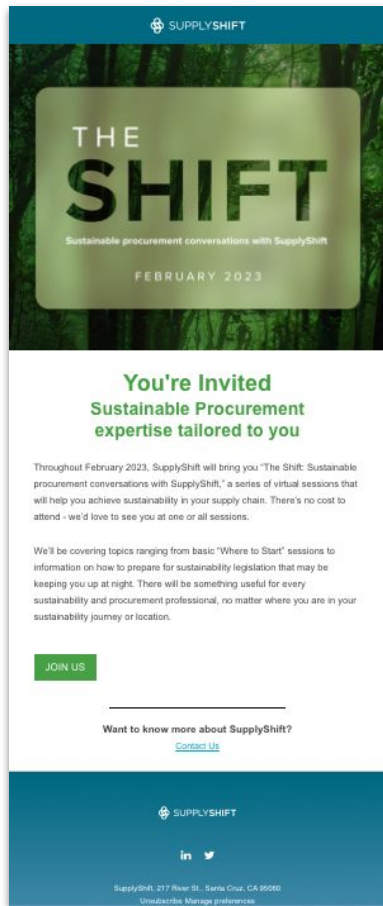
1/20/2023

Recipients 28,459

Open Rate 18.79%

Click Rate 2.67%

Invite Email 3



Subject Line:

New sessions! Learn more about supply chain sustainability

PreHeader Text:

Join us for The Shift, a series of virtual sessions providing sustainable procurement know-how

Sent on:

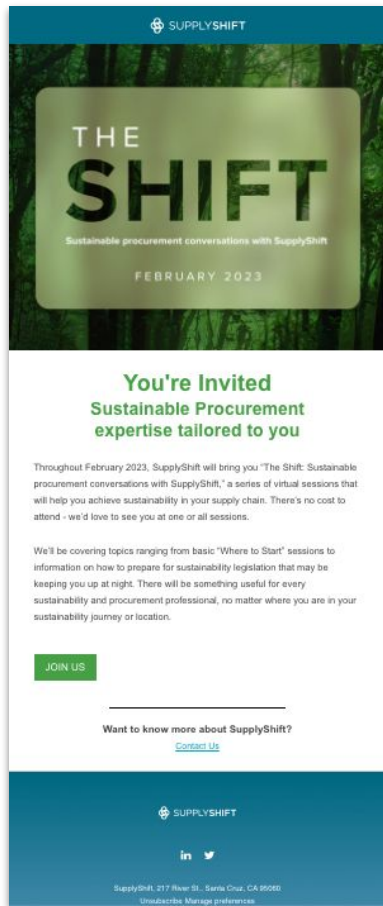
1/26/2023

Recipients	27,735
------------	--------

Open Rate	16.27%
-----------	--------

Click Rate	1.44%
------------	-------

Invite Email 4



Subject Line:

Join us for sustainable procurement conversations

PreHeader Text:

You're invited to The Shift, a series of virtual sessions to help you achieve sustainability in your supply chain

Sent on:

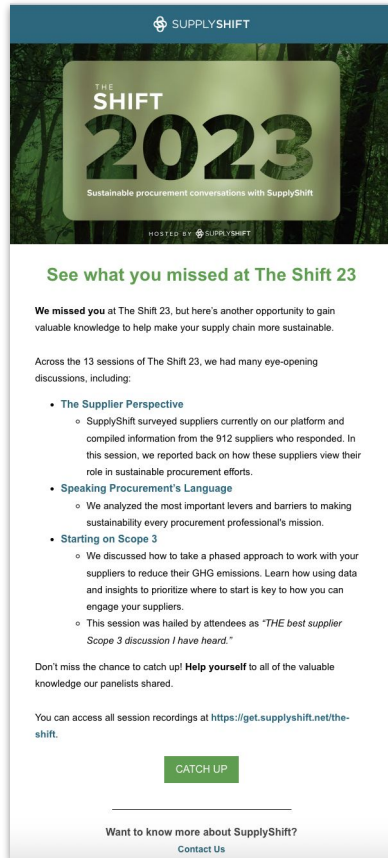
2/6/2023

Recipients	27,352
------------	--------

Open Rate	16.06%
-----------	--------

Click Rate	1.55%
------------	-------

Follow-up email to registrants who didn't attend



Subject Line:

Sustainable procurement: Don't miss this chance to learn!

PreHeader Text:

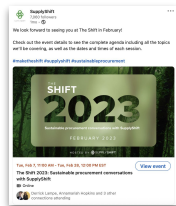
See what you missed at The Shift 23. All sessions were recorded and are available to you now just for clicking.

Sent on:

3/21/2023

Recipients	545
Open Rate	23.48%
Click Rate	2.59%

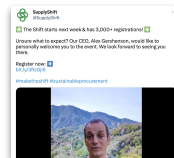
Social Media Promotion of Event



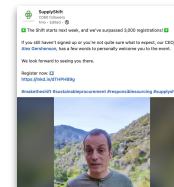
Date: Jan 13, 2023
Likes: 15
Shares: 5
Clicks: 28
Impressions: 593



Date: Jan 13, 2023
Likes: 1
Clicks: 1



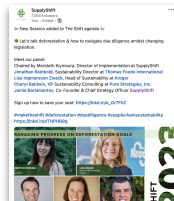
Date: Feb 3, 2023
Likes: 1
Clicks: 1



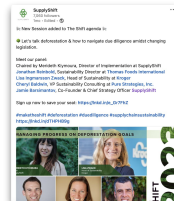
Date: Feb 3, 2023
Likes: 28
Shares: 12
Clicks: 43
Impressions: 755



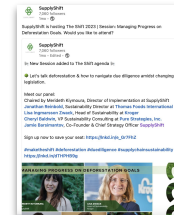
Date: Feb 7, 2023
Likes: 22
Clicks: 13
Impressions: 377



Date: Feb 16, 2023
Likes: 16
Shares: 6
Clicks: 16
Impressions: 394



Date: Feb 16, 2023
Likes: 16
Shares: 6
Clicks: 16
Impressions: 394



Date: Feb 16, 2023
Likes: 9
Clicks: 2
Impressions: 285



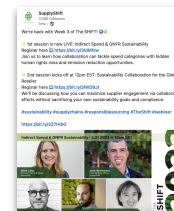
Date: Feb 8, 2023
Likes: 1
Clicks: 9



Date: Feb 14, 2023
Likes: 0
Clicks: 3



Date: Feb 14, 2023
Likes: 2
Retweets: 1
Clicks: 4



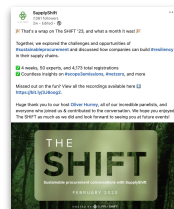
Date: Feb 21, 2023
Likes: 16
Clicks: 0
Impressions: 498



Date: Feb 21, 2023
Likes: 8
Clicks: 6
Impressions: 235



Date: Feb 28, 2023
Likes: 17
Clicks: 8
Impressions: 407



Date: Mar 2, 2023
Likes: 10
Clicks: 24
Impressions: 293