

ABM Industries “EV Answers” Campaign

Promotion/Marketing
Materials



Opportunity

Parking facility managers were not fully prepared for the current electric vehicle (“EV”) wave, and few decision-makers knew ABM as the #1 commercial installer of EV chargers. ABM called on Material to position the brand as the answer to any EV need. The objectives were to:

1. Position ABM as a valuable, turnkey EV solution.
2. Build greater awareness as an EV hardware and software provider.
3. Grow awareness through website visits and onsite content consumption.
4. Develop lead generation and engagement.

Client Solution

- **All-new microsite** showcasing ABM’s offerings and thought leadership with resources and links to more in-depth responses.
- Utilize **programmatic, trade publications, paid search and paid social** to drive promotional materials.
- **Promote ABM EV capabilities**, from assessment and consult to design, build, install and service.
- **Robust email campaign and CRM nurture stream** across commercial real estate, aviation, higher education, hotels and resorts, sports and entertainment, and healthcare.
- **Position messaging to instill trust**, build awareness and create a sense of urgency to act now.

Client Success

Our comprehensive marketing effort resulted in:

- \$6.1M pipeline from 39 influenced opportunities (open/won).
- 9 converted opportunities.
- 1.4MM impressions - 81% from programmatic and trade publications.
- 6.32% increase in CRM open rate.
- 80% of landing page visits came from paid search and trade publications.
- Improved performance of form fills and MQLs:
 - 48% of MQLs derived from paid search.

[See the full 'EV Answers' Landing Page Experience here](#)



Hardware & Software

Programs & Packages

Case Study

Expert answers to every EV question

The EV revolution is coming, and preparing for it is a massive undertaking. Trust ABM to lead your facility to EV profitability.

[GET EBOOK](#)

[ASK ABM](#)





Proven EV hardware and software


ABM develops and installs its own world-class EV charging technology. And we work with you, your facility and your goals to implement only the best-fitting EV solutions.

[DOWNLOAD TECH GUIDE](#)

[ASK ABM](#)



What's inside ABM's EV charging hardware?



Turnkey pricing for EV charging solutions

No matter which road to EV implementation you take, ABM provides various charging packages to suit every facility and price range.

Plus, in addition to the hardware and software itself, the cost always includes two years of standard warranty, one year of cloud network and one year of preventive maintenance on every new installation.

[DOWNLOAD PRICING GUIDE](#)

Proven preventative maintenance programs

ABM offers through-life support to ensure the health and efficiency of your entire EV charging network. Our experts help you stay ahead of unforeseen outages and issues with a wide range of support that's always customized to your facility.

Silver Plan	<ul style="list-style-type: none">▪ One planned maintenance event annually▪ Additional maintenance visits may be added upon request	<ul style="list-style-type: none">▪ Fixed price service for commissioning (dependent on geographic location)▪ ABM eMobility asset service and maintenance
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Case Study: LAWA

ABM helped propel the Los Angeles World Airports (LAWA) EV charging offerings so far forward that LAX now stands as the largest EV installation in the United States.

[WATCH VIDEO](#)

[DOWNLOAD CASE STUDY](#)



Making EV charging effortless at the world's fifth-busiest airport

LAX is famous for moving millions of people, and its landside parking operations needed a future-forward EV charging solution and pricing strategy that could flex to meet the needs of its travelers today, and for years to come.





Download now

The detailed EV answers you need. Tech specs and product data sheets for our proven EV hardware and software. Financing and funding structures. Preventative maintenance packages. All here to support you every step of the way. Get our EV tech guide now to see exactly how.



First Name: *	Last Name: *
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Email Address: *	Phone Number: *
<input type="text"/>	<input type="text"/>
Company Name:*	Country: *
<input type="text"/>	United States

Yes, I'd like to receive facility management trends and best practices from ABM.

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ABM (NYSE: ABM) is a leading provider of facility solutions. ABM's comprehensive capabilities include janitorial, electrical & lighting, energy solutions, facilities engineering, HVAC & mechanical, landscape & turf, mission critical solutions and parking, provided through stand-alone or integrated solutions. ABM provides custom facility solutions in urban, suburban and rural areas to properties of all sizes - from schools and commercial buildings to hospitals, data centers, manufacturing plants and airports. ABM Industries Incorporated, which operates through its subsidiaries, was founded in 1909. For more information, www.abm.com.

ABM is an EOE (Minority / Female / Veteran / Disability / Gender Identity / Sexual Orientation) and is committed to working with and providing reasonable accommodation to individuals with disabilities. If you have a disability and need assistance in completing the employment application, please call 888-328-8606. We will provide you with assistance and make a determination on your request for reasonable accommodation on a case-by-case basis.



