

Ever ∞ mmmerce

Project Group 5

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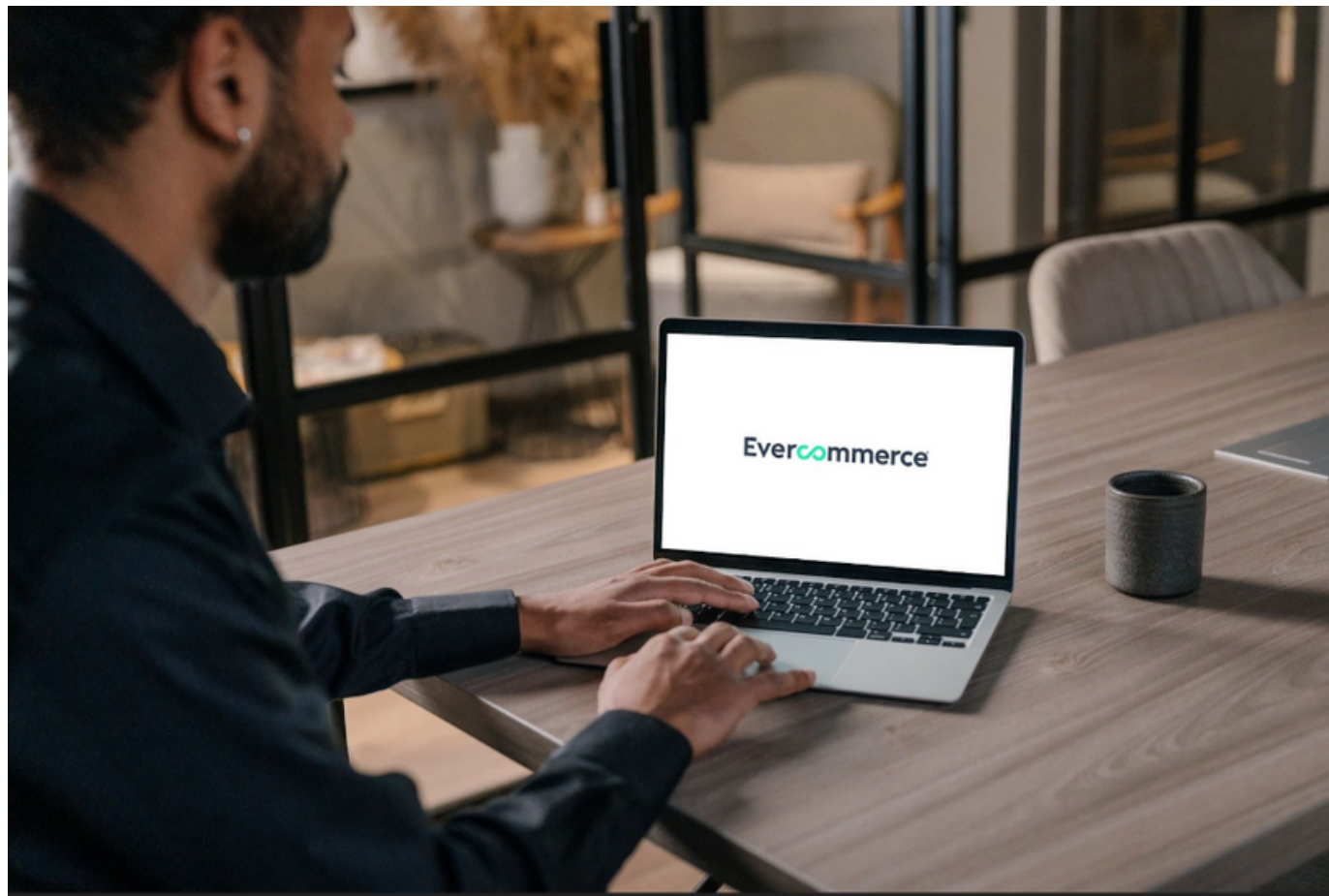
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Agenda



Problem & Analysis Methodology

Industry Suggestions by Market Size & Referrals

Industry Analysis by Pay Simple Volume Usage

Strategy: Product Offerings & Large Company Approach

Strategy: Small to Medium Company Approach

Risks & Concerns

Future Steps



Problem & Analysis Methodology

EverCommerce needs to segment their current base of Pay Simple customers to determine the best segments to target for additional services.

