

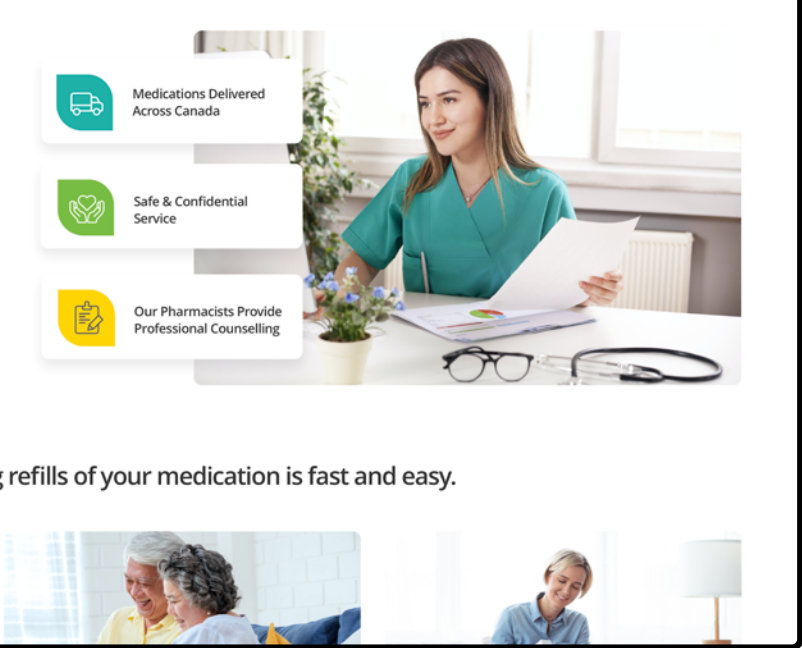


Year In Review

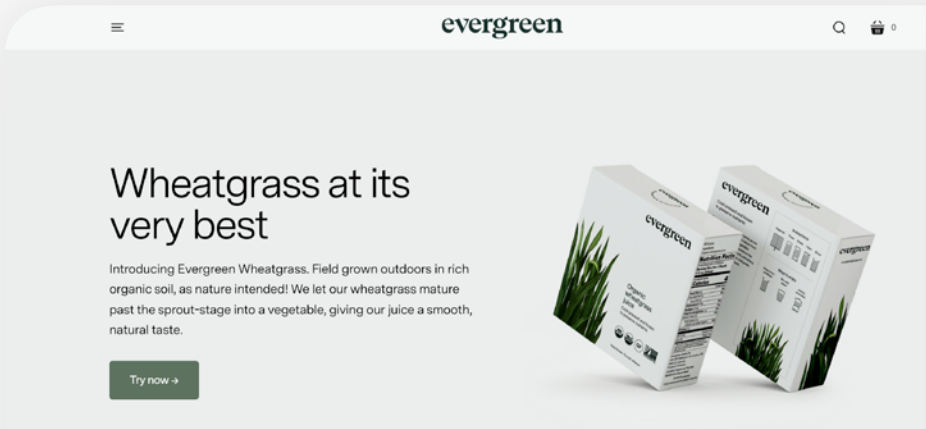
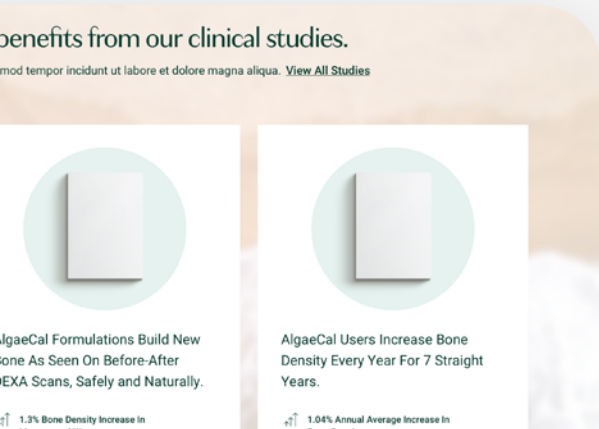
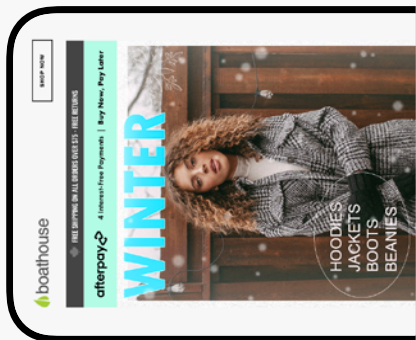
