

OR IS THE NEW PR

# THE OUTCOME RELATIONS AGENCY™

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N6A is the creator of Outcome Relations. We are the first PR firm to establish a service model that is fully accountable and that aligns with the specific business outcomes of CMOs, CEOs and brand marketers.





“N6A has solidified themselves as a fast-paced, hard-working and reliable partner that fights for our brand every day.”

# Gartner.L2

Scott Galloway  
FOUNDER

# THE DEATH OF IRRELEVANT PR

BY N6A CEO MATT RIZZETTA

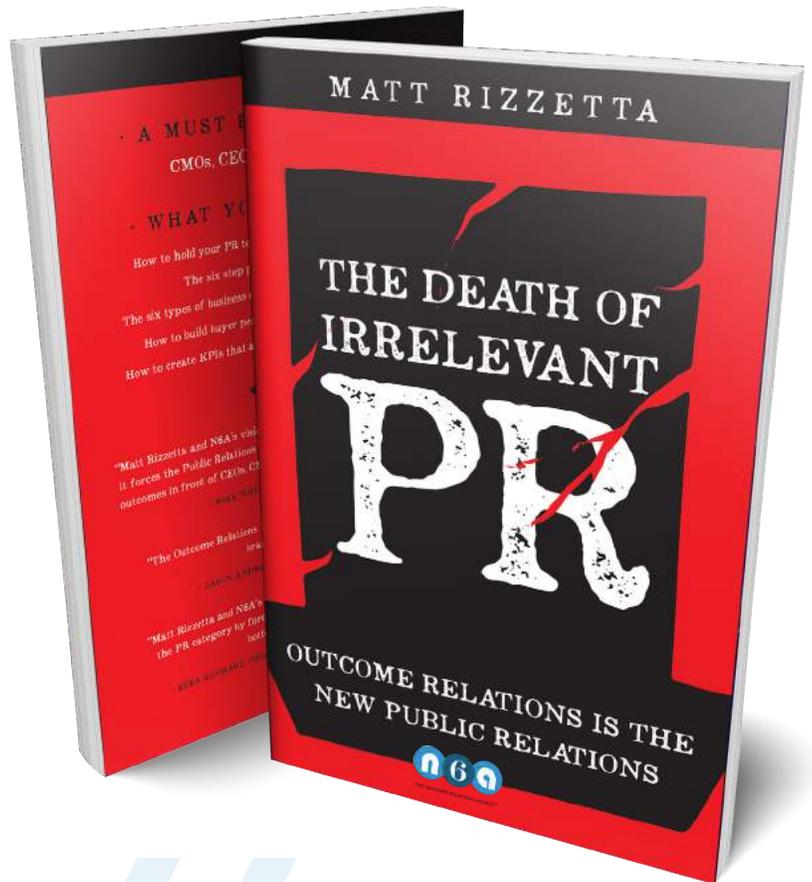
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“N6A is the future of PR.”

# bouncex

Sarah Bowman  
VP OF MARKETING



“Matt Rizzetta and N6A’s Outcome Relations model will transform the PR category by forcing accountability and alignment with bottom line outcomes.”



Ezra Kucharz  
CHIEF BUSINESS OFFICER



“Matt Rizzetta and N6A’s vision is innovative and forward-thinking in that it forces the Public Relations category to be held accountable for business outcomes in front CEOs, CMOs and decision makers in the board room.”



Mike White  
FORMER CEO

# WHAT OUTCOME CAN WE DELIVER FOR YOU?

We specialize in six outcome categories. Within each, you can chose from several desired results that align with your business objectives.

**REVENUE**

- Target Prospect Awareness/Leads
- Sales Conversion Rate Improvement
- Deal Value

**RECRUITING**

- Talent Acquisition
- Candidate Pipeline
- Specialty Search

**M&A**

- Buy Side Acquisition
- Sell Side Acquisition
- Deal Sourcing

**CAP RAISE**

- Series A, B and C
- Crowdsourced Fundraising
- Strategic Fundraising Round

**COMPETITIVE**

- Media Market Share
- Reputational Improvement
- Executive Share of Voice

**ENTERPRISE VALUE**

- IPO Assist
- Shareholder Retention
- Shareholder Acquisition

# REVENUE

“Revenue is the engine that funds all innovation.”  
– Larry Page, Google

## We Drive Revenue Outcomes

**TARGET  
PROSPECT  
AWARENESS**

**SALES  
CONVERSION  
IMPROVEMENT**

**DEAL  
VALUE  
IMPROVEMENT**

**WHAT OUR CLIENTS ARE SAYING:**

“N6A delivers, making sales easier and increasing inbound leads.”  
– Micah Tapman, MANAGING PARTNER

