

Webinar Series

BREAKTHROUGH 2020



**WE HAVE DELIVERED
GREAT RESULTS FOR**

2,000+ Agencies

6,000+ Brands

200,000+ Campaigns

Over \$2BN+ digital media spend via Basis

750+ Centrons in **44** offices

Innovators in ad technology

Commitment to education

BREAKTHROUGH 2020



PART 1: June 17th // Focus & Strategy



PART 2: June 24th // Creating Experiences



PART 3: July 1st // Transforming Travel



PART 4: July 8th // Reinvention Through Expansion

OUR EXPERT



Mary Ellen Dugan
Chief Marketing Officer
WP Engine



The New Breakthrough Moment for Digital

Mary Ellen Dugan, CMO at WP Engine

@Maryedugan



Mary Ellen Dugan

CMO at WP Engine



WHO IS WP ENGINE?



900
EMPLOYEES



130,000
CUSTOMERS



150
COUNTRIES



1.1M+
WEBSITES

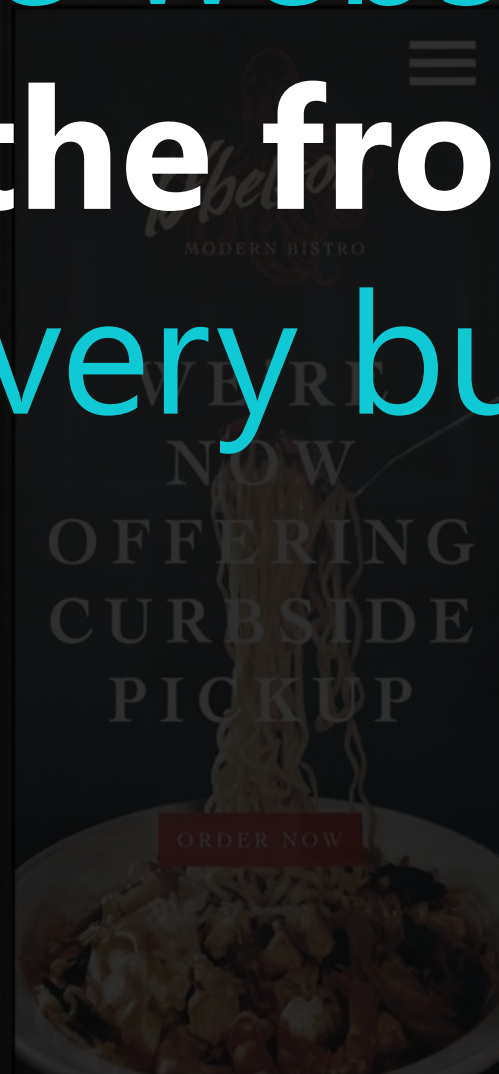


5000+
AGENCY PARTNERS



We are witnessing an unprecedented evolution of digital experience.

The website is
now the front door
for every business.



The new
checkout
line.

20X

INCREASE IN TRAFFIC
AND ORDERS



Express Delivery
powered by FAVOR

Need it now?

Get 25 items or less delivered within 2 hours

Ord



Curbside at Hancock Center H-E-B - Rese

Shop

Types

Weekly ad

Coupons

Pharmacy ▾

Memorial Day menu

rs and favorites for your backyard cookout

Get grilling

**The new
college
tour.**

USING THE POWER OF DIGITAL TO BRING
ADMITTED STUDENTS WEEKEND ONLINE

**REACHING 50%
MORE PROSPECTIVE
STUDENTS**

Stanford University

Ryland Pampush '21

Stanford

Virtual Admit Weekend | Saturday, April 25 | Stanford University

▶ ▶| 🔊 2:19 / 1:02:58

[Scroll for details](#)



The new
award
show.