By analyzing a customer base of multi-product users, and running a predictive analysis, we have produced a list of 1,000 Pay Simple only customers to target for cross-selling.

Further firmographic analysis segmented the list by industries.



Industry Suggestions by Market Size & Referrals

We recommend EverCommerce target **health and wellness** customers.

The tenure of customers sits around or above average, with referral rates at over 55% per industry.

Due to limited funds for customer acquisitions, these referral ratios are key in spreading word of mouth and gaining trust.

Above average tenures ensures onboarding costs are maximized over the Customer Lifetime Value.

Industry	# of Companies	Referrals	Employee Count	Average Tenure	Late Payers
Healthcare	403	277	70,679	5.20	37
Fitness	86	55	13,726	5.35	12
Therapy	63	41	11,699	6.19	5
Analysis Total	1,000	565	168,702	5.32	77



Industry Analysis by PaySimple Volume Usage

When analyzing by PaySimple usage, **health and wellness** industries continue to perform at or above average, signaling high volume usage and dependency.

Industry	Touches to Convert	PaySimple Volume	PaySimple Credit Card Transactions	PaySimple Mobile Transactions
Healthcare	4.90	341.74	156.27	115.82
Fitness	4.76	337.50	161.27	106.01
Therapy	3.92	329.45	165.89	93.22
Analysis Total	4.66	332.39	157.31	106.23

These industries are therefore primed to explore other EverCommerce offerings.

While Therapy does operate slightly below average on certain volume metrics, this is counteracted by the reduced touches needed before conversion and a 65% referral rate.



Strategy: Product Offerings & Large Company Approach



We suggest approaching these industries with Customer Lobby. Marketing and positive reviews are valuable for building awareness and gaining trust. As relationships grow, Market Hardware would be a logical next sell.

For companies of 250+ employees, we recommend sending sales teams to meet in person and provide demos. Larger companies often require more complex lines of paperwork, funding, and approval before adopting new programs. A human touch provides differentiation from other bidders.



Strategy: Small to Medium Company Approach



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Small Business Week!**

Ever**∞**mmerce

For smaller companies, we suggest beginning with email communications and transitioning to virtual meetings with those interested.

Provide a referral incentive, offering one month free for every referral that survives the 90 day threshold.

Sales teams can remain in their home locations with minimal to no travel, thereby reducing acquisition and onboarding costs.

However, we recommend dividing small businesses by region to maintain time zones.