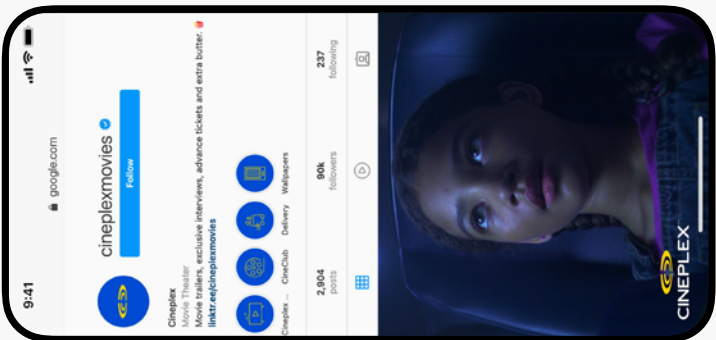
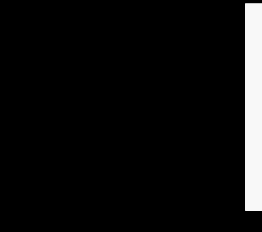
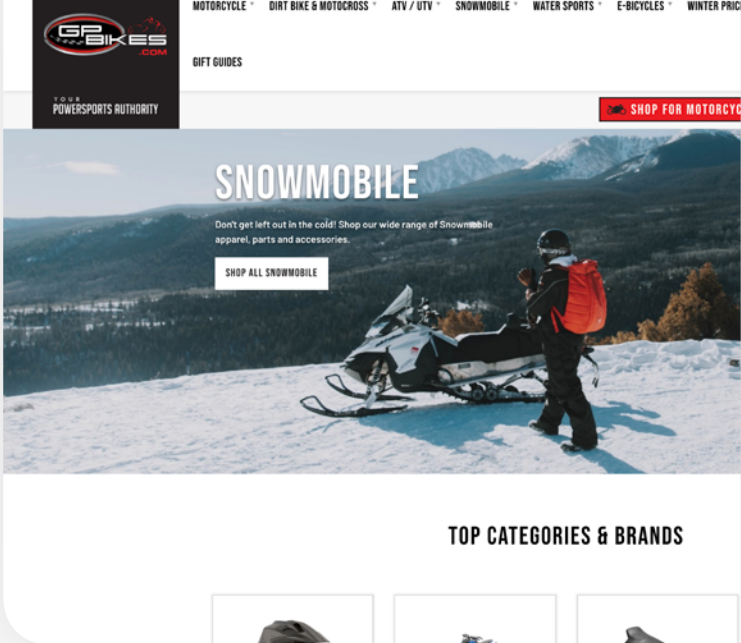
2021

 **NORTHERN**

Commerce is our north star.



refills of your medication is fast and easy.