IN TWO MONTHS, THE WEBBY AWARDS
TOOK THEIR SHOW VIRTUAL WITH

11.3M Pageviews

SPECIAL ACHIEVEMENT

MICHELLE OBAMA PRESENTS TO

D-NICE



THE
WEBBY
AWARDS

SPECIAL ACHIEVEMENT

DEMI LOVATO PRESENTS TO

MILEY CYRUS

MICHELLE OBAMA PRESENTS TO
D-NICE

DEMI LOVATO PRESENTS TO
MILEY CYRUS

JUDAH FRIEDLANDER PRESENTS TO
TOM HANKS

COVID-19 HEROES:
DR. TATIANA PROWELL, MD

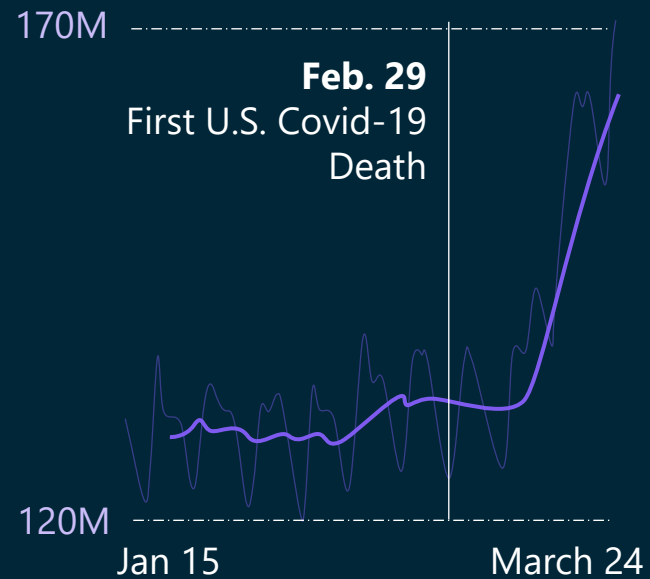
VINT CERF PRESENTS TO
JIMMY FALLON

DR. AN
AVI

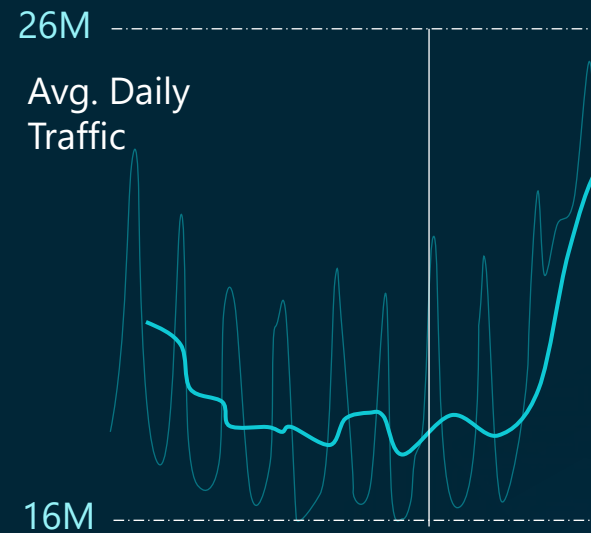
Websites are more important than ever.