“N6A has always been a smart bet when it comes to results and performance.”  
– David Reid, CEO

## REVENUE OUTCOMES WE’VE DRIVEN FOR CLIENTS:

- 30+ clients grew top-line revenue by 100%
- 20+ clients became revenue category leaders
- 10+ clients grew from mid-sized to enterprise revenue category
- Fluent experienced triple revenue growth in four years

## OTHER TYPES OF REVENUE OUTCOMES WE DRIVE

- Enterprise buyer penetration
- Geo-based demand
- International revenue goals
- Online versus offline revenue
- Order volume
- Pipeline cleansing
- Product suite balance
- Prospect experiments
- Sales office performance
- Seasonal revenue spikes

# RECRUITING

“The most powerful and enduring brands are built from the hearts of people.”

– Howard Schultz, Founder, Starbucks

## We Drive Recruiting Outcomes

**TALENT  
ACQUISITION**

**CANDIDATE  
PIPELINE**

**EXECUTIVE/  
SPECIALTY  
SEARCH**

### WHAT OUR CLIENTS ARE SAYING:

“N6A has been an unmatched outcome PR machine for us.”

– Jason Fudin, CEO

**whyhotel**

“N6A always goes above and beyond.”

– Mike Scales, PRESIDENT

**NYACK**

### RECRUITING OUTCOMES WE’VE DRIVEN FOR CLIENTS:

- Successful recruiting outcomes in 25+ industries
- 50+ C-suite announcements
- 20+ clients with 50% increase in workforce
- 10+ clients with talent acquisition from Fortune 500 companies
- Limelight Health tripled employee growth
- WhyHotel grew employee base by 5x

### OTHER TYPES OF RECRUITING OUTCOMES WE DRIVE

- Board seat recruiting
- Compensation support
- Culture showcase
- Diversity recruiting
- Follow-up interviews
- Freelancers and 1099s
- Geo-based hiring
- Internal promotions
- Internal recruiter collaboration
- Outsourced recruiting needs
- Seasonal revenue spikes

**N6A has successfully helped clients recruit across 25+ industries**

# M&A

“The key to making acquisitions is being ready.”

– James McNerney, Former CEO, Boeing

## We Drive M&A Outcomes



### WHAT OUR CLIENTS ARE SAYING:

“N6A has solidified themselves as a fast-paced, hard-working and reliable partner that fights for our brand every day.”

– Scott Galloway, FOUNDER

**Gartner.L2**

“N6A has a tireless work ethic, and drives top-notch results through their industry expertise.”

– Lucy Zheng, HEAD OF M&A

### M&A OUTCOMES WE’VE DRIVEN FOR CLIENTS:

- 30+ clients have exited to Fortune 500 and global enterprises
- Over \$10B in transactional outcomes
- Gartner acquisition of L2 for \$155M
- WeWork acquisition of Conductor for \$400M
- YP acquisition of Juice Mobile for \$35M
- ComScore acquisition of Rentrak for \$750M
- iAnthus acquisition of MPX Biocetical for \$835M CAD
- Gannet acquisition of SweetIQ (price undisclosed)
- Workday acquisition of Identified (price undisclosed)
- Google acquisition of Songza (price undisclosed)
- IMS Health acquisition of DecisionView (price undisclosed)

### OTHER TYPES OF M&A OUTCOMES WE DRIVE

- Conglomerate mergers
- Debt financing
- Horizontal mergers
- Reverse mergers
- Traditional mergers

# CAPITAL RAISE

“Fundraising is an extreme sport.”

– Marc A Pitman, Fundraising Coach and Leadership Expert

## We Drive Capital Raise Outcomes

**SERIES  
A, B AND C  
ROUNDS**

**PRODUCT  
FUNDRAISING**

**STRATEGIC  
ROUNDS**

### WHAT OUR CLIENTS ARE SAYING:

“Our experience with N6A was phenomenal in every way.”