Download now

Learn how ABM made EV charging effortless at LAX, the world's fifth-busiest airport. With over 1,200 charging stations, this is not only the largest EV installation in the U.S., but we completely monetized each unit of the EV infrastructure. Get our case study to see how we made it happen.



First Name: *	Last Name: *
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Email Address: *	Phone Number: *
<input type="text"/>	<input type="text"/>
Company Name:*	Country: *
<input type="text"/>	United States

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ABM (NYSE: ABM) is a leading provider of facility solutions. ABM's comprehensive capabilities include janitorial, electrical & lighting, energy solutions, facilities engineering, HVAC & mechanical, landscape & turf, mission critical solutions and parking, provided through stand-alone or integrated solutions. ABM provides custom facility solutions in urban, suburban and rural areas to properties of all sizes - from schools and commercial buildings to hospitals, data centers, manufacturing plants and airports. ABM Industries Incorporated, which operates through its subsidiaries, was founded in 1909. For more information, www.abm.com.

ABM is an EOE (Minority / Female / Veteran / Disability / Gender Identity / Sexual Orientation) and is committed to working with and providing reasonable accommodation to individuals with disabilities. If you have a disability and need assistance in completing the employment application, please call 888-328-8606. We will provide you with assistance and make a determination on your request for reasonable accommodation on a case-by-case basis.

EV OS Platform Features & Benefits

Overview

ABM EV OS is a versatile, cloud-based operating platform that can run a single charging station or a network of charging stations across multiple locations. Utilizing smart algorithms and intelligent monitoring, the software balances electrical usage, optimizes available power usage and protects local electrical systems from overloading. ABM EV OS also offers flexible implementation options to suit your ideal number of chargers.

Core Services

- **Remote operation management** that is scalable and brings a single charging site or entire charging network into focus on a single platform
- **Easy access information management** includes the location and pictures of each charging site
- **Comprehensive reporting** with automatic peak-hour pricing and cost optimization
- **Automatic infrastructure diagnostics** that reduce downtime and enhance visibility to ABM service and maintenance teams

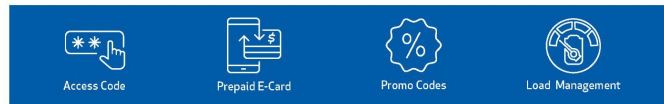
Microservice Library


- **An ever-expanding library of microservices** and timely custom implementation that can fit any business needs
- **Energy management, enablement, and promotion features** to optimize operation

Advanced Services

- **Customizable solution** for business and charging network operators of any size
- **Build your own charging ecosystem through API integrations** including rewards programs, building entry badges and parking systems

Features & Benefits





Access Code

- A self-manageable code for free, app-less EV charging that can be offered to guests, customers, or VIPs
- Attract more EV driving guests and visitors with this premium, eco-friendly amenity

Key Features

- Control charging access by changing the Access Code as needed
- Once customers receive their Access Code, they can charge their vehicle without signing up for apps or memberships
- Review analytics to plan future operations

Benefits

- Use this Access Code just like a Wi-Fi password
- Offer it to everyone or save it for VIPs



Here's your EV roadmap. We drew it just for you.

[NAME/So], facilities of all sizes trust ABM for EV charging.
Curious why? It's because we provide:

- Simple answers to complex EV questions
- A custom, consultative approach
- The scale and breadth to deliver our own cost-effective EV chargers and software

All to serve your community, your objectives and your bottom line.

[GET EV ANSWERS](#)



EV infrastructure made to plug, play and drive away

[NAME/So], ever wondered why EV charging is so complex?
Us, too—which is why we fixed it.

ABM's unified EV charging hardware and software system makes implementation at your facility easy. And our simplified packages help you get the power flowing quickly and reliably.

With over a decade of experience—and more than 20,000 charging ports installed—ABM is the leading commercial installer of EV chargers in the U.S.

[GET EV ANSWERS](#)

in

ABM Industries
Sponsored · 

Happier tenants and visitors. Fewer carbon emissions. Cleaner air. Less energy waste. A future-forward facility.

EV Question #100

So, what's the ROI on EV?



abm.com/SimplifyEV
Got EV questions? Get EV answers.
Just ask ABM.

[Learn More](#)

in

ABM Industries
Sponsored · 

A decade of EV experience and 26,000+ charging ports installed nationwide. We're the leading commercial installer of EV chargers in the U.S.

EV Question #900

Why should I trust ABM as an authority on EV?