WEBSITES

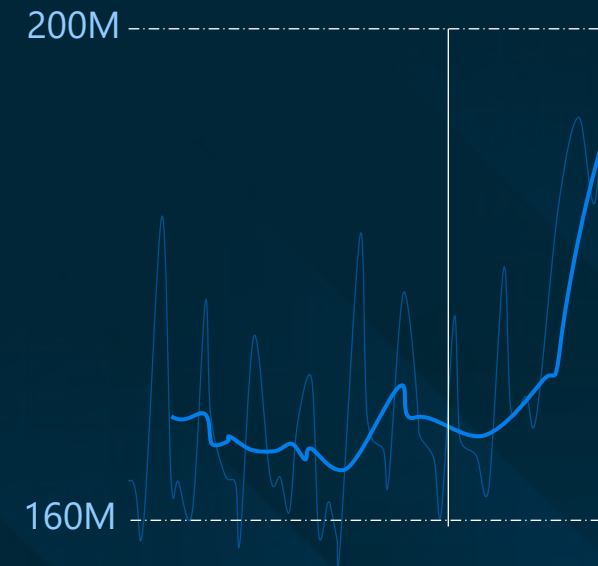
Facebook.com **+27.0%**



Netflix.com **+16.0%**

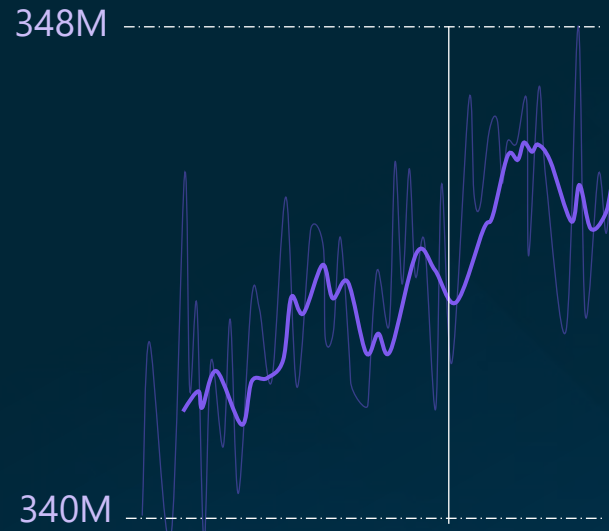


YouTube.com **+15.3%**



APPS

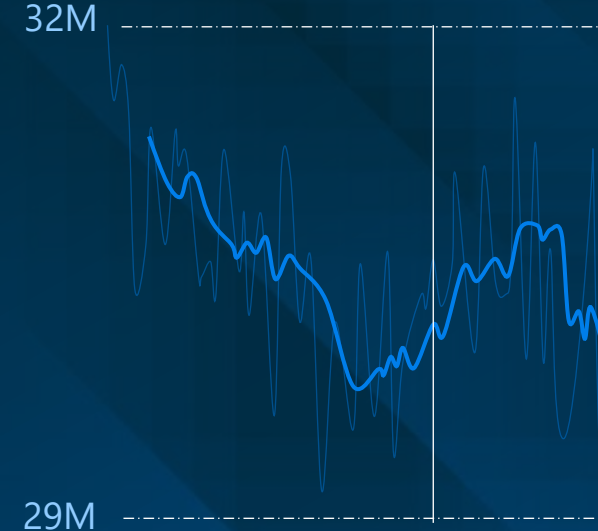