– Caroline Klatt, CEO

**//HEADLINERLABS**

“N6A is an extension of our team in every sense.”

– Amy Holtzman, FORMER VP MARKETING

**splash**

### CAPITAL RAISE OUTCOMES WE'VE DRIVEN FOR CLIENTS:

- Over \$5B in fundraising rounds completed
- 50+ fundraising rounds led by leading investors such as Comcast Ventures, Google Ventures and Sequoia
- 30+ clients who began at seed stage and completed Series A, B and C rounds
- 20+ clients who have raised in excess of \$75MM
- 10+ successful strategic fundraising rounds

### SURVEY OF CMOS, CEOs, FOUNDERS AND BRAND MARKETERS



Could have used more support from internal employees and external vendors to drive Capital Raise outcomes



Had previously raised money indicated the Capital Raise process was the most stressful & distracting among outcome categories



Indicated that the Capital Raise process lasted too long and should have been cut in half

# COMPETITIVE

“If you don’t have a competitive advantage, don’t compete.”  
– Jack Welch, Former CEO, GE

## We Drive Competitive Outcomes



### WHAT OUR CLIENTS ARE SAYING:

“N6A has consistently delivered outcomes that have elevated our leadership position.”

– Terri Bartlett, CEO



“N6A has helped us build a leadership presence unlike any other in our industry.”

– Erich Joachimsthaler, CEO

**VIVALDI.**

## COMPETITIVE OUTCOMES WE’VE DRIVEN FOR CLIENTS:

- Our clients saw an average 40% competitive market share increase
- 30+ clients are in the top 5 for market share in their competitive category
- Vivaldi Group jumped from <5% executive share of voice to Top 3 in competitive category
- Fluent grew from <5% to #1 market share in competitive category
- BDS Analytics improvement rose from <20% to #1 market share in competitive category
- L2 holds the #1 market share in competitive category

## OTHER TYPES OF COMPETITIVE OUTCOMES WE DRIVE

- Account-based competitive targeting
- International landscape
- Crisis anniversaries
- Product market share
- Geo-competitive advantages

# ENTERPRISE VALUE

“Companies that focus on value creation will thrive”  
– Edward De Bono, Author and Inventor

## We Drive Enterprise Value Outcomes

### IPO ASSIST

### SHAREHOLDER RETENTION

### SHAREHOLDER ACQUISITION

#### WHAT OUR CLIENTS ARE SAYING:

“N6A’s Outcome Relations formula was directly linked to our ability to create more enterprise value than our competitors.”

– Jordan Cohen, FORMER CMO



“With N6A, it’s all about driving results and outcomes.”

– Rick Martira, VP MARKETING



## ENTERPRISE VALUE OUTCOMES WE’VE DRIVEN FOR CLIENTS:

- Over \$12B in enterprise value creation overall
- Successful IPO for Fluent on NASDAQ
- Record-setting IPO for IMS Health on NASDAQ
- Reached top three market cap in NYSE category for Republic Services
- 10+ clients listed on leading international exchanges including:
  - AirAsia
  - iAnthus Capital
  - H-Source
- Over \$200M business valuation for PointsBet

## SURVEY OF CMOS, CEOS, FOUNDERS AND BRAND MARKETERS



Indicated building Enterprise Value was among the top three most important of all business outcomes



Indicated that they would run at 5% lower profit margins to increase the value of their business by at least that amount in a given year



Indicated their current marketing agencies were not knowledgeable about their company’s current enterprise value

# OUTCOMES WE'VE DRIVEN

We've built the industry's first and only outcome-based PR process backed up by proprietary KPI software, customer rankings, and a high-energy culture that is completely aligned with you as a customer, and motivated to do one thing only: drive business outcomes that matter to you.