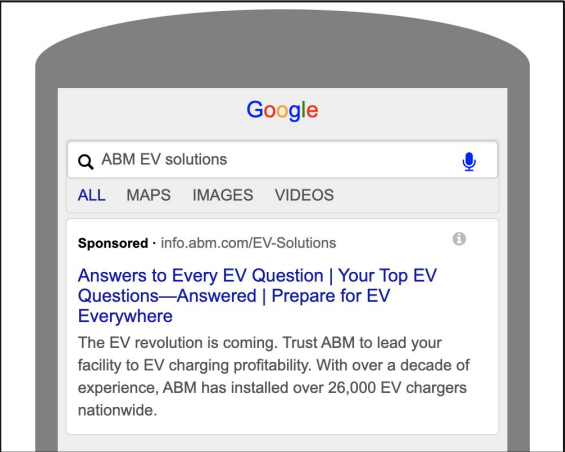


abm.com/SimplifyEV
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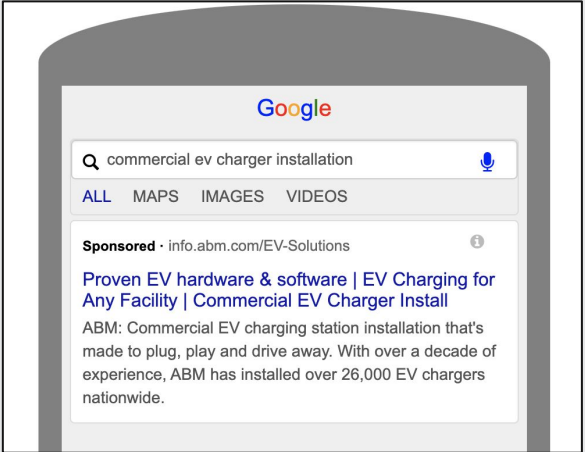
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Paid Search | Ads Overview

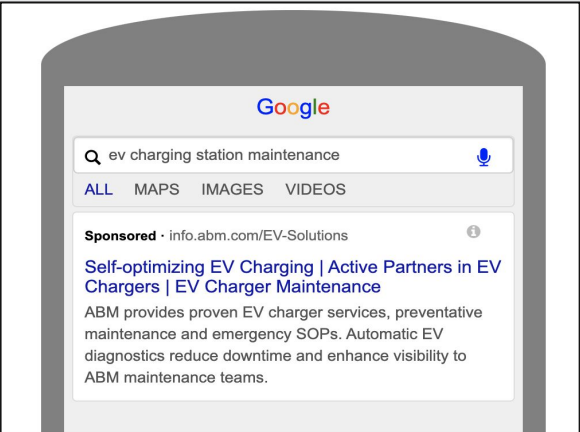
Branded Ad Example



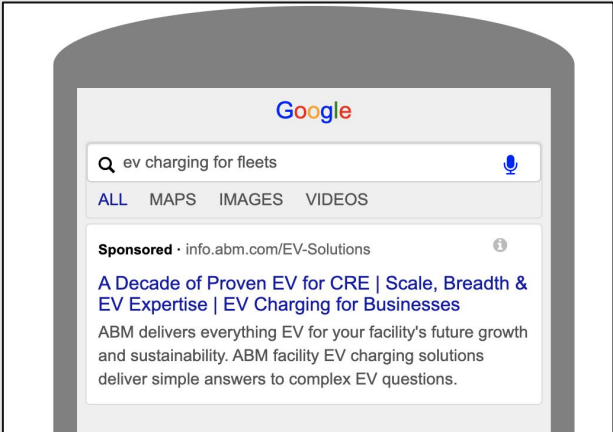
Installation Ad Example



Maintenance Ad Example



Businesses Ad Example



What are the right EV chargers to meet my demand?



EV Question #310

Will EV charging fit in my existing building's footprint?

Our parking capacity studies and electrical load analyses can show you how.



EV Question #390

Can you handle a large EV installation at my airport?

As the leading commercial installer of EV chargers in the U.S., we certainly can.



EV Question #710

What payment systems should my EV chargers use?



EV Question #500

Wish EV charging were simpler?

Our experts have the EV knowledge and infrastructure to make it so.



EV Question #900

Why should I trust ABM as an authority on EV?

A decade of EV experience and 26,000 charging ports installed nationwide.



EV Question #500

Wish EV charging were simpler?

Our experts have the EV knowledge and infrastructure to make it so.



What's the upkeep like on EV charging stations?



White Paper Post

EV Question #302

What are the right EV chargers to meet my demand?