Facebook **+1.1%**



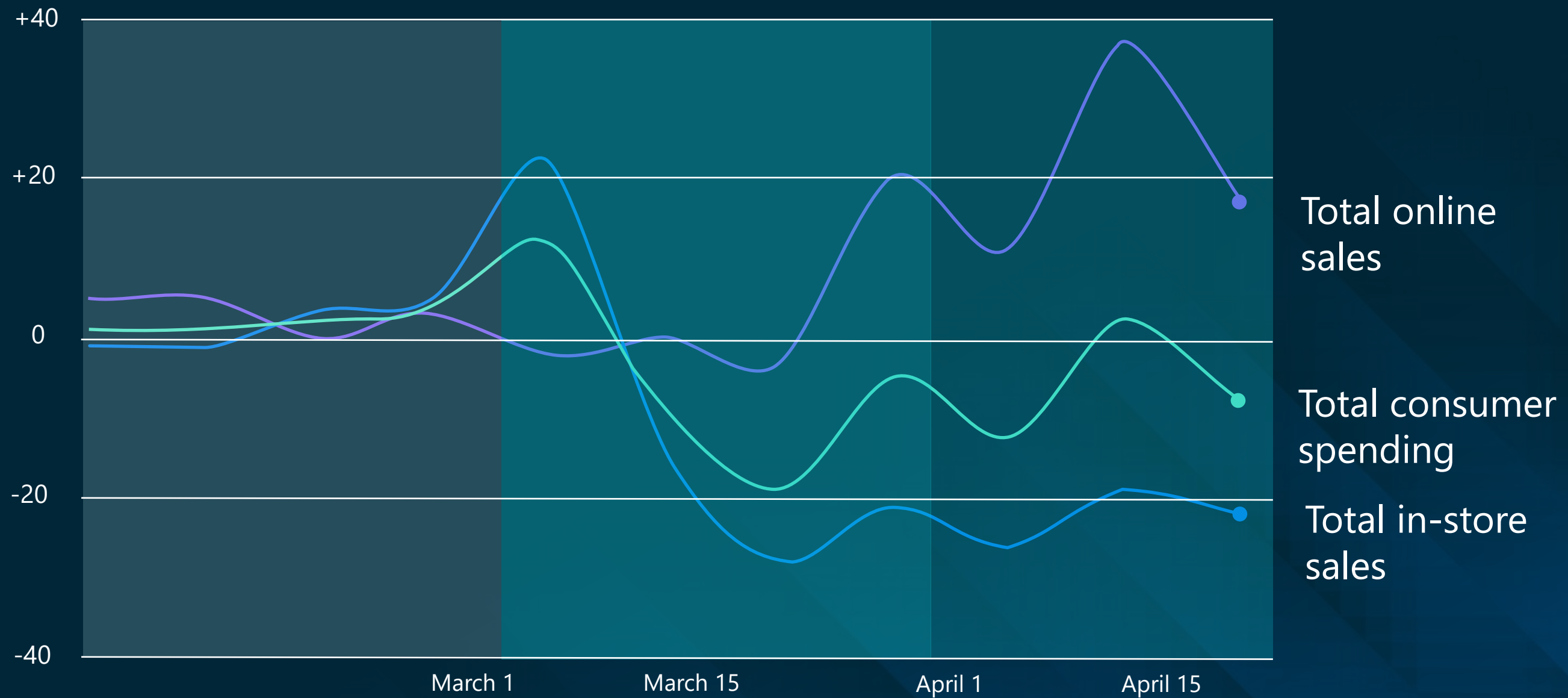
Netflix **+0.3%**



YouTube **-4.5%**

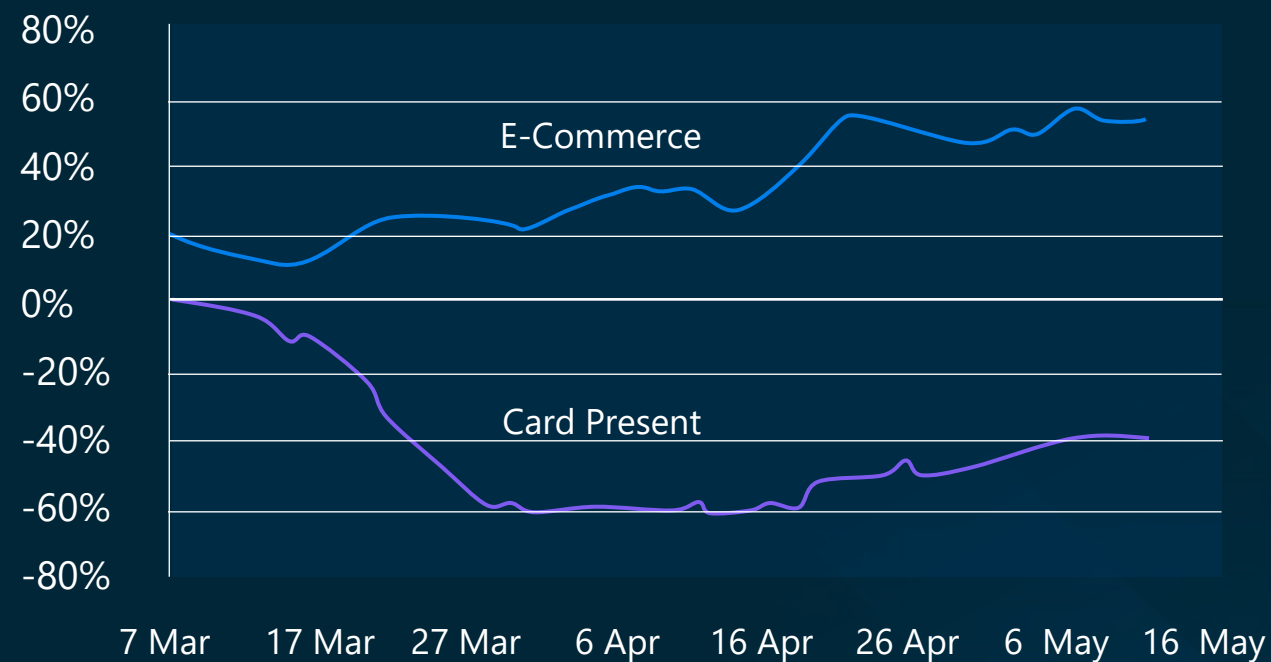


Consumer spending is changing.