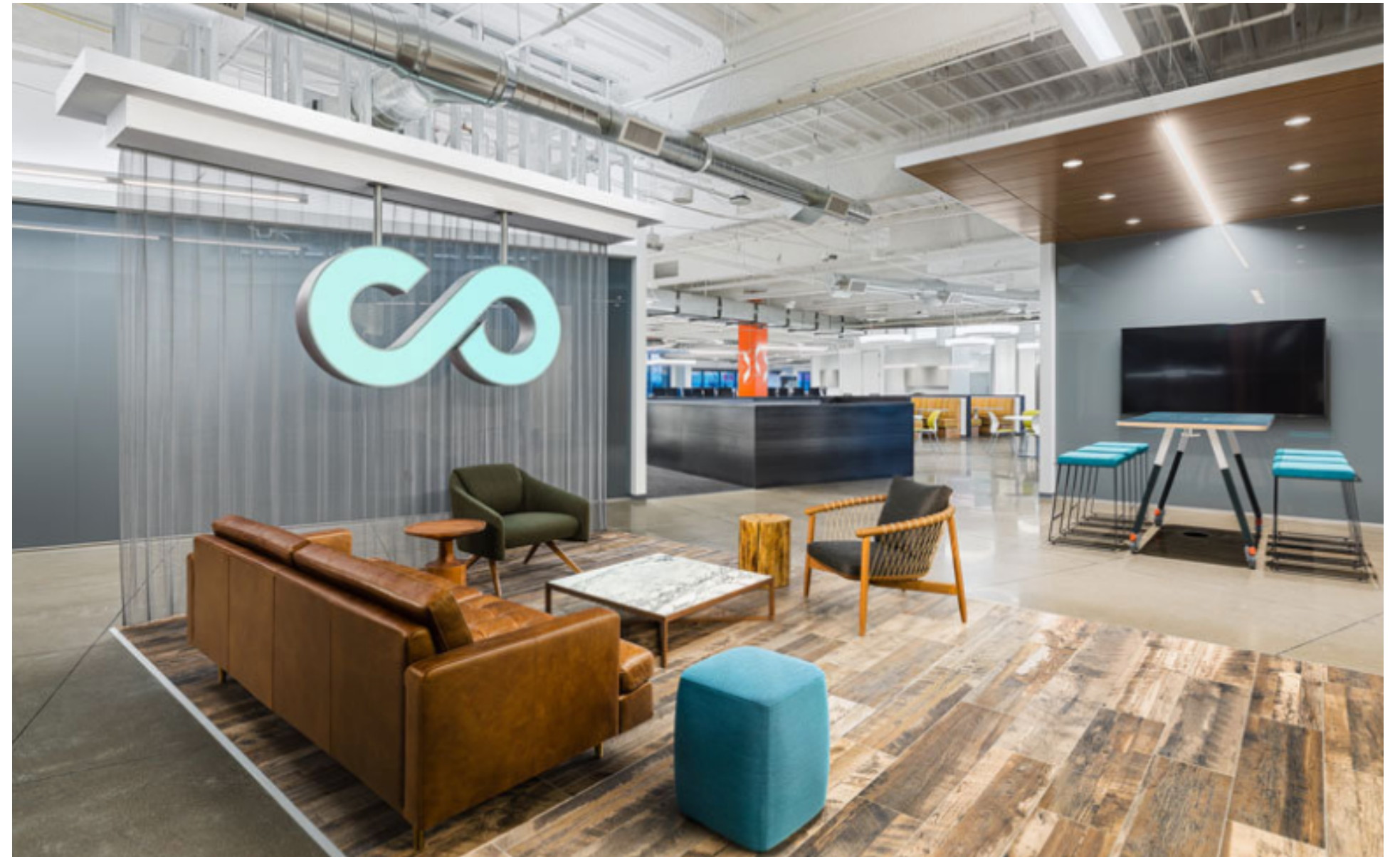
In our analysis, the fitness industry contained a disproportionately high amount of late payers: 14%. Begin by targeting those with no history of delinquent payments.

Further analysis suggests that EverCommerce avoid home improvement and legal industries. Both show low tenures, low Pay Simple usage volumes, and therefore low likelihood to adopt additional EverCommerce products.