Facility Management News & Resources From The McMorrow Reports

Get EV questions? Just ask ABM.
The leading commercial installer of electric vehicle (EV) chargers in the U.S.

White Paper submitted by ABM

Don't know what you don't know about getting EV for your facility?

Download our expert EV ebook to learn more about our unique approach to creating custom EV solutions that drive up occupant satisfaction and get you closer to your sustainability goals. With over a decade of experience – and more than 26,000 charging ports installed – ABM is the leading commercial installer of EV chargers in the U.S.



What's the easiest road to EV success for my facility?
Answer: ABM solutions make EV charging infrastructure a key feature of your facility. And you get all of the power – with none of the hassle.

The journey to broad EV adoption in the U.S.

The number of electric vehicles on American roads is increasing daily – and it's elevating the nationwide demand for more public and private EV charging stations. Expert forecasts estimate that by 2030, 28 million EVs will enter the American auto market. Meanwhile, the EPA has announced expected new emissions rules that will result in EVs attaining a roughly 60% market share of all vehicles by the same year. To power those, the U.S. will need 700,000 Level-2 chargers and 70,000 Level-3 chargers. That's an 8-fold increase in the country's EV charging infrastructure. In just 7 years.

To help make this possible, the federal government has allocated \$5 billion over the next half-decade to increase EV charging infrastructure, promising to pay for the full installation of half a million chargers. In short, the nation's headed straight into an era of

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TOP NEWS JUNE 09

ASPE experts offer engineering methodologies to reduce the risk of **Logistics in building systems**

New Jersey offers financing for **clean energy**, efficiency and resiliency upgrades

City centers are ripe for reinvention in the aftermath of the pandemic, finds JLL

Armstrong's quick-ship FAST34 specialty **ceiling and wall products** help FMs meet project deadlines

Urban Visions selects Honeywell controls and **IAQ technologies** to optimize energy usage based on occupancy levels in Seattle LEED Platinum office building

Create flexible sheltered outdoor spaces with Landscape Forms/Tunei's largest wind-resistant **parasol**

Green Ribbon schools and colleges reveal best practices in improving **health and sustainability**

Tarkett's Event+ LVT for high-traffic areas combines durability, sustainability and style

Eptura's **worktech stats** reveal a wave of workplace returns, with findings for facility use decisions

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White Paper submitted by ABM that I know what you don't know.

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EV Question #302

What are the right EV chargers to meet my demand?

GET EV ANSWERS **ABM**


FMLINK News Digest | June 7, 2023

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What are the right EV chargers to meet my demand?

City centers are ripe for reinvention in the aftermath of the pandemic

Cities globally are at an inflection point, navigating structural changes to how people live and work due to the pandemic. JLL's new *Future of the Central Business District* report explores how city centers are adapting to these changes and how the public and private sector can collaborate to help central districts remain relevant for residents, visitors, businesses and investment.



Traditional central business districts (CBDs) have the opportunity to reinvent themselves in an environment of shifting demand for office space, more remote commuting and travel patterns, and a desire for "open-air" spaces. While these have been global challenges, North America has faced the most significant adjustment, as return-to-office levels typically range between 45% and 65%, lower than the 65%-85% in Europe and 70%-100% in Asia-Pacific (see graphs). Looking ahead, there is great capacity for value creation in these city centers, due to comparative advantages in infrastructure, accessibility, stock of underused real estate and the ability to scale growth, all of which underscore their resilience.

Read more >>>

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Don't know what you don't know about getting EV for your facility? Download ABM's expert EV ebook to learn more about the company's unique approach to creating custom EV solutions that drive up occupant satisfaction and get you closer to your sustainability goals. With over a decade of experience – and more than 26,000 charging ports installed – ABM is the leading commercial installer of EV chargers in the U.S.

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Get EV questions? Just ask ABM. (White Paper)

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Expens Technology adds a 30kW Level 3 charger for fast electric vehicle (EV) charging. (Energy + Products and Services)

Powered by Expens Network – America's #1 in Energy Technology, Expens and manufacturer of high-quality, high-performance, three-light emitting diode (LED) lighting components and electric vehicle (EV) chargers, has introduced two new electric vehicle (EV) chargers. The new EV charger expands Expens' existing EV charging fleet to a Level 3 EV Fast Charge, Single-Deck, 30kW.

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Intelligent's DC-to-DC solar EV charger enables daytime charging with clean energy. (Energy + Products and Services)

Intelligent's charger is powered directly from the sun and eliminates inefficient DC-to-AC power conversion, reducing energy consumption and cost.

