

ABM Industries "Parking Unparalleled" Campaign

Integrated Marketing
Campaign



Opportunity

Material partnered with ABM Industries to launch a marketing campaign announcing *ABM Vantage*, an integrated mobility solution that unifies customer's data and maximizes revenue. The objectives were to:

1. Deploy account-based marketing to influence the sales pipeline.
2. Reach key decision makers in aviation, municipal government, science and engineering, and corporate real estate.
3. Increase campaign landing page visits.
4. Develop lead generation and engagement strategies.

Client Solution

- **All-new campaign site** featuring unified logo, color scheme and case study.
- **Personalized and dynamic email nurture stream** including overview of offering features and benefits with links to the ebook, case study, tech guide and explanation video.
- **Strategic lead generation** through paid search, paid social media and organic social media.
- **Trade placement investments** in print, digital and sponsored content.
- **Targeted trade shows** used to create awareness and drive traffic to ABM booths through push notifications, carpet decals, banners and full page program guide placement.

Client Success

Our comprehensive marketing effort generated:

- \$400k pipeline from 2 converted opportunities.
- 1.9MM impressions, driven by:
 - Programmatic: 68%
 - Paid social: 29%
- 1.8k landing page visits, driven by:
 - Paid Search: 59%
 - Programmatic: 37%
- 6.09% increase in CRM open rate
- 0.9% increase in CRM click rate

Campaign Landing Page | Homepage

ABM **Vantage**

Home How It Works Case Study **ABM**

PARKING UNPARALLELED


Think outside the spot.
Introducing ABM *Vantage*™. An integrated mobility solution that unifies your data and maximizes your revenue so your operation can do more.

[GET EBOOK](#) [WATCH VIDEO](#)

UNCONSTRAINED DATA INSIGHTS

ABM *Vantage* centralizes all your data from existing subsystems into a single source of truth—giving you new insights to better forecast and anticipate demand.


[Learn More](#)




UNRIVALED REVENUE OPTIMIZATION

Through capacity planning and dynamic pricing, ABM *Vantage* accelerates your ability to maximize value through new products and revenue streams.

[Learn More](#)





UNRIVALED REVENUE OPTIMIZATION


Through capacity planning and dynamic pricing, ABM *Vantage* accelerates your ability to maximize value through new products and revenue streams.

[Learn More](#)

UNCOMPROMISING OPERATIONAL EFFICIENCY

ABM *Vantage* streamlines how people move through your facility—reducing bottlenecks and operational costs while bringing greater efficiency to your operation.


[Learn More](#)




UNPRECEDENTED DRIVER EXPERIENCE

Whether your drivers are fans, employees, students, tenants or visitors, exceed their evolving expectations with touchless payments and online booking—including VIP, Valet and EV-charging capabilities.

[Learn More](#)




TAKE YOUR OPERATION FURTHER




ABM *Vantage*™ eBook
Discover how to drive more value with ABM *Vantage*™ on 30+ of your operations.

[GET EBOOK](#)




ABM *Vantage*™ Tech Guide
Maximize your system—streamline your complex subsystems seamlessly.

[GET EBOOK](#)



Case Study: LAWA
LAWA drove parking revenue 100% above its 2016 goal.

[GET CASE STUDY](#)



ABM *Vantage*™ Sales Sheet
Empowering ABM *Vantage*™ offers an end-to-end process to increase revenue and improve the overall driver experience.

[GET SALES SHEET](#)

Campaign Landing Page | Homepage

ABM Vantage Home How It Works Case Study **ABM**

HOW IT WORKS: SMART PARKING MADE SIMPLE

ABM Vantage™ puts a new perspective on mobility to maximize revenue, cut costs and deliver intelligent performance. Take five minutes to get a fresh perspective on your operation's potential today.

[WATCH THE VIDEO](#) [TALK TO US](#)

A PLATFORM BUILT FOR SUSTAINED PERFORMANCE

ABM Vantage partners with global tech and telecommunication leaders to help facilities upgrade and scale their operation. And plan for whatever's next.