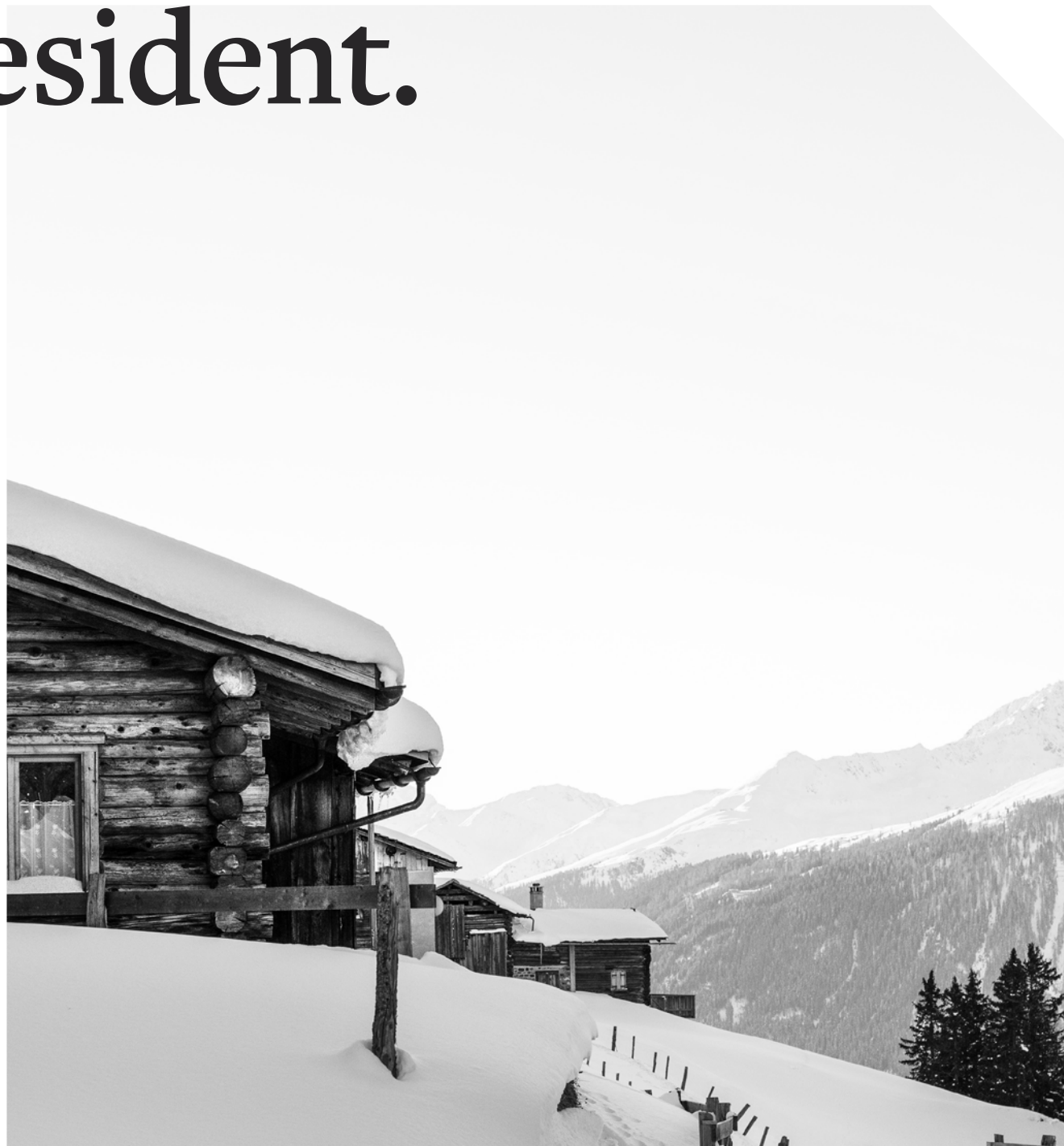
# 2021 in Review

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# A message from our president.



As we step into a new year, we have much to be thankful for and celebrate accomplishing in 2021. We achieved ground-breaking results for our clients, received several prestigious accolades, welcomed more than 70 new Northerners, and launched our rebranded digital experience.

Northern has become one of North America's most prominent digital transformation agencies—employing nearly 200 experts in web development, digital marketing, and user experience design. Over the past year, our team members' resilience and ingenuity was reflected through the integrated digital solutions we designed, built, and managed for our clients—earning us more than 15 accolades, including two of six 2021 Google Premier Partner of the Year awards.

In 2021, Northern formed its Diversity, Equity, and Inclusion Committee focused on representing our cultural mosaic to create a more inclusive and equitable working environment. We were named the 2021 Business of the Year award by CGLCC, Canada's LGBT+ Chamber of Commerce, while also becoming Rainbow Registered.

In 2022, we will continue to deliver innovative digital solutions, fostering our relationships with our partners, and continuing to challenge the status quo. Thank you to our phenomenal clients, partners, community, and teammates for another year of growth and success—we look forward to seeing what lies ahead in 2022.



