

narrative.

1. Business-to-business is  
*still* human-to-human.



**WE DON'T  
HAVE TO  
BRAG. OUR  
CUSTOMERS  
DO THAT  
FOR US.**

We're a 2015 American Express  
Member Favorite—one of the  
most popular local spots for  
Card Members.

2015 | **MEMBER  
FAVORITE**  
#MemberFave



**WE WEREN'T  
ANYWHERE  
NEAR THIS  
POPULAR  
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We're a 2015 American Express  
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#MemberFave



**WE'RE NOT  
JUST OUR  
MOM'S  
FAVORITE  
PLACE TO  
SHOP.**

We're a 2015 American Express  
Member Favorite—one of the  
most popular local spots for  
Card Members.

2015 | **MEMBER  
FAVORITE**  
#MemberFave



Put more oomph  
in your portfolio.

**OptBlue®**

► Find a whole new way to  
sell American Express.



**OptBlue®**

► Find a whole new way to  
sell American Express.



Click if you  
like to earn  
money.

Happy merchants.  
Grumpy competitors.

**OptBlue®**

► Find a whole new way to sell American Express.



Keep your merchants.  
Lose your competition.

**OptBlue®**

► Find a whole new way to sell American Express.



Put something new in your portfolio  
that could put more in your pocket.

A whole new way for you to sell American Express® Card acceptance.



Your processor  
can now set the  
price for Card  
acceptance.

There is now a  
single, consolidated  
statement for all your  
merchants' Cards.

Payments are as  
speedy as other  
Card brands.

And merchants  
have one customer  
service contact.

[optblue.americanexpress.com](http://optblue.americanexpress.com)

 **OptBlue®**



## KEEP AN EYE ON YOUR TRAVELERS. IN FACT, KEEP TWO

No one gives you a better view of your T&E budget because no one gives you a better view of your travelers. You can see when, where and how they book, so they can book when, where and how they want. **Everybody wins.**

See flexibility take on visibility at  
[concur.com/win](http://concur.com/win)

Concur®



**“I NEED AN EARLIER FLIGHT.”**

—VS—

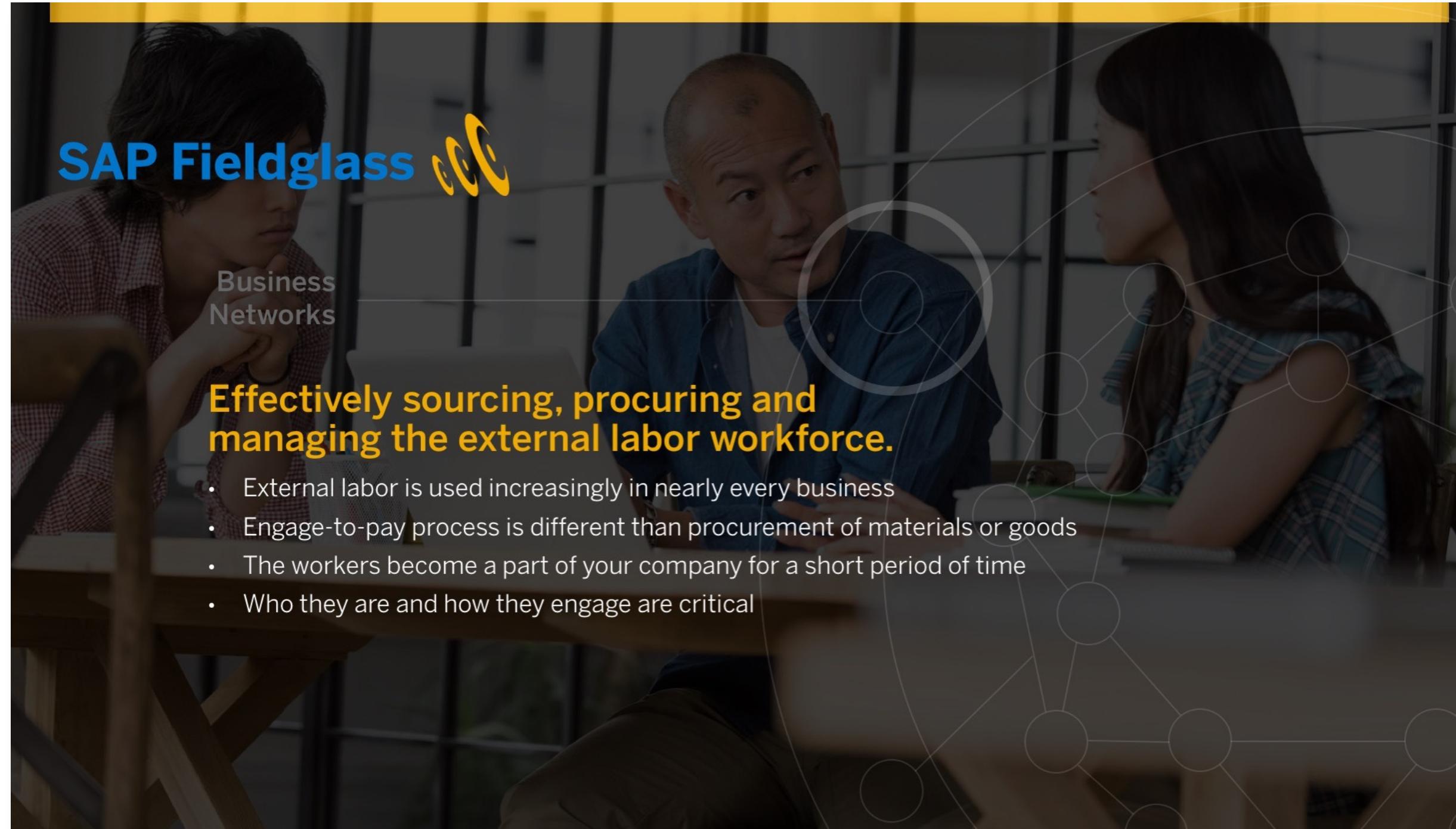
**“WE NEED TO KNOW WHAT THAT’S GONNA COST US.”**

With Concur, you know what your travelers are up to, wherever they're off to. So no matter where they book, you get complete transparency into your T&E spend. **Everybody wins.**

See flexibility take on visibility at  
[concur.com/win](http://concur.com/win)

Concur®

2. Tell a unified story.

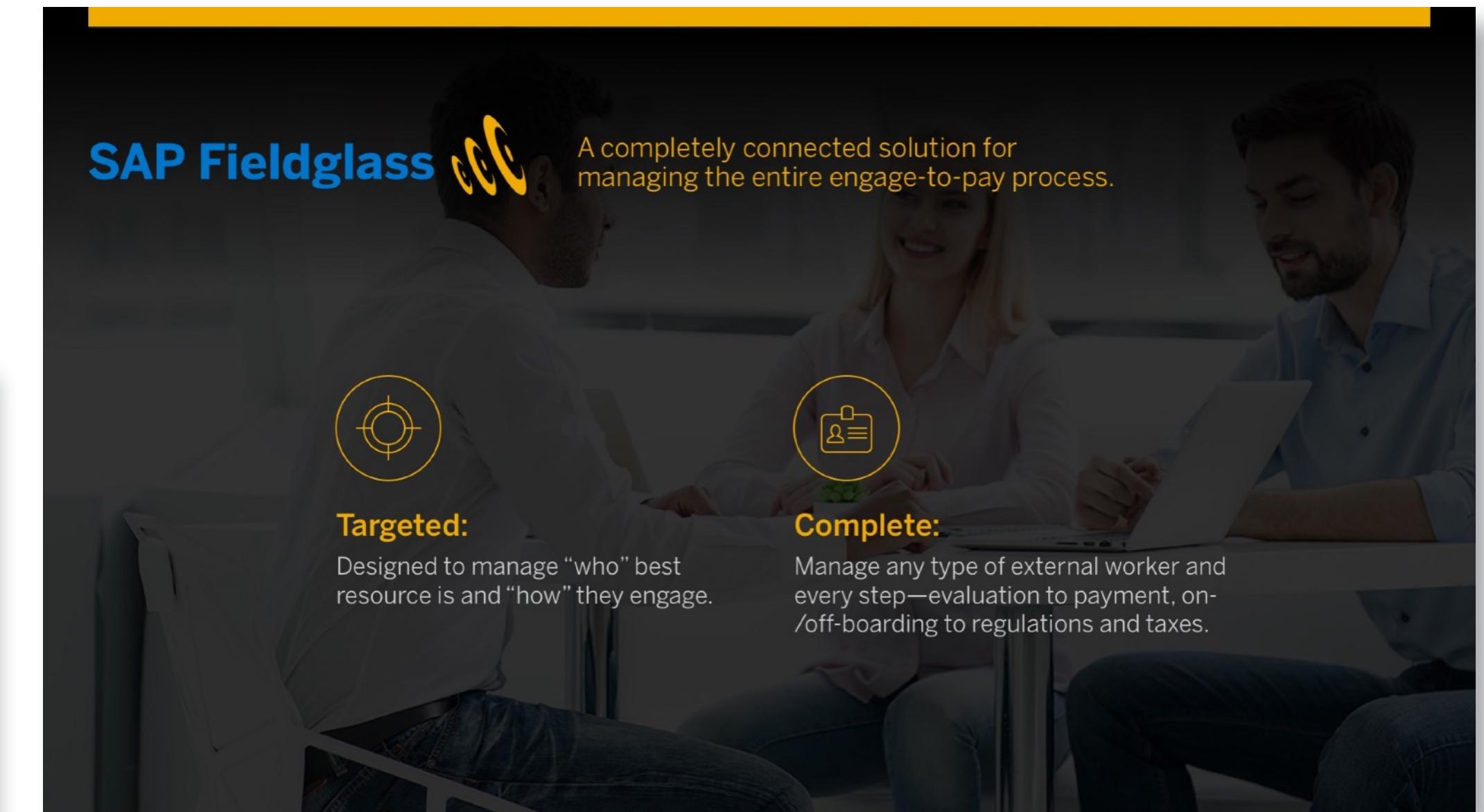


**SAP Fieldglass** 

Business Networks

**Effectively sourcing, procuring and managing the external labor workforce.**

- External labor is used increasingly in nearly every business
- Engage-to-pay process is different than procurement of materials or goods
- The workers become a part of your company for a short period of time
- Who they are and how they engage are critical