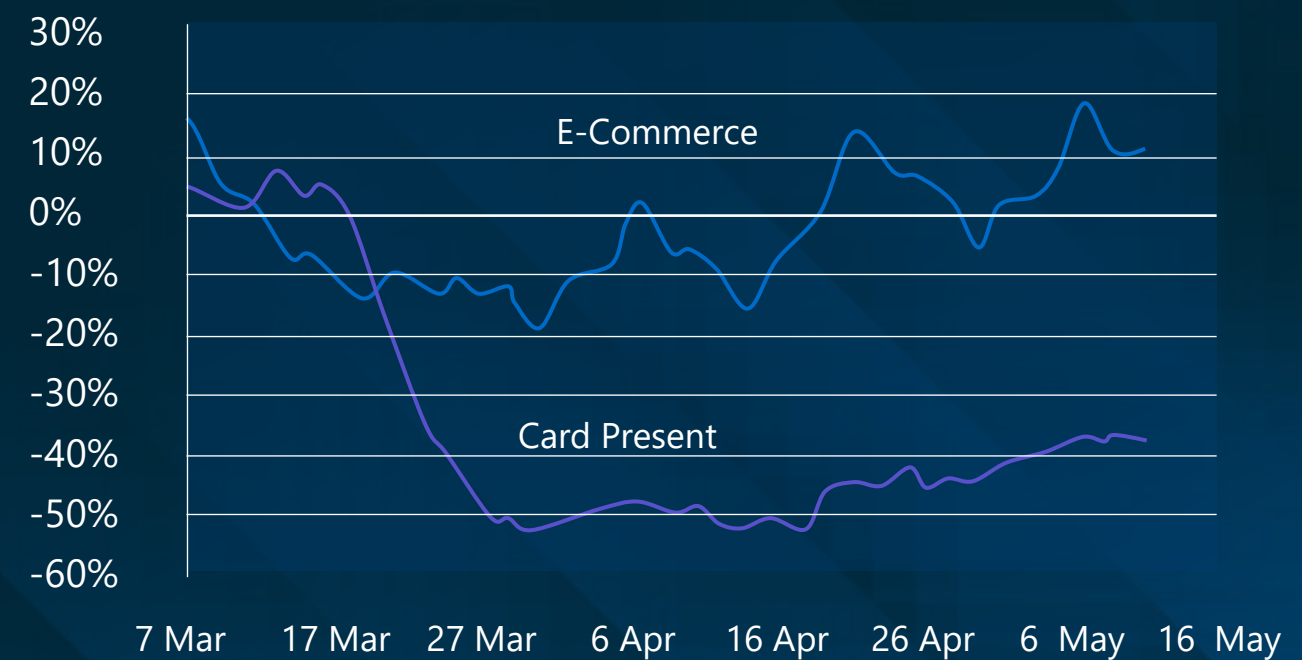


eCommerce preference will be the lasting legacy of pandemic.

National credit and debit card spending trends
Retail Only
Spending change vs 2019, 7 day smoothing



National credit and debit card spending trends
All spending categories
Spending change vs 2019, 7 day smoothing