## Revenue Outcomes

- 30+ clients grew top-line revenue by 100%



- 20+ clients became revenue category leaders
- 10+ clients grew from mid-sized to enterprise revenue category

- 25+ industries with successful recruiting outcomes
- Multiple recruiting and talent outcomes for iAnthus Capital



## Recruiting Outcomes

- 100+ successful specialty search and executive recruiting outcomes

30+ exits to Fortune 500 and global enterprises, including:

## M&A Outcomes

- Conductor acquired by WeWork for \$400M
- Gartner acquired by L2 for \$155M



- Juice Mobile acquired by YP for \$35M
- Songza acquired by Google for \$35M
- Rentrak acquired by ComScore for \$730M
- SweetIQ acquired by Gannet (price undisclosed)

- 0+ IPOs on NYSE, NASDAQ and leading stock exchanges, including \$400M valuation and successful IPO for Fluent
- \$200M valuation and Top 5 market cap in competitive category for PointsBet



## Enterprise Value Outcomes

- \$12B in client enterprise value created
- 20+ clients with market cap exceeding \$500M
- Top 5 largest market cap in competitive category for iAnthus

## Competitive Outcomes

- BDS Analytics successful competitive outcome from <5% to #1 market share in category



- L2 successful competitive outcome from #3 to #1 market share in category
- Vivaldi Group executive share of voice from <5% to Top 3 in category
- 40% average competitive market share improvement

- 100+ successful capital raise outcomes from world's leading investors, including Comcast Ventures, Google ventures, and Sequoia
- 50+ rounds closed from strategic investors



## Capital Raise Outcomes

- \$5B in fundraising rounds closed

## OUR CLIENTS ARE THE BEST IN THE BUSINESS



There is no fluff with the N6A team.  
It's about driving results and outcomes.

**Rick Martira, VP OF MARKETING, POINTSBET**



# N6A'S OUTCOME RELATIONS PROCESS

WORKS IN SIX EASY STEPS.

1

## CHOOSE OUTCOMES

Choose the business outcomes that matter most to your brand: Revenue, Competitive, Capital Raise, M&A, Recruiting, or Enterprise Value

2

## HOLD OUTCOME SUMMIT

Hold an outcome summit to kick off the campaign so N6A can develop strategy and build personas for each of your desired business outcomes

3

## ALIGN KPIS

Choose credibility assets and align on KPIs for each of your outcome campaigns

4

## EXECUTE

N6A to rapidly execute and build a repository of credibility assets and secure results for each business outcome

5

## AMPLIFY

Leverage credibility assets on digital channels that encourage actions and amplify coverage: paid media, sponsored content, landing page creation, targeted campaigns, etc

6

## OPTIMIZE

Deliver customized measurement reports that track analytics and optimize desired business outcomes

# THE OUTCOME DASHBOARD

You will receive a custom Outcome Dashboard that tracks KPI performance in real-time toward your business outcomes.

**n6a™**  
COMPETE & CARE

## KPI2

LEFT MENU +      RIGHT MENU +

April 2019

Filter   Search

Month	Total Avg Rating - All Clients
April 2019	5.75
March 2019	5.95
February 2019	5.60
January 2019	5.65
December 2018	5.07
October 2018	5.75
September 2018	4.87

### Past Ratings

Month	Rating	Notes	Actions
June 2018	5.0		
July 2018	5.0		
August 2018	5.0		
September 2018	5.0		
October 2018	5.0		
December 2018	5.0		
January 2019	5.0		
February 2019	5.0		
March 2019	5.0		
April 2019	5.0		

### KPI Performance

#### GROUP OF THE MONTH

KPI SCORE: 5.28

#### TEAM OF THE MONTH

#### PRODUCER OF THE WEEK

**CARRIE BOOZE**  
ACCOUNT MANAGER  
POTW 04/12

**JUSTINE FUCHS**  
ACCOUNT EXECUTIVE  
POTW 04/19

#### Averages

AVA - NUMERICAL SCORE | KPI - SCORING CATEGORY

### Individual Performance

USE DROPDOWN MENU TO VIEW INDIVIDUAL MONTH

2019

CLICK ON YOUR APM SCORE TO READ YOUR RATING NOTES

2019 (APM)	AVG APM	KPI (INDIVIDUAL)	KPI (GROUP)	KPI (AVERAGE)	AVG	AVG
January 2019	5.0	5.00	5.00	5.00	5.0	5.0
February 2019	5.0	5.00	5.00	5.00	5.0	5.0
March 2019	5.0	5.00	5.00	5.00	5.0	5.0
April 2019	5.0	5.00	5.00	5.00	5.0	5.0