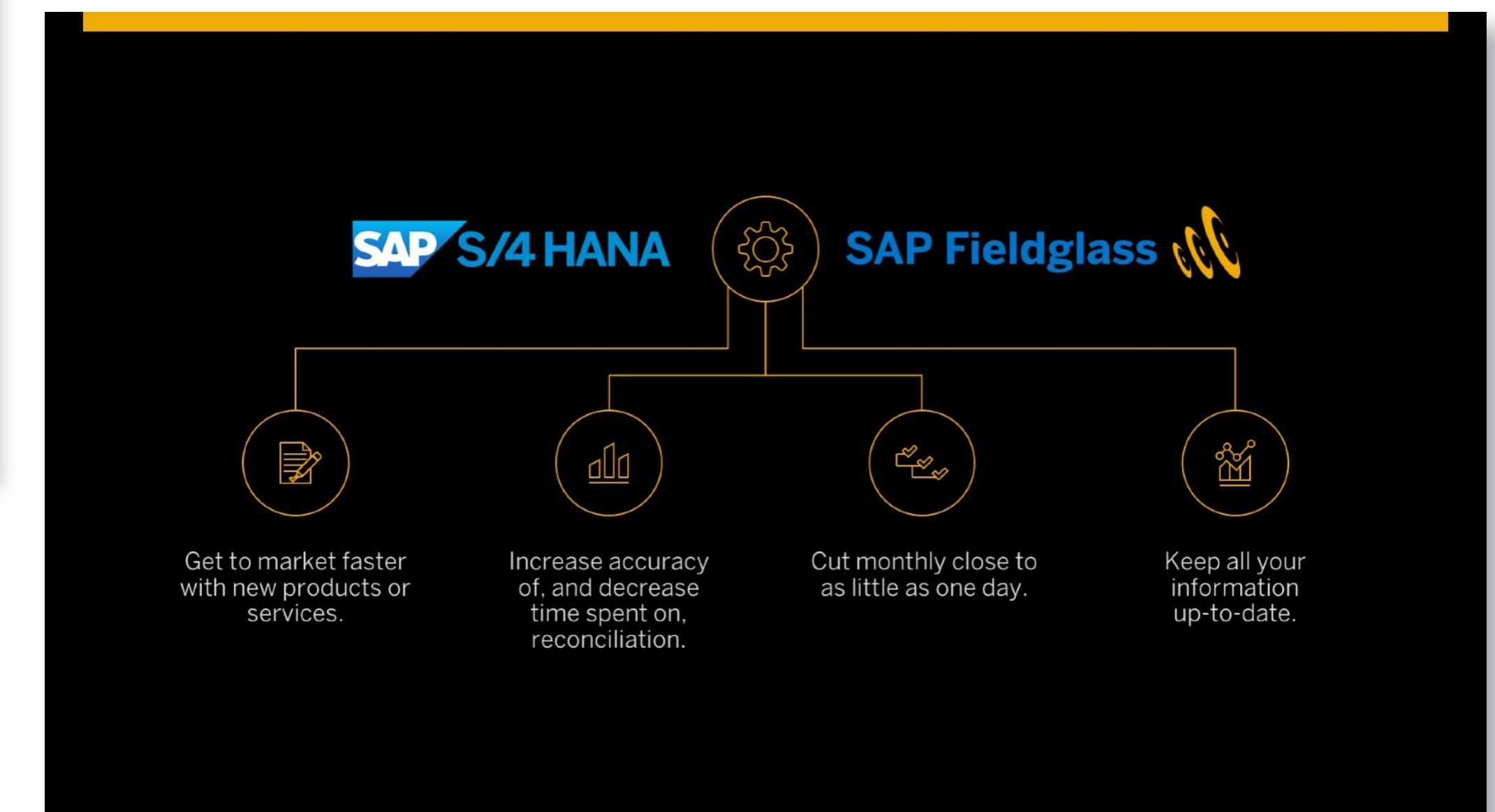


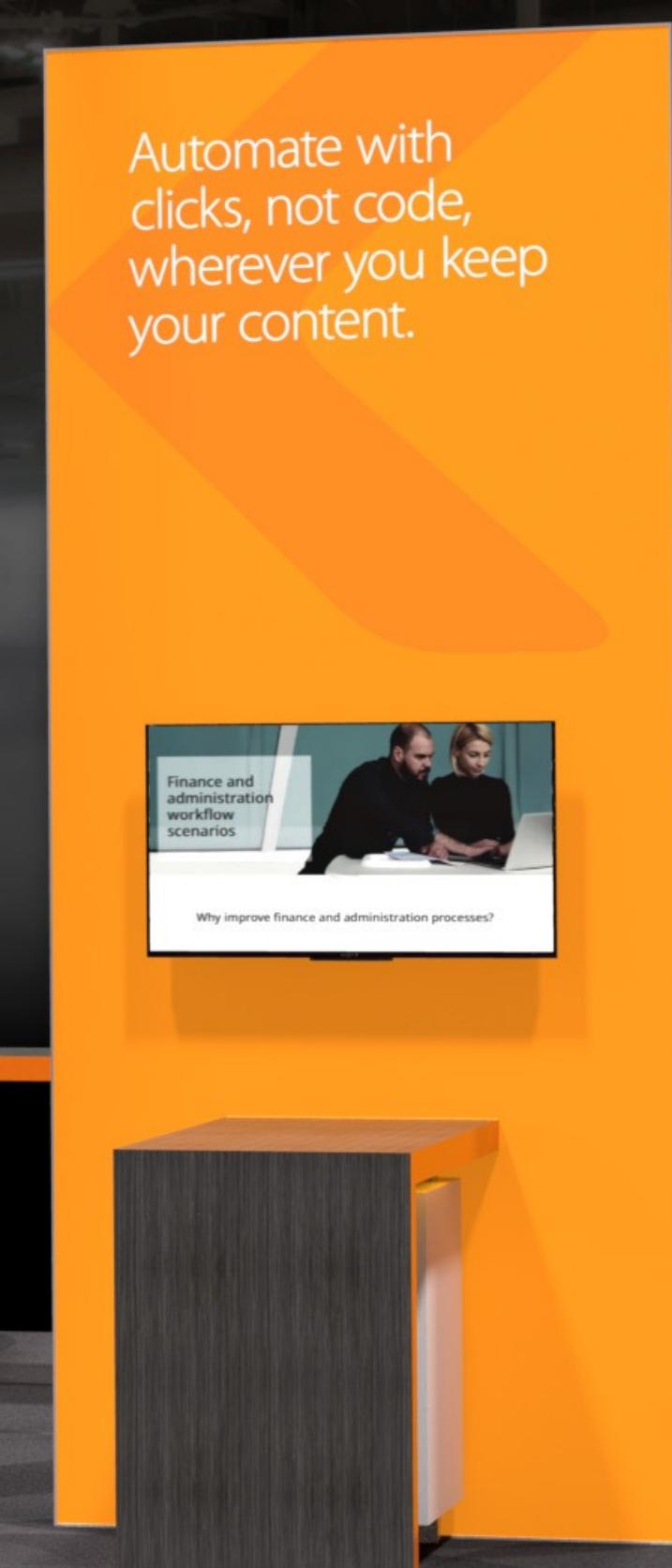
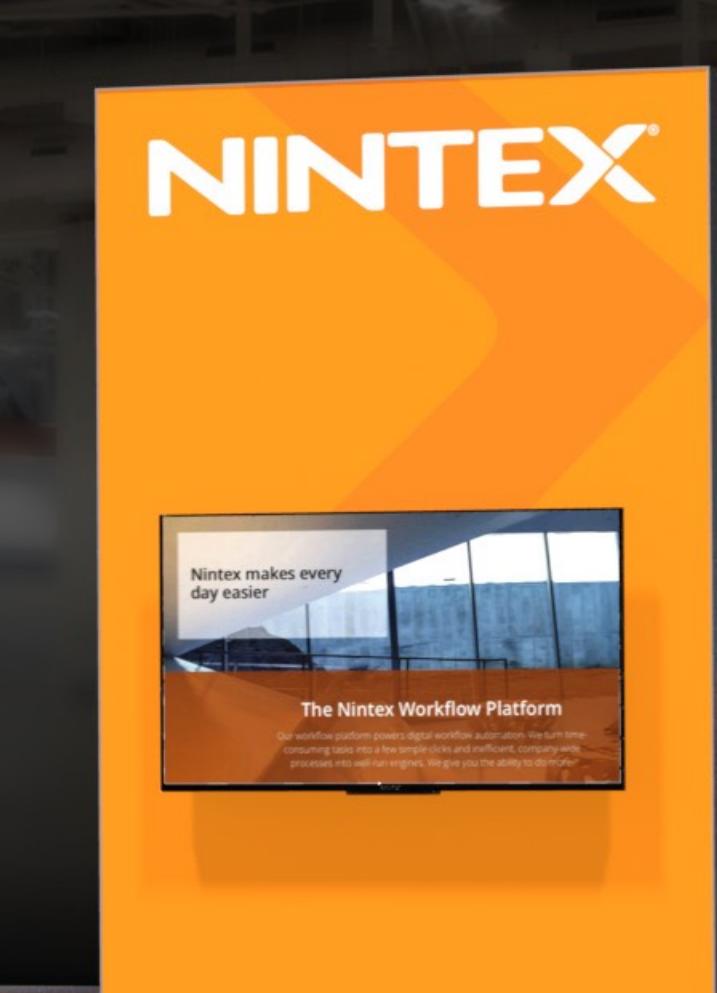
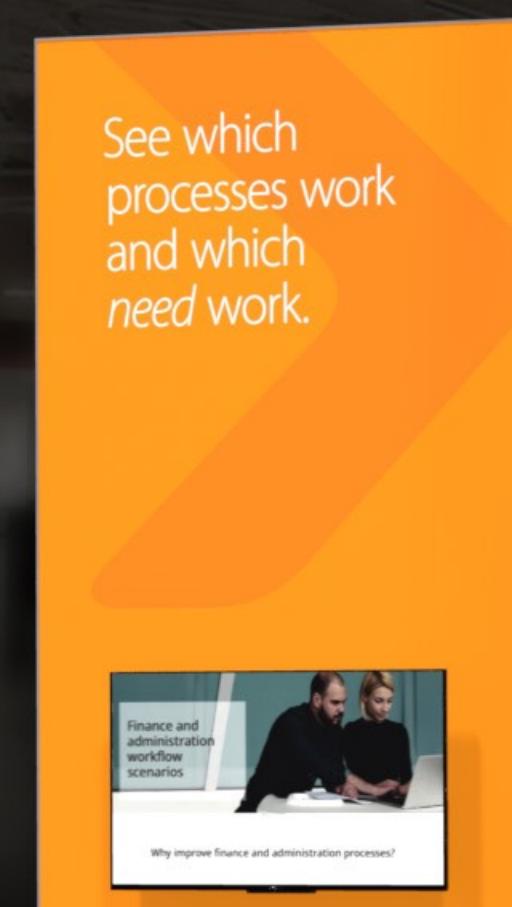
**SAP Fieldglass** 

A completely connected solution for managing the entire engage-to-pay process.