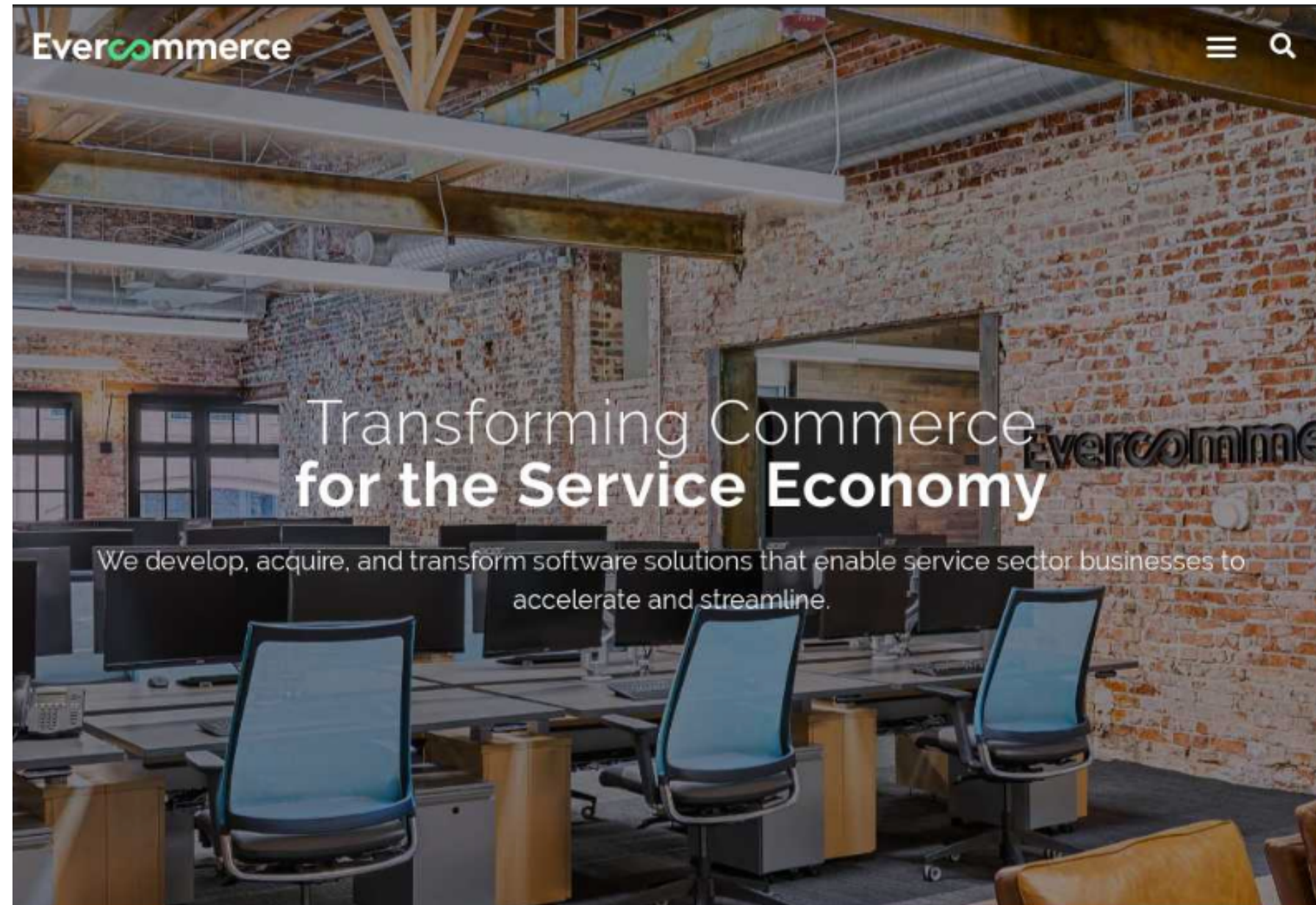
The cost required to onboard these clients is inefficient.



Risks & Concerns



Future Steps



When sales teams have successfully onboarded health and wellness industries, we recommend pivoting to the financial industry, which showed a high probability of product adoption in our analysis.