2020

**A new
breakthrough
moment for
digital.**





How We've Adapted



RITMO TROPICAL

IG: @ANDREIMATEI

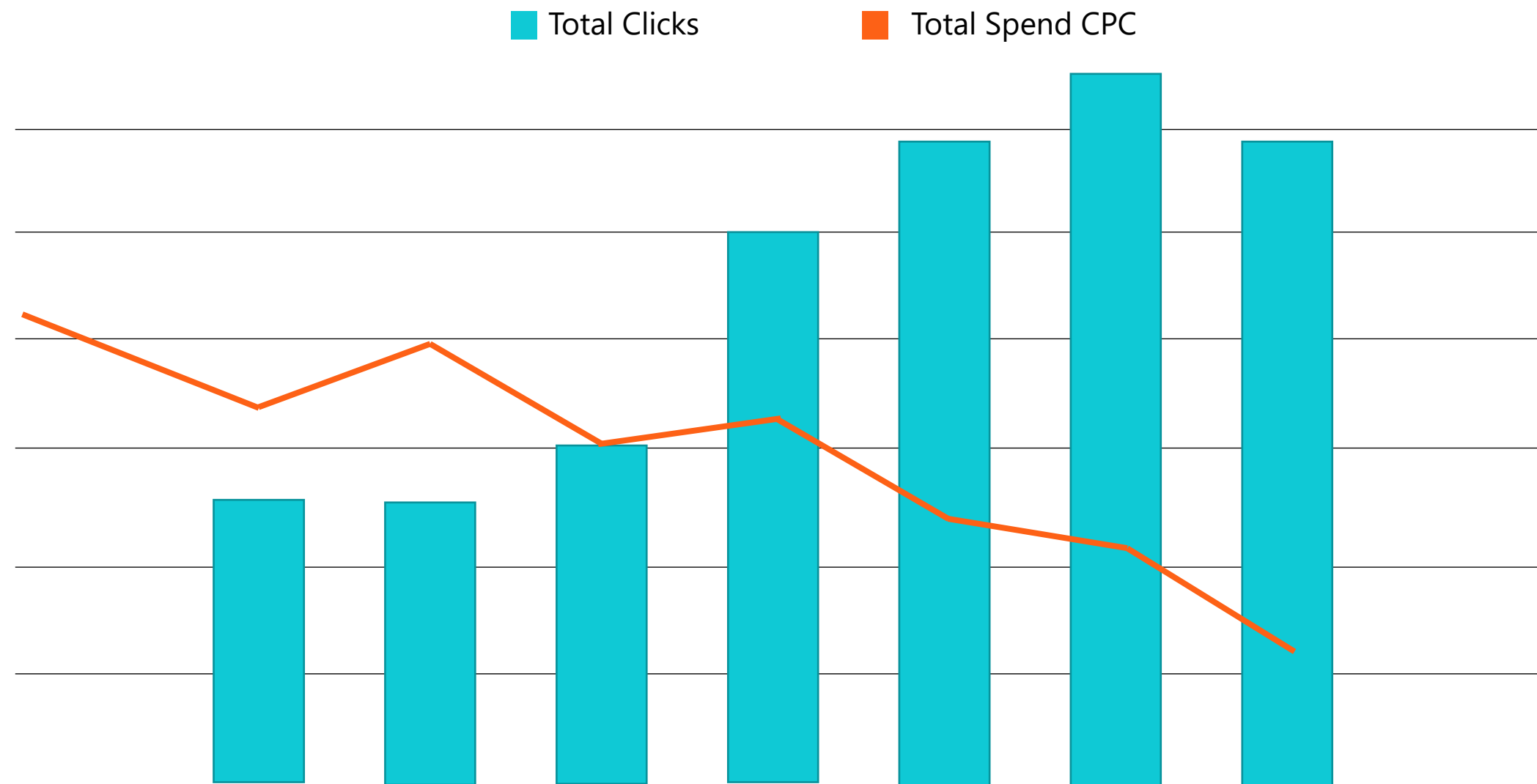


radio



Continued Advertising/Paid Media Investment

Total Clicks/CPC





14

PRODUCT RELEASES
SINCE JANUARY



GENESIS PRO



SUMMIT/2020

THE DIGITAL BREAKTHROUGH CONFERENCE



Heather Brunner
CEO, WP ENGINE





open hearts

an engine for good program

AgeAction
For all older people



Crisis
Together we will end homelessness

unicef



BEDDOWN



UNITED WAY BAY AREA



$\$24K + \$90K = \$114K$ donated

The digital experience is the human experience.



THANK YOU!

Mary Ellen Dugan, CMO at WP Engine
@Maryedugan





Type in your
questions
for our Q&A

Thank You!



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