\*Adjusted Average is your internal APM average with your client score

[VIEW THE KPI SCORING MATRIX](#)

### Yearly Averages

	Average
YTD Adjusted Average	5.75
First Half Adjusted Average	5.75
Second Half Adjusted Average	5

### Golden Group Standings

GROUP	MONTH	MONTHLY GROUP APM	MONTHLY RANK	YTD GOLDEN GROUP WIN
Golden	April 2019	5.75	2	10
Silver	April 2019	5.75	2	0.0

### Client Outcome Performance Tracker

USE DROPDOWN MENU TO VIEW PREVIOUS MONTH

April 2019

### C-Suite Performance

EMPLOYEE	MONTH	AVG APM	KPI (INDIVIDUAL)	KPI (GROUP)	KPI (AVERAGE)	BONUS
No data available in table						

### Golden Group Standings

GROUP	MONTH	MONTHLY GROUP APM	MONTHLY RANK	YTD GOLDEN GROUP WIN
Golden	April 2019	5.75	2	10
Silver	April 2019	5.75	2	0.0

# CREDIBILITY ASSET™ MENU

While most PR firms call these “tactics”, N6A has created Credibility Assets that align with your specific business outcomes.

## ANALYST AND MARKET RESEARCH

Inclusion in analyst and market research reports.

## BUSINESS PROFILES

Online business profiles and data listings.

## BYLINES AND OP-EDS

Published content written by executives and ambassadors for your brand.

## CASE STUDIES

Published content that showcases work your brand has completed for a client.

## CORPORATE AWARDS

Public awards and accolades for your brand's corporate presence.

## COMPANY NEWS

Releases and stories about your brand's news.

## CULTURE AWARDS

Awards and accolades showcasing your brand's culture and work environment.

## DATA CONTENT

Reports and content that is supported by data.

## ENDORSEMENTS

Third-party endorsements for your brand

## EXECUTIVE SPOTLIGHTS

Spotlight stories in the press on certain executives.

## FEATURES AND PROFILES

Long-form stories about your brand in the press.

## GUEST BLOG POSTS

Published content as a guest blogger.

## INDIVIDUAL AWARDS

Public awards and accolades for certain individuals at your brand.

## INVESTOR PRESS AWARENESS

Inclusion in financial press that matters to your investors.

## LISTICLES

Inclusion on important industry lists.

## NEWSJACKING

Fitting your brand into real-time response to breaking news.

## ONLINE ENCYCLOPEDIAS

Inclusion in online encyclopedias and knowledge databases.

## ONLINE REVIEWS

Review and rating sites that are important to your brand.

## PODCAST INTERVIEWS

Spotlight interviews on audio and video podcasts.

## PRODUCT AWARDS

Public awards and accolades showcasing your brand's product.

## PUBLIC STATEMENTS

Issued on behalf of the company in times of crisis.

## RADIO INTERVIEWS

Spotlight interviews on radio programs.

## SPEECHES

Guest speeches and public speaking forums.

## SPEAKING ENGAGEMENTS

Keynotes, panels, and roundtable discussions.

## Q&AS

Content that positions your brand as the expert on a specific topic.

## THOUGHT LEADERSHIP

Content that positions your brand as the expert on a specific topic.

## TV INTERVIEWS

Spotlights interviews on TV programs.

# AMPLIFICATION ASSET™ MENU

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Here are some examples of assets that we would leverage to amplify the Credibility Assets in order to drive your specific business outcomes.

## **BANNER ADS**

Online banner ads on search engines.

## **CORPORATE SPONSORSHIPS**

Paid sponsorships with corporate partners.

## **DIGITAL BILLBOARDS**

Paid content on digital billboards.

## **DISPLAY ADVERTISING**

Paid display ads.

## **EMAIL MARKETING**

Targeted email marketing.

## **FACEBOOK ADS**

Paid ads on Facebook.

## **GOOGLE ADS**

Paid search and placement on Google.

## **INSTAGRAM SPONSORED POSTS**

Custom sponsored posts on Instagram.

## **LANDING PAGES**

Creation of landing pages along with data capture.

## **LINKEDIN ADS & SPONSORED POSTS**

Paid ads and custom sponsored posts on LinkedIn.

## **LIVE EVENTS**

Live event activations and gatherings.