Dynamic pricing and allocation

Intelligently monitor inventory to maximize revenue, 24/7

End-to-end EV capabilities

Install and monetize the right chargers for your customers today

Smart, sustainable and satisfying

Meet your financial and ESG goals with a frictionless driver experience

Integrated technology. Undeniable expertise.

ABM Vantage makes parking simple by unifying diverse component systems to seamlessly manage, maintain and modernize parking.

[Watch Video >](#)

Real-time insights. Long-term results.

ABM Vantage puts your entire operation on one dashboard, giving you all the financial and customer insights you need to

- Measure precisely
- Forecast clearly
- Operate efficiently

[Watch Video >](#)

Your equipment. Our approach.

Our open-system, modular approach enhances your existing infrastructure with customized solutions and our signature suite of services—delivering fast, effective upgrades.

The Goal:

- Protect your investment
- Streamline operations
- Generate new revenue
- Improve guest experience
- Future-proof your facility

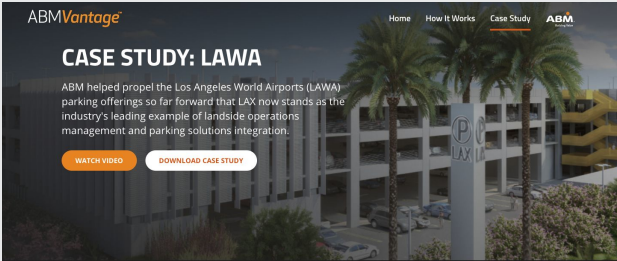
EV Utilization

Status

- Charging
- V02
- Available

[Click to view the full landing page experience](#)

Campaign Landing Page | Case Study



Making parking effortless at the world's fifth-busiest airport

For an organization famous for moving millions of people, LAX's landside operations had two huge limitations: A single pricing strategy and a single parking product.

We designed and implemented a modern, secure mobility solution that is reducing costs, centralizing parking operations, increasing revenue and enhancing the driver experience every single day.



The tech backing smarter parking at LAX

The open and adaptable ABM mobility platform aggregates and integrates data from all of the LAX operation's diverse component systems into a single dashboard—generating more value for drivers and greater revenue for the airport's parking operation.

Winner: The 2022 NPA Innovative Facility of the Year

NPA has recognized ABM smart parking solutions with the industry's most prestigious honor. Together, we're advancing what's possible in parking.



The results of integrated mobility

Using machine learning, artificial intelligence, IoT technologies and even robotics to create one transactional record across the LAX operator's multiple parking systems, ABM delivers:

- Comprehensive data collection and management
- Accelerated analytics to create insights and anticipate trends
- Assured PCI/PII compliance
- Scalability and futureproofing
- Reduced operational expenses
- Dynamic pricing and revenue optimization
- Enhanced driver experiences

The fully customized LAX parking facility opened in October 2021 and was honored with an [IBD award of excellence in 2022](#) for "Best Smart Infrastructure Facility Design."

"This is not only the largest EV installation in the U.S., but we've completely monetized each unit of the EV infrastructure."

— Jeff Cushman, Director, National Programs, ABM



40%
Increase in LAX's non-aeronautical revenue

4.75
J.D. Power driver experience survey rating (out of 5)

\$3.7M
saved in first 15 months of operation

57%
annualized ROI

1,200+
EV charging stations

8%
reduction in OPEX costs



Dear [First_Name]

When it comes to achieving sustainability goals through EV capabilities, access to scalable infrastructure solutions is a crucial competitive advantage. How can you get ahead?

ABM *Vantage*™ gives operators a seamless EV parking experience for their customers, and recurring revenue opportunities for landside operations. Our tools and expertise will help with:

- EV sourcing
- Charging and maintenance
- Dynamic pricing and customer insights

As our [Tech Guide](#) shows, our approach is tailored to your specific grid, so you get the right hardware for your operation. We've installed more chargers than any single provider in the United States. It's Parking Unparalleled.

Finding the right partner and technology to complement your current infrastructure is important. I'm happy to answer any questions you may have.