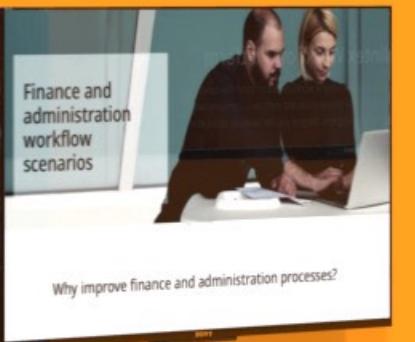
**Targeted:**  
Designed to manage "who" best resource is and "how" they engage.

**Complete:**  
Manage any type of external worker and every step—evaluation to payment, on-/off-boarding to regulations and taxes.

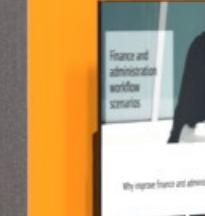




Connect and extend your current systems, so you can get more done.



Connect to your workflow, disconnect from the office.

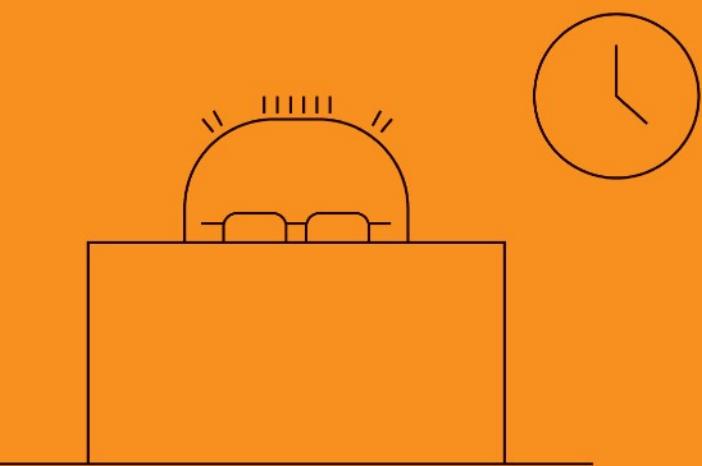


**NINTEX**



Real-world IoT: Turning data into doing.

**NINTEX**

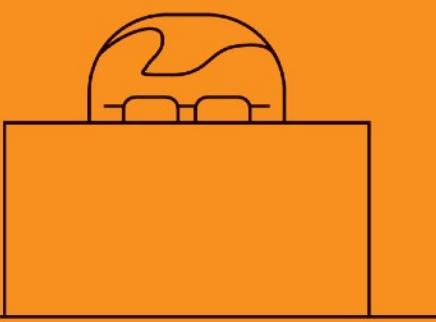


Imagine how much more you could get done if you weren't waiting for Duane to read his email.

Process slows down progress. And if you want to work smarter, faster and be more connected than ever, read the Aragon Research whitepaper, *Workflow and Content Automation*. Then automate your workflow.

Download the whitepaper at [Nintex.com/work-smarter](http://Nintex.com/work-smarter).

**NINTEX**



**We make work less work.**

**Which is probably why people like working here.**

Our whole purpose is to make it easier to get work done. And by helping companies turn inefficient processes into automated progress, we make productivity feel a lot less like a job.



**Nintex is proud to be honored once again as one of Washington's Best Places to Work.**

Apply at [nintex.com/company/careers](http://nintex.com/company/careers).

**NINTEX**

3. Long sales cycles are content  
monsters that have to be fed.

# High-spending customers. They're the customers you want.

Would you like a little help sending customers to your door?



American Express spends millions of dollars on marketing designed to drive more Card Members to small merchants. Accept American Express Cards, and say hello to a lot more opportunity.

\*American Express Card Members report spending an average of \$510 at small merchants in one month compared to \$314 reported by non-Card Members. Based on Card Members in the U.S. who reported using their American Express card to make purchases in the six months prior to the survey and reported their spend on small merchant purchases in the past month using any payment method, compared to non-Card Members in the U.S. who reported similar purchases.

American Express® Card Members report they **SPEND 25% MORE, PER TRANSACTION** on average at small merchants, than Non-Card Members.<sup>1</sup>

53% of US American Express Card Members report they **LOOK FOR SIGNAGE** at register/on-counter when making a purchase.<sup>2</sup>

On Small Business Saturday last year, **81% OF AMERICAN EXPRESS CARD MEMBERS** who redeemed the offer did so using an American Express Card at a small business where they had not previously used that Card in 2013.<sup>3</sup>

Go to [americanexpress.com/fulfillment](http://americanexpress.com/fulfillment) to order free American Express point-of-purchase materials.

Put up window and counter decals or other great items today and help attract the customers who can make your register ring.



American Express can help you **earn more** for yourself by helping you **deliver more** to your merchants.

**more** than just credit cards

More choices, more potential spending power and more ways to use the Card. And that can mean more customers for your merchants and more in your pocket.



If you want more, you can find more at [resources.americanexpress.com](http://resources.americanexpress.com), (passcode amexresources)

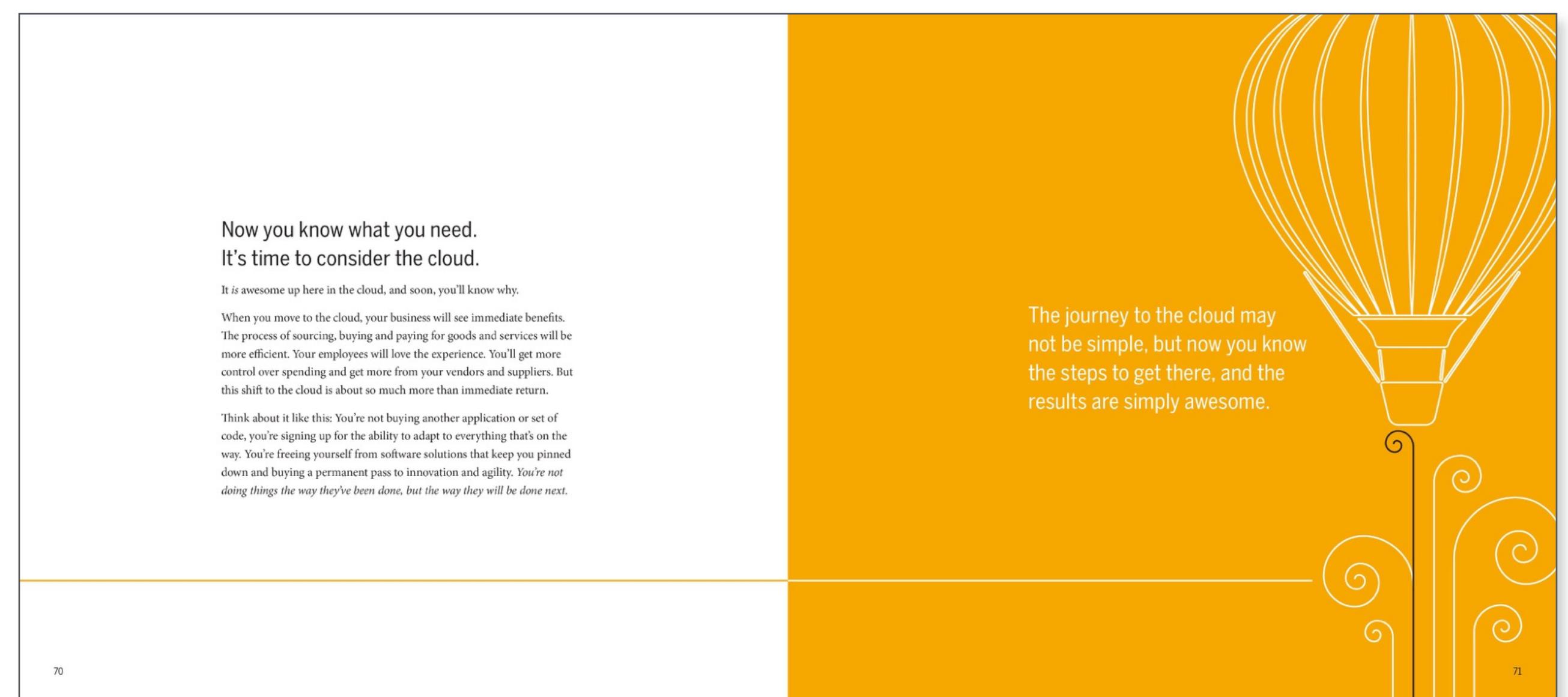
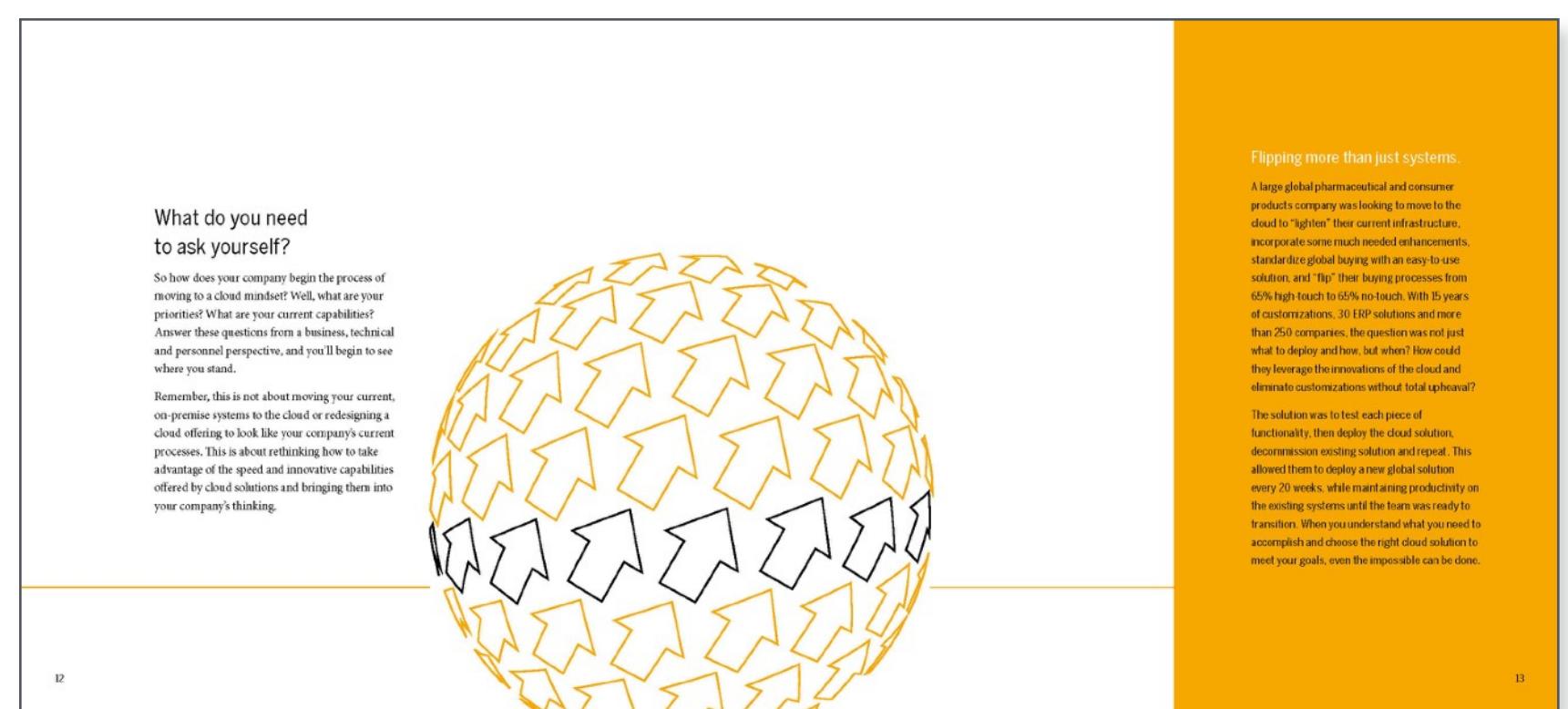
<sup>1</sup> Nielsen Report #1034, February 2014. Average spend = Year-end Credit Card Purchase Volume divided by Year-end Number of Cards. Transaction Size = U.S. year-end purchase volume divided by year-end purchase transactions. Non-American Express averages include Visa, MasterCard, and Discover credit and charge cards and exclude debit transactions.