## **MOBILE CONTENT**

Paid mobile and SMS content.

## **NEWSLETTERS**

Targeted newsletters.

## **PAID INFLUENCERS**

Paid engagements with brand influencers.

## **PINTEREST ADS**

Paid ads on Pinterest.

## **SEO AND SEM**

Search engine optimization and search engine marketing.

## **SPONSORED CONTENT**

Paid content and whitepapers.

## **STOCK SCROLLS**

Paid scrolls on NASDAQ and other stock exchanges.

## **TV & RADIO ADS**

Paid ads on TV, terrestrial and satellite radio.

## **TWITTER ADS**

Paid ads on Twitter.

## **VIDEO ADVERTISING**

Online video ads.

## **YOUTUBE ADS**

Paid content and ads on YouTube.

## **WEBINARS**

Online webinar sessions.

# OUTCOME PRICING PACKAGES

Let N6A Drive Outcomes For You!

TIER 1	TIER 2	TIER 3	TIER 4
<b>\$12K</b> /month	<b>\$15K</b> /month	<b>\$25K</b> /month	<b>\$30K</b> /month
<ul style="list-style-type: none"> <li>✓ 2 Outcome Campaigns</li> <li>✓ Account Management</li> <li>✓ Outcome Dashboard</li> <li>✓ Strategy</li> <li>✓ Basic Reporting &amp; Analytics</li> <li>✓ Quarterly Outcome Summits</li> </ul>	<ul style="list-style-type: none"> <li>✓ 4 Outcome Campaigns</li> <li>✓ Account Management</li> <li>✓ Outcome Dashboard</li> <li>✓ Strategy</li> <li>✓ Premium Account Reporting</li> <li>✓ Quarterly Outcome Summits</li> <li>✓ Digital Suite of Service (Amplification Assets)</li> <li>✓ Dedicated Digital Strategist</li> </ul>	<ul style="list-style-type: none"> <li>✓ 8 Outcome Campaigns</li> <li>✓ Account Management</li> <li>✓ Outcome Dashboard</li> <li>✓ Strategy</li> <li>✓ Premium Account Reporting</li> <li>✓ Quarterly Outcome Summits</li> <li>✓ Digital Suite of Service (Amplification Assets)</li> <li>✓ Dedicated Digital Strategist</li> <li>✓ CMO Outcome Sessions</li> </ul>	<ul style="list-style-type: none"> <li>✓ 10 Outcome Campaigns</li> <li>✓ Account Management</li> <li>✓ Outcome Dashboard</li> <li>✓ Strategy</li> <li>✓ Premium Account Reporting</li> <li>✓ Quarterly Outcome Summits</li> <li>✓ Digital Suite of Service (Amplification Assets)</li> <li>✓ Dedicated Digital Strategist</li> <li>✓ CMO Outcome Sessions</li> <li>✓ CEO Culture Sessions</li> </ul>

**SUPPLEMENTAL OUTCOME ASSETS (PRICED SEPARATELY)**

- ✓ Executive Media Training
- ✓ Ghostwriting and Editorial Content
- ✓ Crisis Communications
- ✓ Incremental Outcome Campaign Selection
- ✓ Speechwriting
- ✓ Company Culture Programs
- ✓ Corporate Learning Programs
- ✓ Community Management
- ✓ Creative Production
- ✓ Media Focus Groups
- ✓ Company Taglines
- ✓ Branding
- ✓ Event Management

## N6A IS THE OUTCOME RELATIONS AGENCY™

**OUR CLIENTS HAVE:**

- Successfully exited to more than 30 global enterprises
- Increased revenue by up to 100%
- Created more than \$10B in enterprise value
- Raised more than \$5 billion from the world's most prominent investors
- Improved market share over their competitive set by 40%
- Won recruiting battles for the industry's best talent
- IPOed on NYSE, NASDAQ, leading international exchanges

"N6A IS LASER FOCUSED ON OUTCOMES."