Sincerely,
[Your Name]

Sean Neasi
ABM *Vantage* Account Manager

[Unsubscribe](#)

© ABM 2023 | One Liberty Plaza, 7th FL, New York, NY 10006



Dear [First_Name]

I'm excited to share the latest from [our work with Los Angeles World Airports](#), one of the busiest travel hubs in the country.

The results have been outstanding.

- 57% annualized ROI
- 40% increase in non-aeronautical revenue
- 8% reduction in OPEX
- 4.75 J.D. Power rating (out of 5)

Now, we're helping airports across the country achieve their sustainability and operational goals. ABM *Vantage*™ maximizes revenue, integrates insights, increases efficiencies and delivers effortless guest experiences for your operation every day. [This video shows how.](#)

ABM provides facilities a single source of truth so they can capitalize on:

- Dynamic pricing and capacity planning
- Streamlined wayfinding technology
- Secure, touchless payments platforms
- EV infrastructure adoption and growth

It's Parking Unparalleled.

To learn more about our recent success with ABM *Vantage*, let's connect.

Sean Neasi
ABM *Vantage* Account Manager

[Unsubscribe](#)

© ABM 2023 | One Liberty Plaza, 7th FL, New York, NY 10006



Dear [First_Name]

How do you retool existing parking operations without negatively impacting your current level of service? For airports across the country, the answer is ABM *Vantage*™.

One of the key features of ABM *Vantage* is its ability to easily integrate with existing systems. This makes installation quick and hassle-free. Our open-system, modular approach works within your existing footprint to manage, maintain and modernize your service.

We link disparate component systems—and unlock data—so you can open new revenue streams, strengthen existing ones and maximize margins for years to come.

Here's how it's working at LAX:

- 57% annualized ROI
- 40% increase in non-aeronautical revenue
- 8% reduction in OPEX
- 4.75 J.D. Power rating (out of 5)


That's Parking Unparalleled.

[This eBook](#) spells out the benefits of ABM *Vantage*. I'd be happy to answer any questions you might have.

Sean Neasi
ABM *Vantage* Account Manager

[Unsubscribe](#)

© ABM 2023 | One Liberty Plaza, 7th FL, New York, NY 10006



MOBILITY, THE WAY IT WAS MEANT TO BE

ABM *Vantage*

[GET STARTED](#)

Meet ABM *Vantage*. It's an all-new parking solution designed to **integrate insights, maximize revenue, increase efficiencies and deliver effortless driver experiences** for your operation every day.

From commercial lots and garages to the world's busiest airports, ABM *Vantage* provides operations with a single source of truth so they can capitalize on:


- Dynamic pricing and capacity planning
- Streamlined wayfinding technology
- Secure, touchless payments platforms
- EV infrastructure adoption and growth

It's time mobility moved forward. It's time for Parking Unparalleled.

Take parking to the next level

Meet the evolving needs of drivers today.

[GET EBOOK](#)




[ABM.com](#)

[Terms of Use](#)

[Privacy Policy](#)

[Unsubscribe](#)



YOU HAVE SPACE TO DO THE AMAZING

ABM *Vantage*

[GET STARTED](#)

There are a thousand parts to parking. And cars are just the start.

From EV and Valet to PARCS and LPR systems, you have a lot to track. ABM *Vantage* helps you track your lot, curbside, garage or airport.

[GET STARTED](#)


Our **integrated mobility solution seamlessly connects your existing subsystems, giving you one source of truth.** One dashboard. One superior operation: Yours.

It's Parking Unparalleled. And it's easy to get started.

Take parking to the next level

Meet the evolving needs of drivers today.

[GET TECH GUIDE](#)




[ABM.com](#)

[Terms of Use](#)

[Privacy Policy](#)

[Unsubscribe](#)

© ABM 2022 | One Liberty Plaza, 7th FL, New York, NY 10006



ABM *Vantage*

IT'S PARKING UNPARALLELED

Improve revenue with frictionless parking

ABM *Vantage*™ **maximizes revenue, integrates insights, increases efficiencies and delivers effortless guest experiences** for your operation every day.