**3X more**  
average annual spend

American Express® Card Members' average annual spend is three times as much as Non-Card Members.<sup>1</sup> And by selling American Express Card acceptance, you're boosting potential business for you and your merchants.

**70% more**  
per average transaction

The average American Express® Card transaction is 70% higher than other cards.<sup>1</sup> And when merchants have more business building potential, you can benefit too.



If you want to know where you're going, figure out where you are.

Take a good, hard look at your current procurement, sourcing, accounts payable and other processes to determine what's working and what can be improved. Look at the process *and* the people to see how they work within and across departments. This will be your yardstick as you move ahead.

Next, define the processes you want and your reasons for wanting to implement them. Here's an example: You'd like to drive down costs and increase earnings on cash with dynamic discounting, but you need to work across departments to find suppliers, negotiate terms and determine if—and when—payments can

be made early (thus, the discount). You can implement electronic invoicing to make it all move faster—capturing more discounts and reducing the burden invoice processing puts on your AP team—but if no one's on board with the changes, or your systems aren't connected to help identify the value, *nothing* happens.

Finally, be a student of your industry's best practice. Develop key performance indicators that span departments and align with these practices, as well as your objectives. Then sell it to everyone across your organization—especially the biggest naysayers—in order to get them engaged.

The journey to the cloud may not be simple, but now you know the steps to get there, and the results are simply awesome.

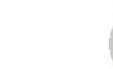
# CLOSING THE GAPS IN COMPLIANCE

A Concur Global Accounts Community Report on T&E audit best practices.

C. CONCUR.

## What's your best approach to HOW?

"How do we do it?" is the most common auditing question we receive from our Global Community clients. But when we dive deeper, the first question uncovers more.



WHEN SHOULD YOU AUDIT—AT WHAT POINT IN THE APPROVAL PROCESS?



WHAT SHOULD YOU AUDIT—HOW DO YOU PRIORITIZE AND FOCUS?



WHY ARE YOU AUDITING—ARE YOU FOCUSED ON TAXES, COMPLIANCE OR FRAUD?

We'll share answers to these questions here with best practices and recommendations from your peers, plus 10 years of helping companies like your audit billions of dollars of T&E expenses.



**What do you audit?** One global brand audits 20% of randomly selected claims, plus certain expense types, of executives, cash items, and expenses/expense reports that exceed a certain dollar amount.

- Some companies use one global T&E policy around the world and apply it to every country. Other companies have multiple T&E policies. Others have one global T&E policy that they allow regions to tighten down if needed.
- One global manufacturer looks at anyone traveling for an extended period of time or for an extended stay. Another global manufacturer looks for duplicates within a specific timeframe, targeting policy compliance and expense types.

## OUR BEST-PRACTICE RECOMMENDATION: Audit 100% now, then get selective.

You need to consider your company's unique goals and priorities, but we suggest auditing 100% of your expense reports at the beginning to establish a baseline understanding of how your policies are being followed.

REMEMBER, IF YOU AUDIT 100%, YOU'LL GET 100% COMPLIANCE.

If 100% isn't possible, consider the approach of one global manufacturer who ran a pilot program auditing 30% of expense reports in traditionally challenging areas.

As your program gets established, pull back your overall audit percentage to focus on:

- Ran randomly selected claims based on a percentage of all submitted expense reports
- A list of frequent non-compliant spenders
- Teams of managers who do not look at receipts
- Any employee with 90-100% of out-of-pocket expenses
- New employees (for the first 3-6 months) to ensure they understand policy
- New departments or countries

## Mandate your corporate card program:

You'll capture more data and improve compliance.



53% OF U.S. GLOBAL ACCOUNT TRANSACTIONS ARE ON CORPORATE CARDS, ALONG WITH 77% OF AVERAGE SPENDING.  
**PUSH FOR 100%, AND YOU'LL GET GREATER VISIBILITY INTO AND MORE CONTROL OVER T&E SPENDING.**



2

## Question #2: What should be audited?

With the amount of people and processes pouring through your corporation, it can be difficult to decide who and what to check up on.

**If you're new to auditing:** It's best to start by evaluating your current situation. Take a thorough look at what's working and what isn't before building your plan. Then you'll know how to gauge your success.

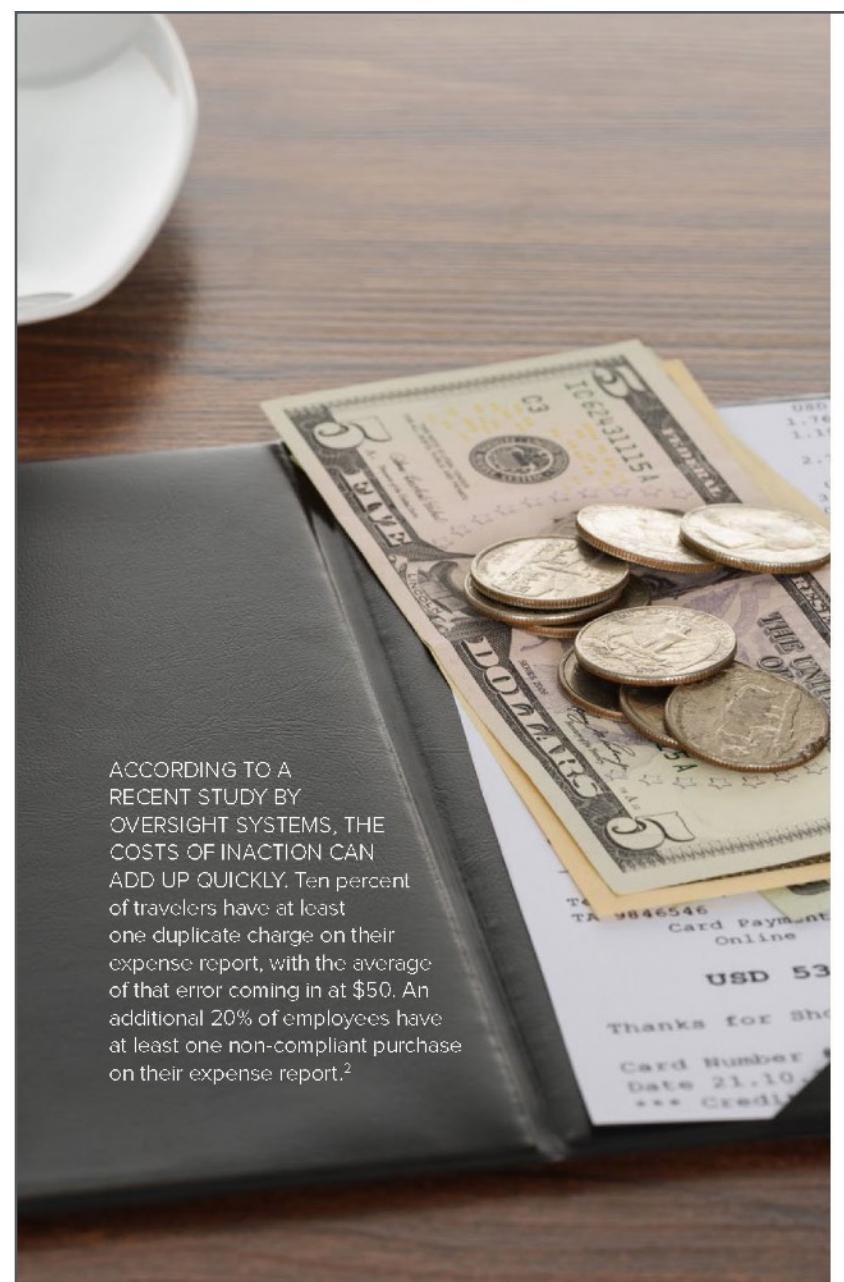
**If you already are auditing:** Make sure you're targeting the right audiences: the teams and people who travel the most or who have a history of non-compliance.