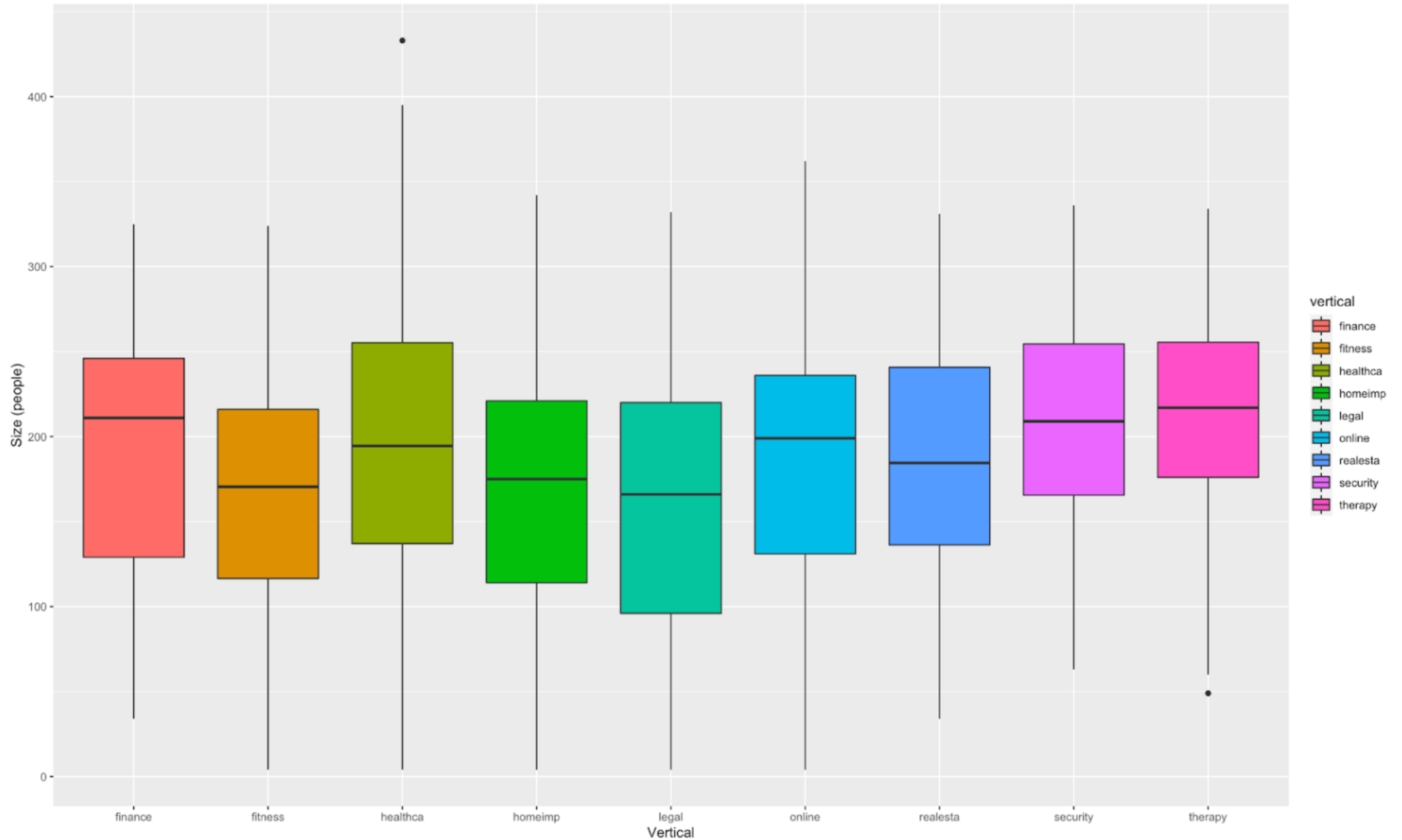
Finance holds a small number of companies (76) in our analysis, and it would be better to first target three related industries before focusing on Finance.