By providing facilities a single source of truth to capitalize on:

- Dynamic pricing and capacity planning
- Streamlined wayfinding technology
- Secure, touchless payments platforms
- EV infrastructure adoption and growth

The results at airports across the country have been outstanding. **The metrics at LAX speak for themselves.**

- **57% annualized ROI**
- **40% increase in non-aeronautical revenue**
- **8% reduction in OPEX**
- **4.75 J.D Power rating (out of 5)**

It's why LAX was awarded the 2022 NPA Innovative Facility of the Year. **It's Parking Unparalleled.**

[READ CASE STUDY](#)

Paid Social | LinkedIn

 **ABM Industries**
Sponsored · 

Park miles ahead of the competition. Introducing ABMVantage: Integrated, intelligent, easy parking.



ABMVantage



abmvantage.com
Take your parking to the next level
Park unparalleled. Get our guide to see how.

[Download](#)

 **ABM Industries**
Sponsored · 

No idling. The future is here. Accelerate your operation's entire driver experience with Parking Unparalleled.



ABMVantage





abmvantage.com
Put your parking revenue into hyperdrive
Read our guide to see how.

[Download](#)

 **ABM Industries**
103,688 followers
6h · 

How do you turn a parking facility into an industry leader? Watch this video to see why LAX was named the 2022 NPA Innovative Facility of the Year.



 **ABM Industries**
103,688 followers
6h · 

All your parking, all connected. *ABM Vantage* makes your entire facility work as one. To maximize revenue and reduce costs. It's Parking Unparalleled.

ABM*Vantage*[™]

**A SINGLE
SOURCE OF
TRUTH YOU CAN
CAPITALIZE ON**


Building Value

ABM *Vantage*

UNVEIL A NEW DESTINATION: SMART PARKING AT YOUR AIRPORT

Travelers have places to be. And you have the power to make every part of their trip simple, starting with parking.

Our award-winning ABM *Vantage*™ approach helps streamline your operations, increase revenue and move passengers faster. It's an integrated platform customized to your airport to provide more parking options like EV charging and a full suite of services.

It's Parking Unparalleled.



Learn more at
[ABMVantage.com/How-It-Works](https://www.abmvantage.com/How-It-Works)
866-202-0534



ABM *Vantage*

NOW ARRIVING: PARKING UNPARALLELED

Introducing a new approach to landside mobility designed to **integrate insights, maximize revenue, increase efficiencies, and deliver effortless driver experiences** for your operation every day.

ABM *Vantage* provides you a single source of truth, so you can capitalize on:

- Dynamic pricing and capacity planning
- Streamlined wayfinding technology
- Secure, touchless payments platforms
- EV infrastructure adoption and growth

Our integrated solution saves facilities and drivers time, money and headaches. By connecting existing subsystems, ABM *Vantage* helps you identify additional cost savings, incorporate new revenue streams and deliver greater customer service.

Turnkey and scalable.
It's Parking Unparalleled.
And it's easy to get started.



Learn more at
[ABMVantage.com](https://www.abmvantage.com)
1-866-478-0668



ABM*Vantage*[™]

UNVEIL A NEW DESTINATION: SMART PARKING

Streamline your operations, increase revenue and move passengers faster with ABM *Vantage*[™]. It's an integrated platform customized for your airport. It's Parking Unparalleled.

[SEE HOW](#)



ABM*Vantage*[™]

NOW ARRIVING: SMART PARKING AND GREATER ROI

[SEE HOW](#)



ABM*Vantage*[™]

IT'S PARKING UNPARALLELED

[SEE HOW](#)





ABMVantage

YOUR BOTTOM LINE IS OUR STARTING LINE

ABMVantage accelerates your parking revenue
and yield—all while reducing operational costs.

[LEARN MORE](#)

ABM
Building Value

Trade Shows | Push Notifications & Rotating Banner



ABM *Vantage*[™]

**UNRIVALED PROFITABILITY.
IT'S PARKING UNPARALLELED.**

Visit Booth 505

LEARN MORE

ABM
Building Value

This banner features a dark blue background with a subtle pattern of light blue lines. The text is centered and uses a mix of white and orange colors. The 'LEARN MORE' button is a bright orange pill shape.