## Here's what your peers are doing:

There are seemingly as many approaches to auditing as there are companies. A few interesting examples are to the top:

**How much do you audit?** Across the board, global clients are auditing anywhere from 10% to a full 100% of expense reports, depending on their industry.

- A small number do back office audits 100% of the time, but many review a portion of the reports based on specific groups or areas of risk.
- Defense contractors and companies in the pharmaceutical and financial industries don't have a choice—industry regulations, government regulations (like DCAA), financial transparency laws, the Sunshine Act and other global transparency rules require that 100% of expense reports be audited, with severe penalties for non-compliance.
- And to ensure greater VAT compliance and reconciliation, companies headquartered in the UK and EMEA strive to achieve 100% audit as well.
- The challenge is striking the right balance between a simplified, continuously improving global program and the data-capture requirements dictated by each country.



You can also focus on employees with reports that fit a certain criteria:

- Executives and their administrative assistants
- Cash expenses
- High-value expenses/claims
- Certain expense types, such as group meals and first-class flights

**59% of your exceptions come from receipts.**

According to Concur 2015 US Global Accounts client data, a majority of account exceptions stem from receipt issues. So what do you do?

**REQUIRE RECEIPTS TO BE ATTACHED AT THE LINE-ITEM LEVEL.** It's less work for auditors and leads to faster processing, approvals and payments.

## Here's how simple it is:

- Let travelers snap photos of receipts on their smartphones
- Capture those receipts at the line-item level
- Set \$25 limit for cash and \$75 for cards to keep things in check
- Require affidavits for missing receipts
- Use Concur e-Receipts to automatically itemize hotel, air, car rentals and other incidentals



## WHAT'S THE POINT —OF BUSINESS TRAVEL?— BUSINESS OR TRAVEL?

Translating Traveler Benefits  
INTO  
Business Benefits.



DID YOU GRAB ALL YOUR ITINERARIES? DID YOU FIND OUT IF YOUR FLIGHT WAS CANCELED? DO YOU KNOW WHERE YOU'RE SLEEPING TONIGHT?

No matter where your travelers book their trips, they should be taken care of. With a master itinerary, they can be. Every room, meal and travel reservation—and every flight-change alert—can be found on their smartphone. It's one app with all the information they need.

Traveler Benefits:  
Your travelers can keep all their reservations—regardless of where they're booked—in one place.

They'll get notifications like flight changes and alternate routes to keep them moving.

It's like a personal travel assistant to take care of everything—from airline refunds to frequent traveler rewards.

Business Benefits:  
You can take the stress out of business travel so your team can focus on business.

Travelers who don't have to think about trip disruptions don't let things get in the way of their work.

Happy travelers are productive travelers, and isn't that why you sent them in the first place?

TRIPIT PRO FROM CONCUR:  
MAKE BUSINESS TRAVEL  
BETTER, AND YOU'LL  
MAKE BUSINESS BETTER.



## TAKE AWAY YOUR TRAVELERS' RECEIPTS, AND THEY'LL GIVE YOU BETTER DATA, FASTER.

Receipts are the only way to get the T&E spend information you need, but that doesn't mean you need receipts. Let travelers snap a smartphone pic instead, and the second they hit "submit," their expense report fills in automatically. No matter if you've got thousands of corporate card purchases a week or a few per month, you get the picture—and the data—right away.



### Traveler Benefits:

The end of paper receipts—no more tracking, storing or wondering where they went.

A smartphone photo starts the expense report process and auto-loads the data.

Travelers can focus on work instead of working on reports.

### Business Benefits:

You get spend data when the receipt is generated, not when travelers feel like filling out reports.

When travelers aren't typing in the numbers, they aren't typing in mistakes.

When travelers aren't focused on finding lost receipts, they can focus on what really matters.

"We can now capture expenses in the timeframe that they occur, so we're getting more accurate records. That makes it easier to manage our cash."

—Getty Images

CONCUR EXPENSEIT.  
IT SOLVES YOUR BIGGEST  
PROBLEM BY ELIMINATING  
YOUR BIGGEST PROBLEM.



## PEOPLE ARE ON THEIR PHONES ANYWAY. WHY NOT LET THEM WORK THERE?

If you put every travel and expense detail into a single smartphone app and make it easy to manage from everywhere, your travelers are more likely to use it. And you'll get more timely, more accurate information.



### Traveler Benefits:

Every travel detail from updates to upgrades can be handled on the go, on the phone.

Managing expenses no longer requires a laptop, a spreadsheet and two hours of time.

### Business Benefits:

When your travelers are waiting in the airport, they can be working in the airport.

They have access to every bit of data they need to manage every expense and travel detail.

"You're not always going to be near your laptop or your desk, but you're still going to need information to handle a situation. That's what so important to me—I can do my job no matter what time it is."

—Cognizant

CONCUR MOBILE. YOU CAN DO IT  
ALL ON YOUR PHONE, SO IT ALL  
GETS DONE.



# What's keeping you from the cloud?

## You have competing priorities.



## You don't have to compromise.

Concur is the cloud-based travel expense leader.





**CONCUR.**

## Three good reasons to care about Concur.

The answer to duty of care.



**1. No matter where our employees are, Concur has their itineraries.**

Our people have more ways to book business trips than ever before. They're being courted daily by hotels, airlines and other travel providers who promise better deals by booking direct. So while they're still using our booking tool, they're not using it for every booking. That means we don't have every itinerary detail for every trip. So we don't know where our people are or what they're facing.

**The Concur Answer:**

Concur is the only provider that can consolidate all our employee location data—HR data, travel and request data in Concur system, bookings made outside of Concur and location check-ins from Concur Mobile. So if there's a crisis, we'll have a simple, total, real-time view of where our employees are and where they're headed.

**How many people work here? That's how many reasons we have.**

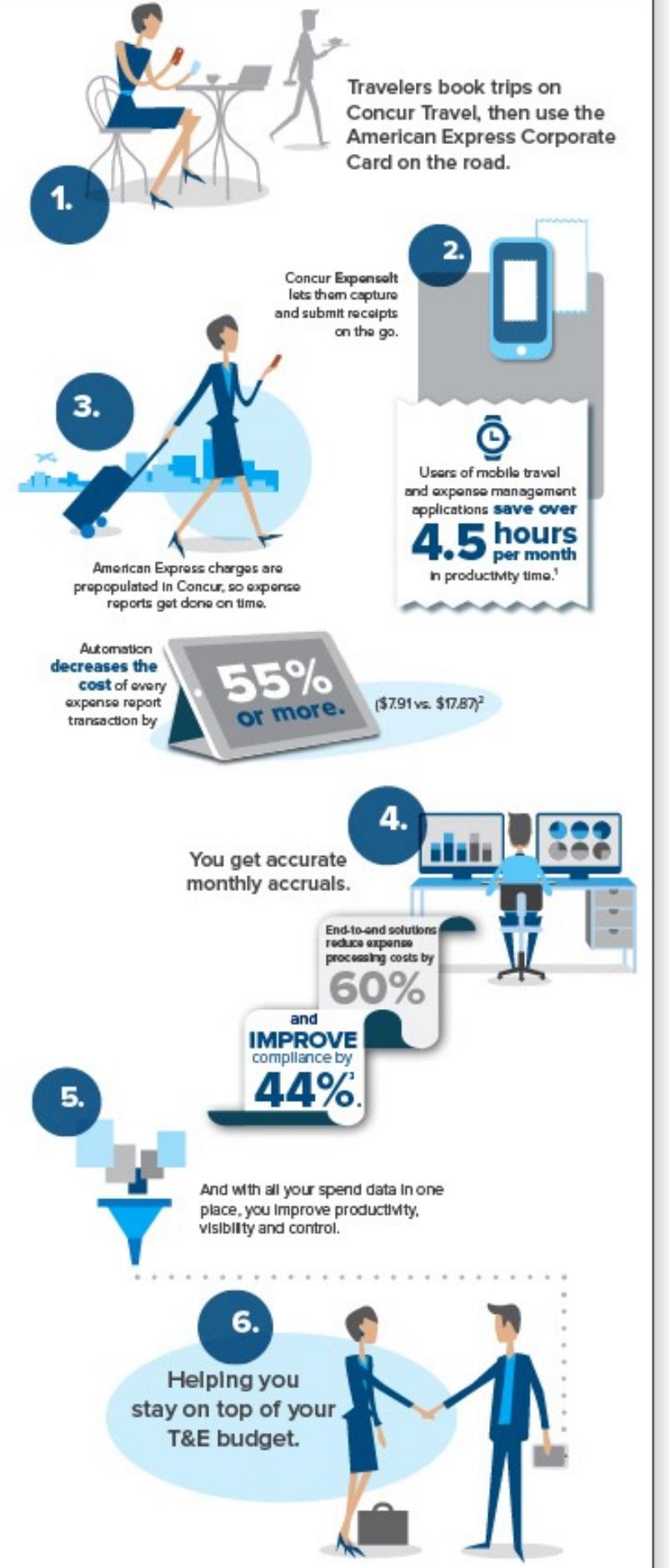
Taking care of employees can be a challenge on a good day. But when they're on the road, running into everything from the annoyance of canceled flights to the violence of political unrest, connecting with and protecting them is crucial. Do we know how to find our people? Can we reach them in an instant? Can we get them out if need be?