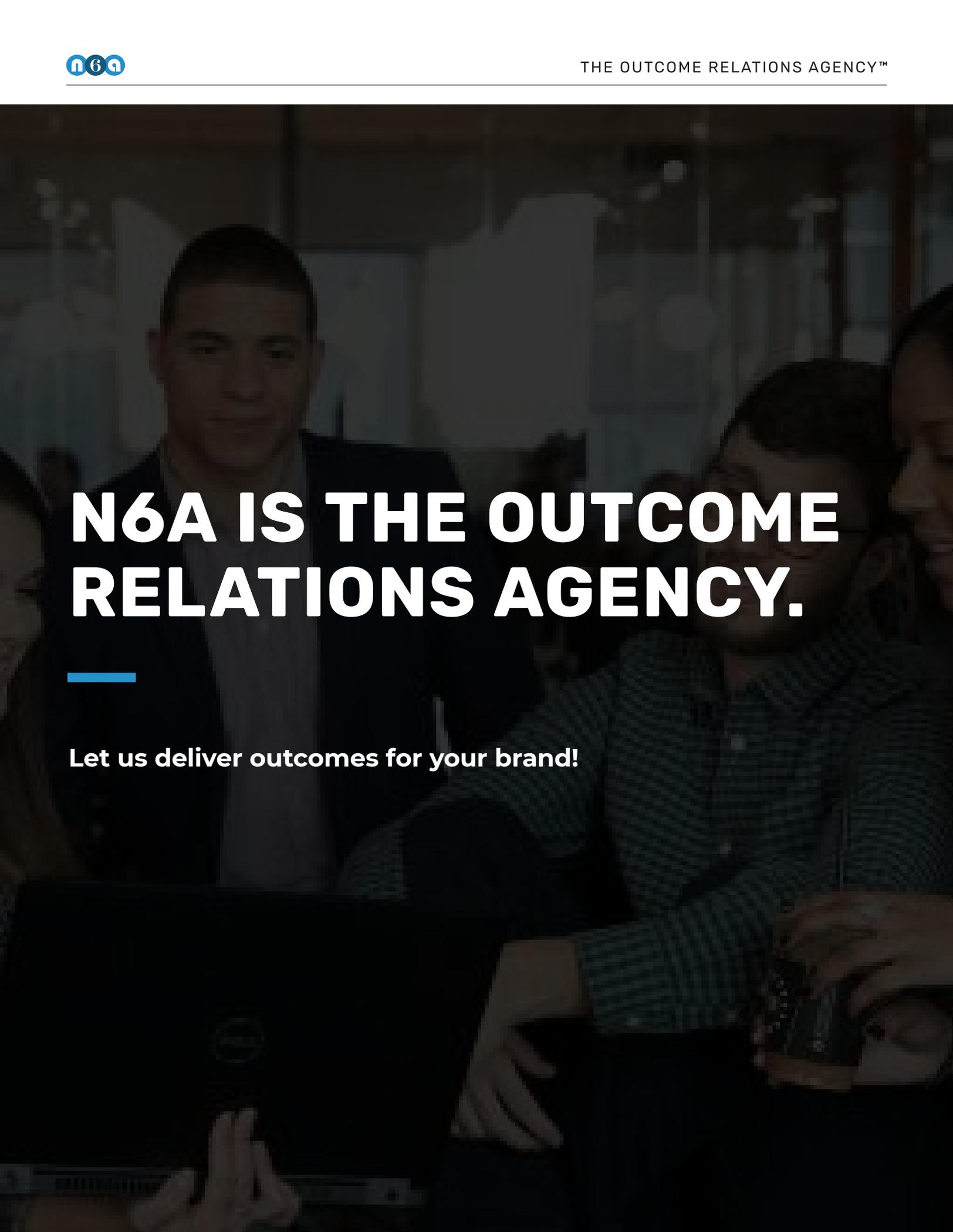
TIM SIMON  
BOLDROSE CAPITAL

**BOLD ROSE**  
CAPITAL PARTNERS

"N6A'S OUTCOME RELATIONS FORMULA HAS BEEN A WINNING ONE FOR OUR BRAND."

JASON ANDREW  
LIMELIGHT HEALTH

**LimelightHealth**

A dark, low-key photograph of a business meeting. Several people are gathered around a table, looking at a laptop. The lighting is dim, with some highlights on the people's faces and clothing, creating a professional and collaborative atmosphere.

# **N6A IS THE OUTCOME RELATIONS AGENCY.**

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**Let us deliver outcomes for your brand!**



**OR IS THE NEW PR**