Powered by Solar Street – America's #1 in Energy Tech – Intelligent's solar power conversion and electric vehicle (EV) solar-charging technology that is designed to deliver more of the clean solar energy per generation and dramatically reduce cost, recently unveiled what the company calls the "smallest/DC-to-DC solar hybrid" hybridized EV charger in the world.

300x250
(Desktop + Mobile)



Headline (10-15 words):

Got EV questions? Just ask ABM.

Summary of Asset (80-100 words):

Don't know what you don't know about getting EV for your facility?

Download our expert EV ebook to learn more about our unique approach to creating custom EV solutions that drive up occupant satisfaction and get you closer to your sustainability goals.

With over a decade of experience—and nearly 30,000 charging ports installed—ABM is the leading commercial installer of EV chargers in the U.S.

CTA:

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(Drives to Gated Content — PDF of the ebook, living on our LP)

White Paper Post

EV Question #302

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JUNE 09

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Eptura Technology adds a 30kW Level 3 charger for fast electric vehicle (EV) charging (Energy + Products and Services)

Posted by Andrew Neenan - January 2, 2022 - Eptura Technology, designer and manufacturer of high quality, high-performance laser high emitting diode (LED) lighting components and electric vehicle (EV) chargers, has introduced its new electric vehicle charger (EVCh). The new EV charger expands Eptura's existing EV2 product line. A Level 3 DC Fast Charge (DFCh) device, it is designed to deliver more of the ultra-rapid energy you generate and dramatically reduce cost, mainly associated with the company's the "next-gen" DC-to-DC solar hybrid bidirectional EV charger. (Energy)

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Intelligence's DC-to-DC solar EV charger enables daytime charging with clean energy (Energy + Products and Services)

Intelligence's charger is powered directly from the sun and eliminates inefficient DC-to-AC power conversion, reducing energy consumption and cost. (Energy)

Posted by Jason Brumwell - April 6, 2022 - Intelligence Inc., developer of solar power optimization and storage (PVS) solar storage technologies that are designed to deliver more of the ultra-rapid energy you generate and dramatically reduce cost, recently unveiled what the company calls the "next-gen" DC-to-DC solar hybrid bidirectional EV charger. (Energy)



SPONSORED

Ready to Ride the Wave of Fleet Electrification Sweeping the U.S.?

Here's how to navigate the obstacles to EV fleet charging infrastructure at your facility.

[Partner Content](#)

July 31, 2023



Demand is quickly increasing for public transit electrification. Companies that maintain their own fleets are already adopting zero-emissions options. And with federal and state legislation and incentives in place that aim to reduce the use of fossil fuels, the U.S. is on the precipice of a massive transformation—especially in the transportation industry.

EV Question #390

Can you handle a large EV installation at my airport?

As the leading commercial installer of EV chargers in the U.S., we certainly can.



GET EV ANSWERS



EV Question #310

Will EV charging fit in my existing building's footprint?

Our parking capacity studies and electrical load analyses can show you how.



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EV Question #300

What are the right EV chargers to meet my demand?

We address your immediate needs—and position your facility for decades of sustainable growth.



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EV Question #401

What EV tax incentives, grants and rebates can I get for my facility?

Our experts help you identify financing and governmental funding for your EV charging infrastructure.



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An isometric illustration of a city street scene. The scene is dominated by blue buildings, blue cars, and orange charging stations. People are shown walking and interacting with the vehicles. In the foreground, a large solar panel array is mounted on a structure, with a charging station and a car nearby. The overall theme is modern, sustainable urban infrastructure.

EV Question #042

Is your facility ready for the EV revolution?

This is the question of our time. And when answering, the right EV solution for your facility takes everything into account.

Financing, procuring and installing charging stations. Dynamic pricing models based on demand. Maintenance and ongoing service—with an eye for long-term sustainability.

Throughout it all, ABM is parked right by your side, answering every question and ensuring that you make the best choices today—while remaining flexible and ready for the future of EV.

 Visit IPMI Booth 505 to ask ABM and get EV answers.
abm.com/SimplifyEV
866.681.1573

Join Wednesday's Learning Lab (BAM)

**You've Got the Power:
EV Infrastructure for Any Facility**

Learn what you need to prepare for EV everywhere—and how you can create long-term success and ROI with EV solutions at your facility.





ABM EV Charging Solutions

Expert answers to every EV question

Just ask ABM—the leading commercial installer
of EV chargers in the U.S.



Got EV questions? Get EV answers.

Just ask ABM—the leading commercial installer of EV chargers in the U.S.







Material+

Thank You