46% of executives say that health and travel security incidents had an impact on business continuity in 2016.  
 43% reported the greatest challenge in mitigating travel risk during a crisis was access to information about the situation.  
 43% said the greatest challenge was communication.  
 70% plan to improve communication this year to mitigate the risk to their mobile workforce.

\*Buying Business Travel: Poor communication hits 'ineffective' risk programmes.

**When life is easier for your travelers, it's easier for you.**



**1.** Travelers book trips on Concur Travel, then use the American Express Corporate Card on the road.

**2.** Concur Expenses lets them capture and submit receipts on the go.

**3.** Users of mobile travel and expense management applications save over **4.5 hours** per month in productivity time.<sup>1</sup> American Express charges are prepopulated in Concur, so expense reports get done on time.

**4.** Automation decreases the cost of every expense report transaction by **55% or more.** (\$7.91 vs. \$17.87)<sup>2</sup>

**5.** You get accurate monthly accruals. End-to-end solutions reduce expense processing costs by **60%** and **IMPROVE compliance by 44%.**

**6.** And with all your spend data in one place, you improve productivity, visibility and control.

**Both is Better: American Express and Concur**  
 Better Insights, better for travelers, better for you.

Contact your American Express or Concur representative.

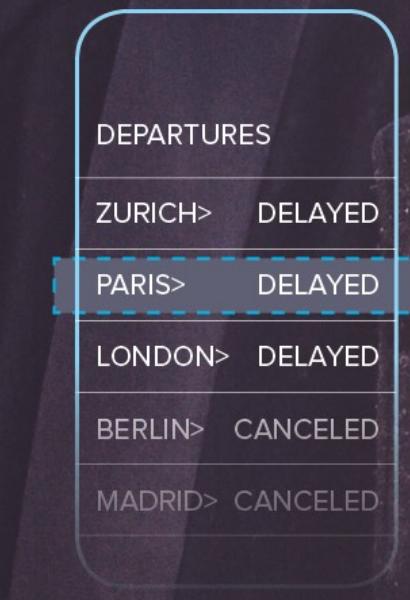
1. McKinsey & Company, 2015 Global Guide to Travel and Expense Management, March 2015.  
 2. American Express, The Power of Big Data: Insights from the Travel & Expense Data, 2015 & 2016 Reporting can Optimize your T&E Spend, May 2016.



## Dave isn't at his desk.

You think he might be at that presentation in... Paris?  
Yes. He booked his flight through your booking tool, so you  
know it's Paris. But he booked his hotel directly, so  
**you don't know where he's staying.**

Can you call him?



### You have his *old* cell number.

And the air traffic controllers at  
Charles de Gaulle are going on strike.

### You need him back in the office on Monday.

If only you could track his credit card purchases so  
you could pin him down. If only you'd known about  
the strike before you flew him in there.

### Can you bring him home in the next few hours,

before things hit the fan?

It's your duty to care for every employee.  
**Are you prepared?**

Take an Online  
Risk Assessment

Learn how  
Concur can Help

## Running a business means running live. But what does that mean?

Creating an Active, Adaptive Supply Chain in a Digital World

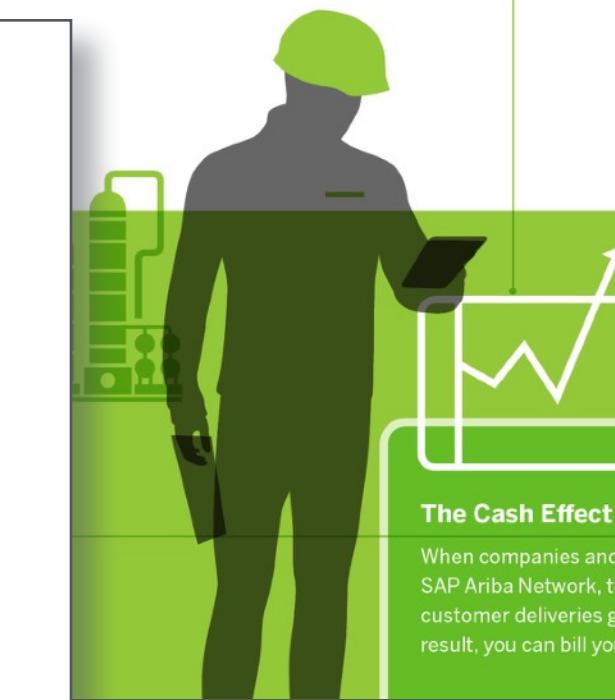
### We need to ramp up production, can you keep up?

One of our manufacturer's customers has a larger-than-normal demand. SAP Ariba instantly readies the supply.

**The Manufacturer** needs to up production 10% to fit customer demand and reaches out to a key supplier for vital raw materials.

**SAP Ariba** facilitates collaboration on pipeline and sales forecasts, so changes aren't such big surprises. This helps everyone know what's planned and where they stand.

**The Supplier** meets the request instantly, because they were ready to react. They then confirm the order, which inspires confidence in a key customer.



#### The Cash Effect of Collaboration

When companies and their suppliers collaborate on the SAP Ariba Network, the entire business benefits. On-time customer deliveries go up. Inventory turns go up. And, as a result, you can bill your customers faster and improve DSO.



**SHIP+**

### Oooh, that's not on our list.

When a purchase is out of the norm, SAP Ariba makes sure it still falls within policy.

**The Marketing Manager** needs a flat-screen for the tradeshow booth—it's not in the corporate catalog, but she needs it right away. She uses SAP Ariba to quickly shop for the best deal.

**SAP Ariba** pulls options together from leading internet marketplaces, following the manufacturer's procurement policies. This makes purchasing as easy as a few quick clicks and frees procurement from one-off requests.

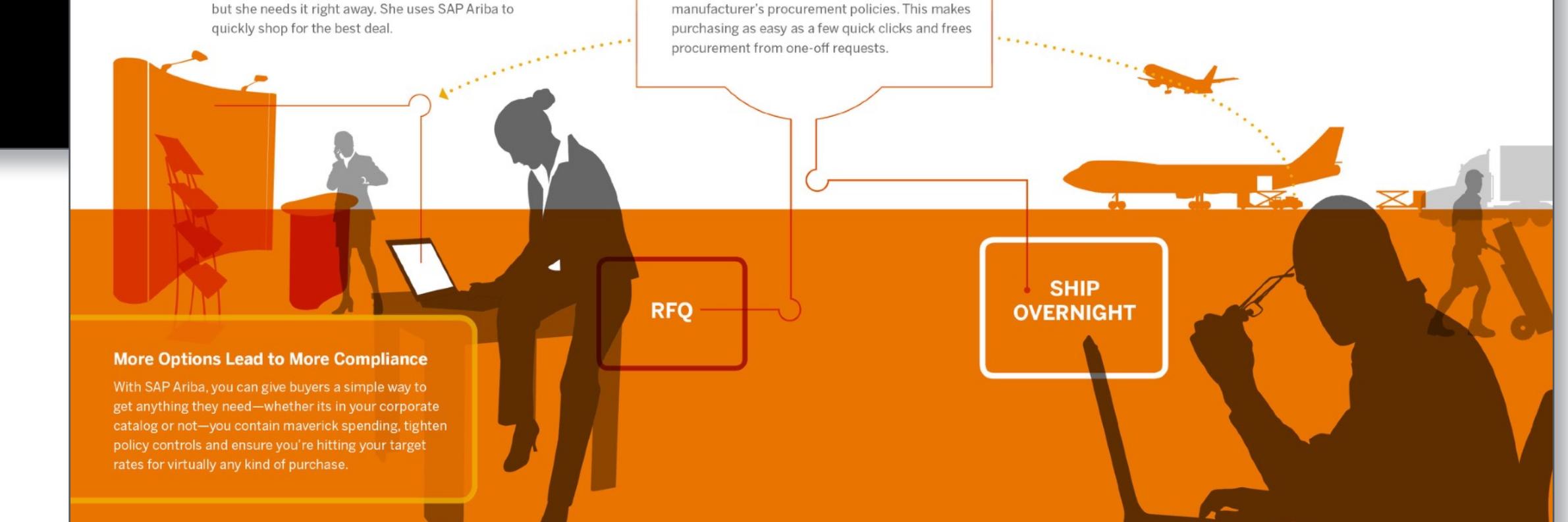
**The Supplier** connects to customers (and sales!) it otherwise wouldn't have had.