ABM *Vantage*

**SIMPLER.
SMARTER.
PARKING
UNPARALLELED.**

LEARN MORE

ABM
Building Value

This vertical banner has a blue background with a dynamic, abstract pattern of light and dark blue lines. The text is centered and uses white and orange. The 'LEARN MORE' button is a bright orange pill shape.



ABM *Vantage*

**NOW YOU CAN DO
THE AMAZING.
THIS IS PARKING
UNPARALLELED.**

LEARN MORE

ABM
Building Value

This vertical banner has a dark background with a dynamic, abstract pattern of light and dark blue lines. The text is centered and uses white and orange. The 'LEARN MORE' button is a bright orange pill shape.

ABM *Vantage*

IMAGINE ALL YOU CAN DO WITH PARKING. WE DID.

Picture a parking facility where everything works as one. Every component collects data. And that data accurately forecasts performance—driving revenue through new opportunities like dynamic pricing, and attracting guests with an unheard of effortless, mobile-first experience and EV charging options.

It's all possible with ABM *Vantage*™, our award-winning approach to mobility. See what your facility is capable of today. **It's Parking Unparalleled.**



Learn more at
Booth 505
866-202-0534



ABMVantage™

**FIND SMARTER
AIRPORT PARKING**

Visit Booth 1618

ABM
Building Value

ABMVantage™

**NOW ARRIVING:
SMARTER PARKING**

Visit Booth 1618

ABM
Building Value

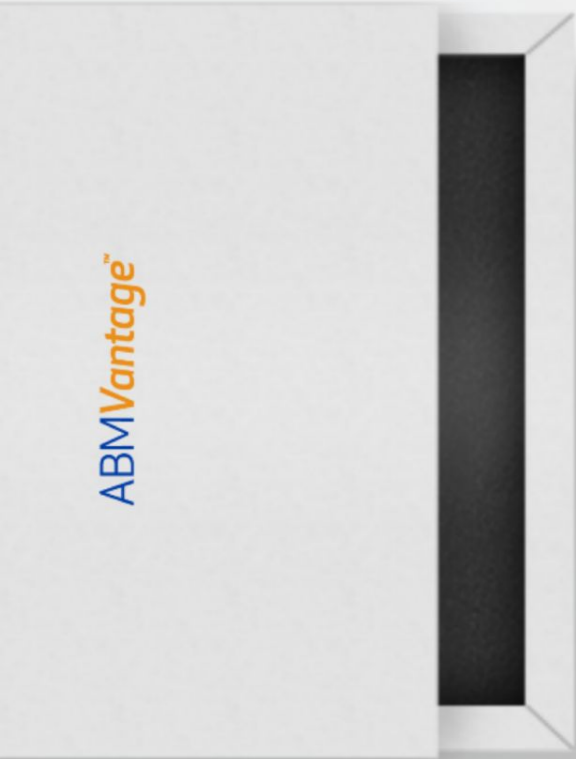
ABMVantage™

**THE INTELLIGENT
APPROACH TO
SMART PARKING**

Visit Booth 1618

ABM
Building Value

Trade Shows | **Premium Gift** *shared with high-value prospects and clients in meetings and at industry events*



**PUT THE POWER OF TRACKING
IN YOUR POCKET**

IT'S NEVER BEEN MORE IMPORTANT TO TRACK EVERYTHING THAT MATTERS: FROM THE LOCATION OF CARS AND AVAILABLE INVENTORY TO FORECASTING YOUR FACILITY'S FINANCIAL AND SUSTAINABILITY PERFORMANCE WITH ONE INTEGRATED DASHBOARD. AND WITH ABM VANTAGE, NOW YOU CAN.



UNLOCK YOUR FACILITY'S POTENTIAL
AT [ABMVANTAGE.COM/HOW-IT-WORKS](https://abmvantage.com/how-it-works)

Material+

Thank You