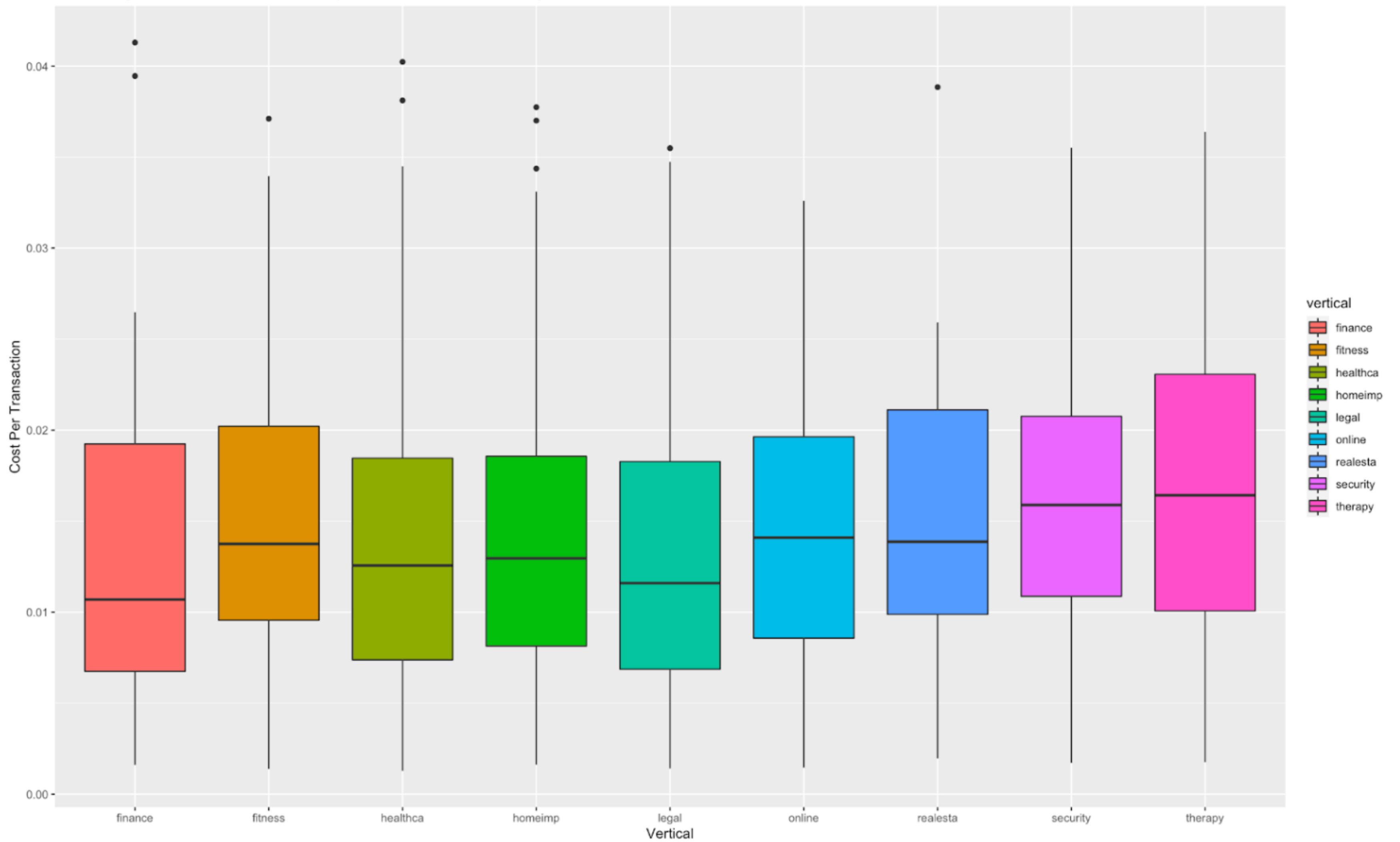
Appendix



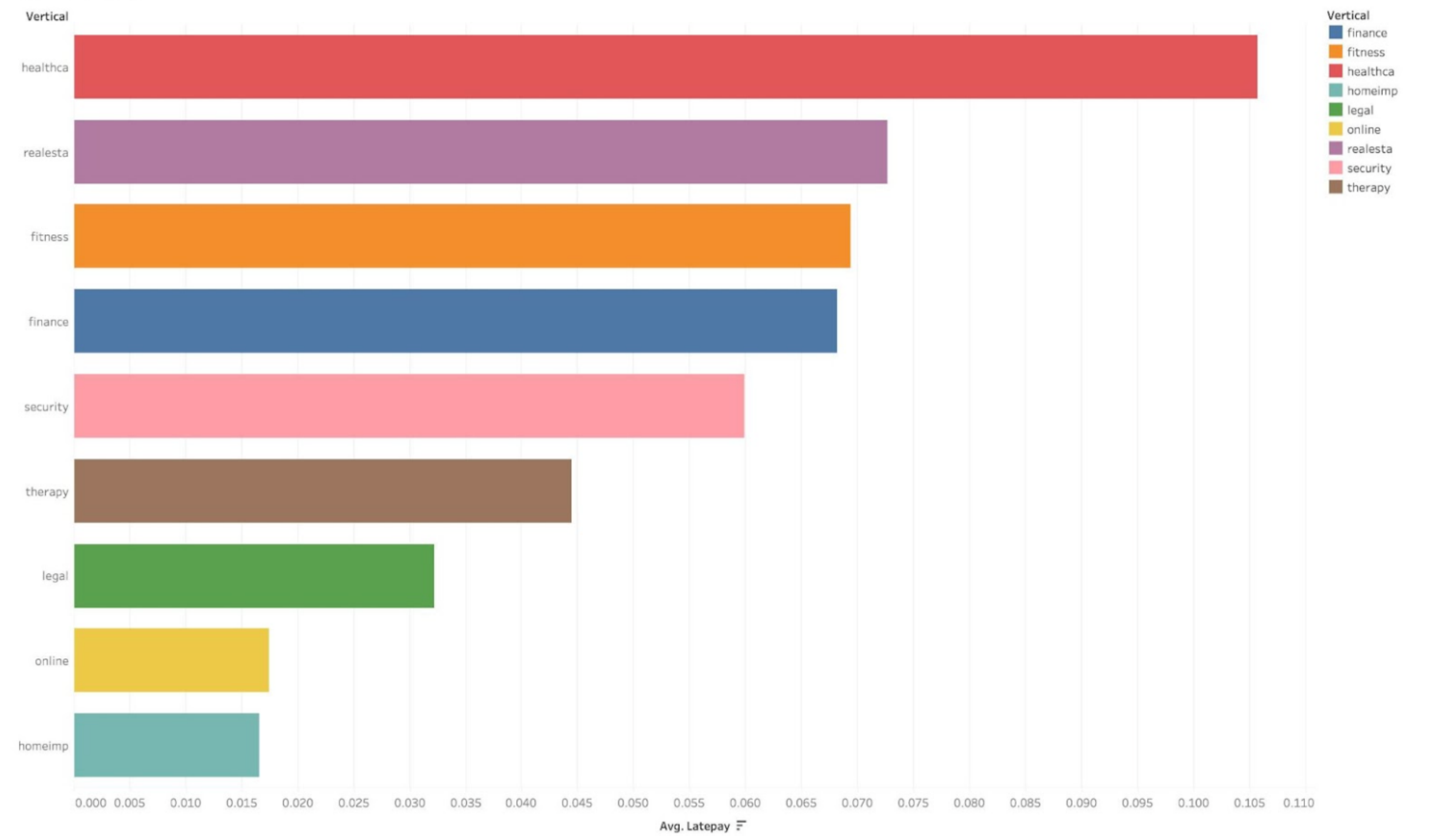
Vertical by Organization Size that purchased Customer Lobby



Vertical by Cost Per Transaction that purchased Customer Lobby



Avg. Latepay by Vertical



Average of Latepay for each Vertical. Color shows details about Vertical.

Correlation Matrix