#### More Options Lead to More Compliance

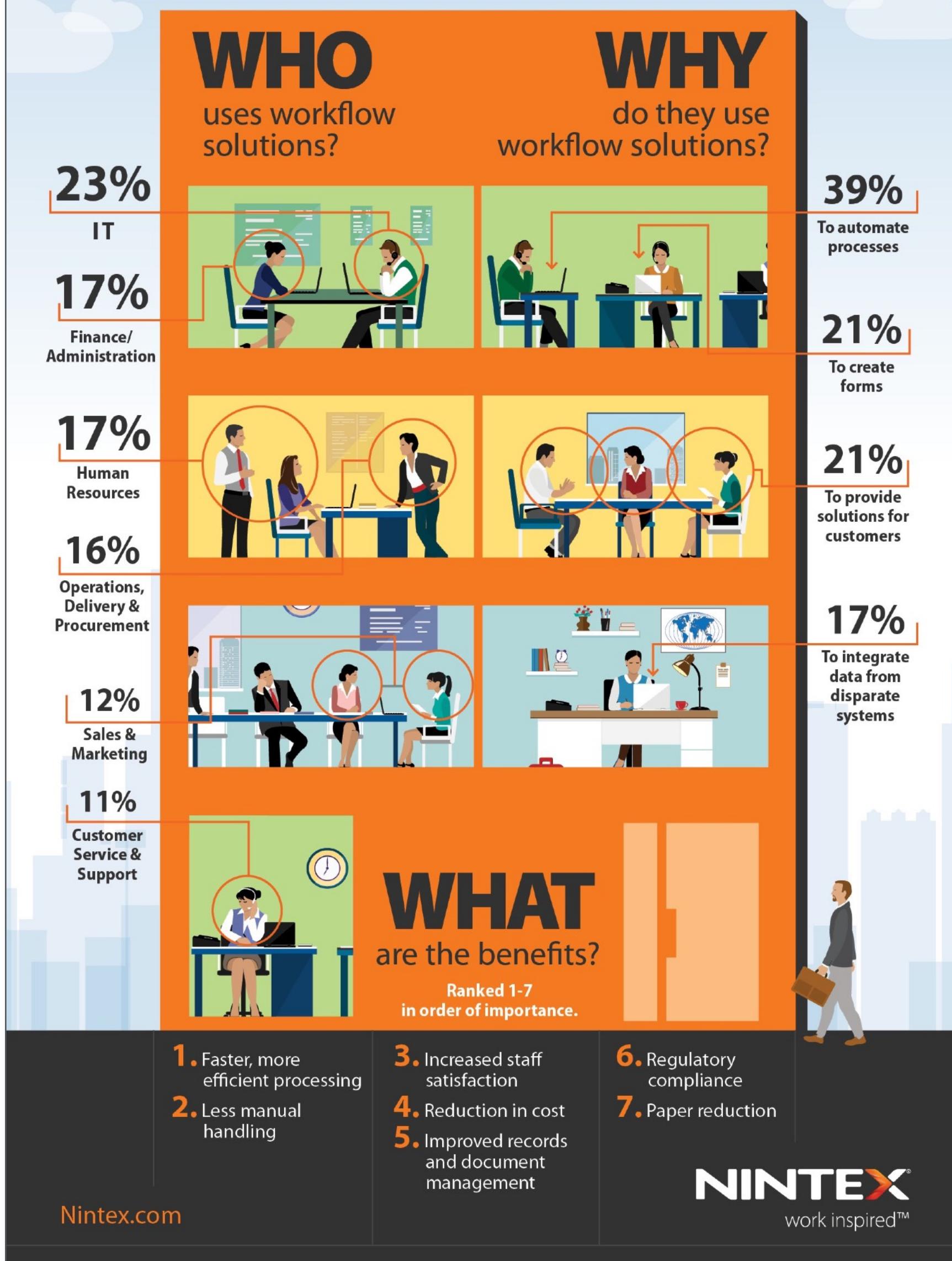
With SAP Ariba, you can give buyers a simple way to get anything they need—whether it's in your corporate catalog or not—you contain maverick spending, tighten policy controls and ensure you're hitting your target rates for virtually any kind of purchase.

**RFQ**

**SHIP  
OVERNIGHT**



## How are workflow solutions being used?



## How can you make your work flow?

The top 5 processes in 6 departments.





## Demystifying Workflow

Making sense of making process make sense.

**You'll get more done.  
In less time.  
With less hassle.**

When your people are freed from mind-numbing processes, they're free to generate new ideas, make a greater impact, and do the job you hired them to do.

**You'll not only be doing more, you'll do more good.**

Automated workflow means the capacity to focus on your mission and the time to do the work that matters most.

"Our corporate customers can often get a credit line in less than a week, and our retail customers can open an account in less than a day."

—Frederick Nathanael, Head of Operations,  
ANZ Bank

Do less busywork  
and **more of what  
you do best.**



With Nintex, you can quickly and easily turn time-consuming, manual steps into automated, efficient workflows. **And you can do it with clicks, not code.**

**Make an immediate impact.**

You can build workflows in hours or days—instead of months—so you can immediately impact productivity. Nintex implementation is ultra-efficient, so you can start automating processes your first day. You'll even get a catalog of sample workflows, so you don't have to start from scratch. And with Nintex Forms and Nintex Mobile, you can create custom, mobile forms in minutes and share them outside your firewall in one, quick click.

**Easily reach your participants.**

With Nintex's intuitive, browser-based, drag-and-drop workflow designer, creating a workflow is literally as easy as "Drag. Drop. Done." And because the right people can access any project or process—via email, messaging or collaboration tools and platforms (even from outside your firewall)—your work doesn't get held up by anyone. It simply keeps moving.

**Connect to any content.**

Nintex is a powerful way to connect to any platform you use to manage content—across all systems and services. That means you can build workflows with data from multiple sources in your company. This includes both on-premises and cloud-based systems and services, allowing you to distribute work to multiple places for multiple purposes. Nintex also works with a variety of social media and collaboration tools—from Slack to LinkedIn to Twitter—and you can use those channels to share projects and monitor the work.

This is **easy.**  
It's also **fast** and  
**powerful.**

4. There are a lot of ways to differentiate.

## Rocket science. Now more like regular science.

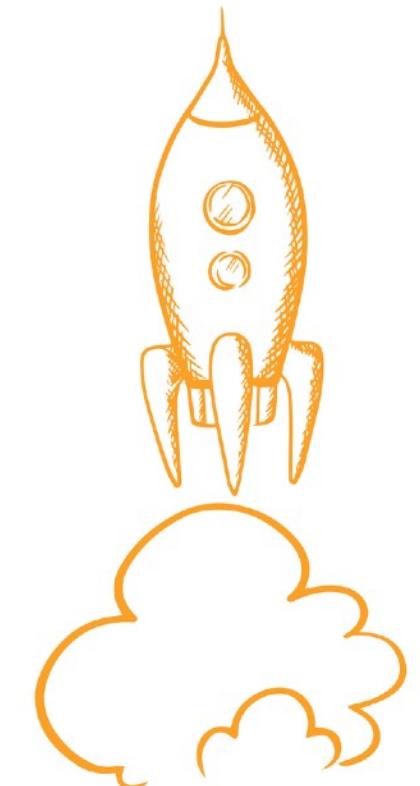
Docking with the Space Station at 17,000 mph is never going to be simple, but the work you do makes any job easier.

And because you make people's jobs easier, you make their *lives* easier.

You transform how they get things done.

You focus on their success.

You make their work better.



You. Work. Wonders.

NINTEX

## Brain surgery so simple anyone can do it.

Okay, maybe not anyone, but the work you do makes any job easier.

You transform how people work.

You *improve* their work.

You make it smarter, faster, better.

With complex technology made simple.



You. Work. Wonders.

NINTEX

## Global supply chain management. Now as simple as *local* supply chain management.

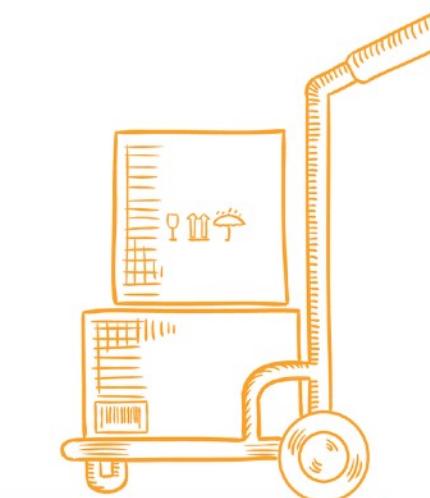
Okay, so keeping everything on time everywhere isn't all that easy, but the work you do makes any job easier.

You transform how people work.

You *improve* their work.

You make it smarter, faster, better.

With complex technology made simple.



You. Work. Wonders.

NINTEX



La-de-frickin-da.  
Ts-de-frickin-da.

While it sure is handy if you're looking for childcare reimbursement forms or trying to set up a printer, we realize our new intranet site is pretty much just a new intranet site.

[sjmcentral.sjm.com](http://sjmcentral.sjm.com)  
(big deal)



Business is booming. And your copier just exploded.

Quick, easy money for emergencies.

Opportunity knocked. Your door down.

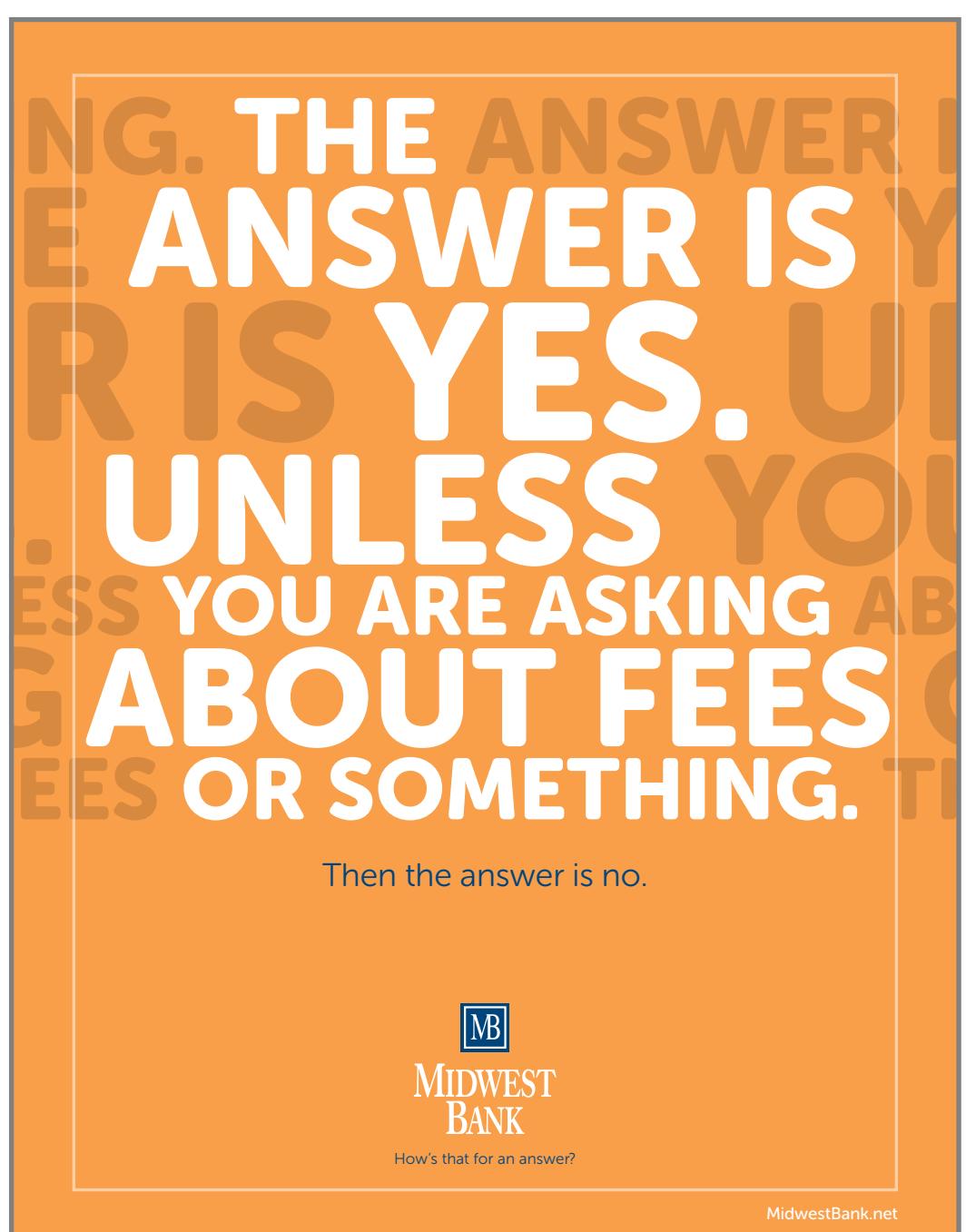
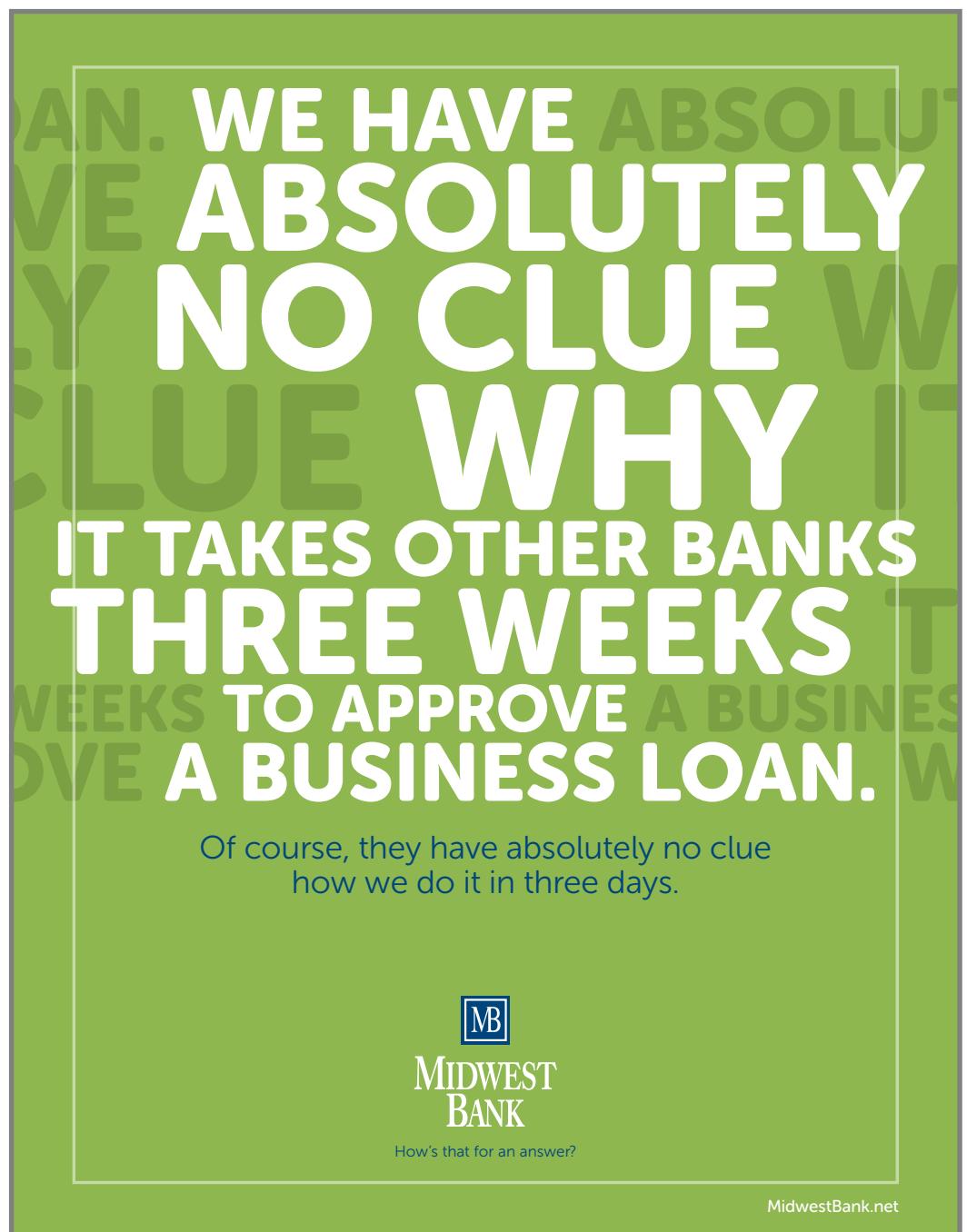
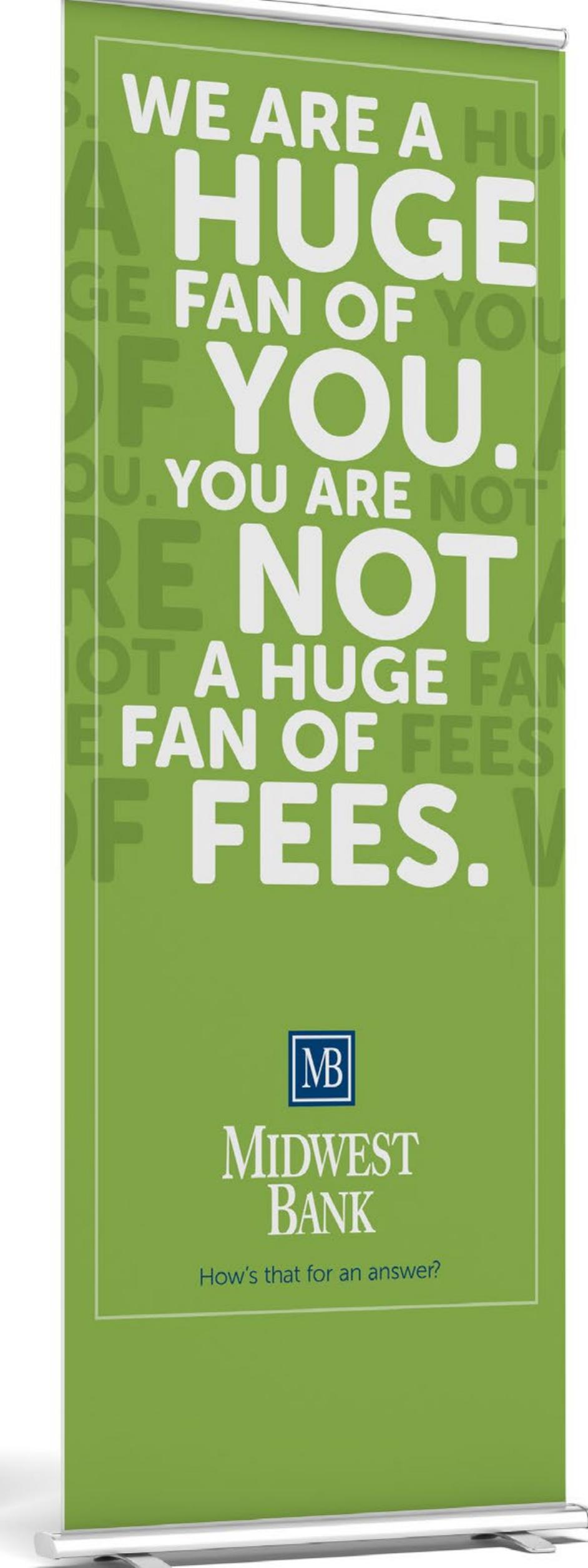
Quick, easy money for emergencies.

The offer you can't refuse is actually an offer you can't refuse.

Quick, easy money for opportunities.

We don't need your mother's maiden name as much as you need a loan.

Fast funds. Fewer hassles.



**S NADA. WE'D LIKE T  
E'D LIKE TO HAVE A WORD  
VE A WORD WITH YOU ABOUT FE  
WE A WITH YOU ABOUT FEES. W  
UT FEES. WE**

That word is nada.

  
**MIDWEST  
BANK**

How's that for an answer?

MidwestBank.net

Member FDIC

YOU CAN'T SEND CH  
THE TUBE THINGY. YOU CAN'T  
SEND CH  
CHANGE  
THROUGH THE  
**TUBE**  
BE THINGY.  
YOU CAN'T SEND  
THROUGH THE TUBE

We're not  
into nickel-and-  
diming you  
anyway.

  
**MIDWEST  
BANK**

How's that  
for an answer?

Member FDIC

BE PATIENT. THE  
BE PATIENT.  
**THE PERSON  
IN FRONT  
OF YOU  
IS GETTING A  
BUSINESS  
LOAN.**  
BE PATIENT. THE

Wicked-  
fast local  
approvals.

  
**MIDWEST  
BANK**

How's that  
for an answer?

Member FDIC

5. Done is a part of great.



A few years ago, one of our Concur clients called in late June with a problem. They needed a radio spot for a UK campaign produced and trafficked by July 5. We were able to get the spot written, approved, produced, mixed and out the door by the Fourth of July.

During the campaign, direct traffic increased by 19% and SEO traffic increased by 33%.

Daily traffic to the homepage increased during the ad run by 11%.

- Clicks to the Expense product page nearly doubled.
- Clicks to the Why Concur page increased by 43%.
- Clicks to the Mobile page increased by 28%.