Michael DeLorenzi  
President

# The world has changed, and so has **our brand.**

Digital transformation requires a north star.  
Ours is Commerce.

Over the past year, while we combined two leading agencies into one, the purchase journey of shoppers has become increasingly complex and multi-channelled (melding physical and digital). Buyers have adapted their purchase behaviour and expectations, how they engage, experience, and transact. Likewise, brands need to accelerate their digital transformation initiatives to become more resilient by embracing agile and iterative change.

We've aligned and united our teams, processes, and solutions to support and enhance this new customer journey. Northern provides integrated solutions for brands navigating digital transformation through targeted consumer engagement, nurturing customer experiences, and frictionless commerce.

# Commerce is our north star.



Our solution pillars optimize the buyers' multi-channel journey and maximize performance at every touchpoint.

## ► Engagement

Engagement solutions for marketing activities that connect with shoppers, drawing them into your digital ecosystem.

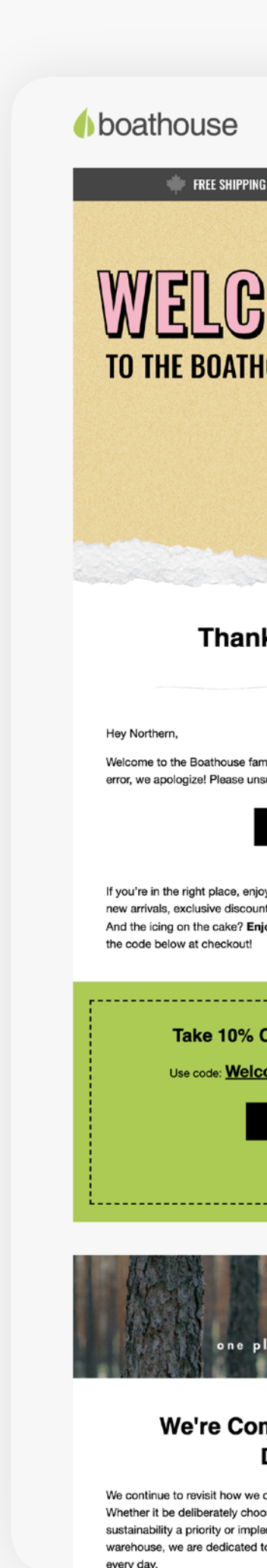
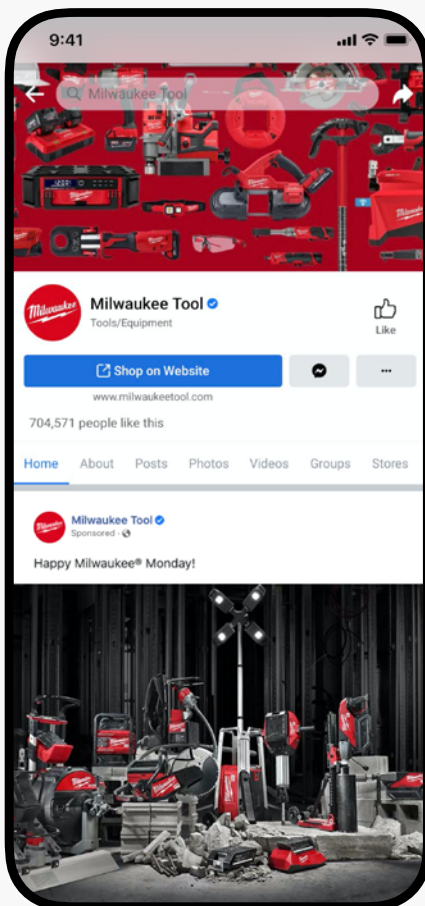
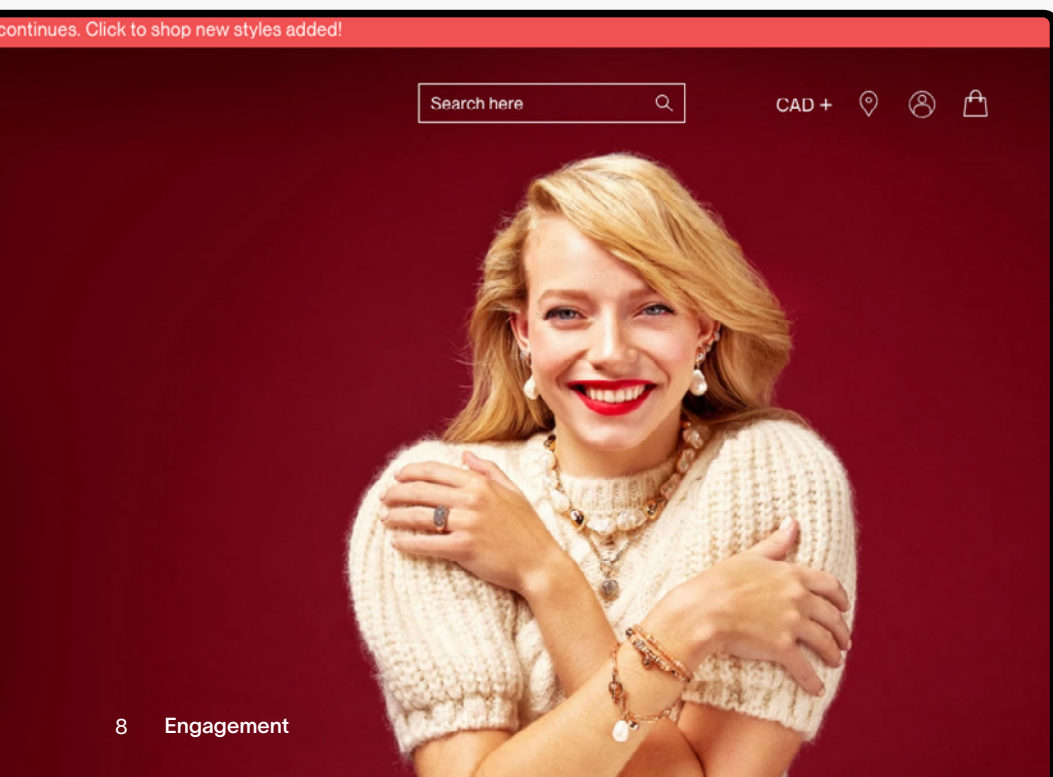
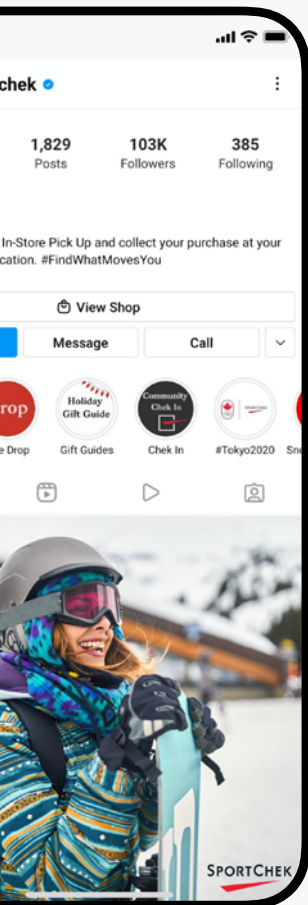
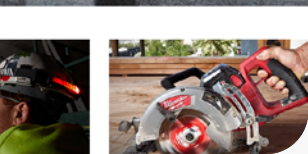
## ► Experience

Experience solutions that leverage content management systems and user experience to guide customers through their journey, like a compass, helping them navigate.

## ► Commerce

Commerce solutions that enable brands to transact, fulfill, and optimize. It's the North Star, leading buyers to purchase and repeat purchases.





# Engagement

Engagement solutions are the full-funnel marketing activities that pull shoppers toward your brand.

Our Engagement solutions start with a customer engagement and acquisition strategy that identifies the target audience and what shoppers are hoping to gain or the pains they're trying to relieve through the brand's products and services. The strategy becomes the roadmap for paid media, email marketing, search, and other acquisition tactics.

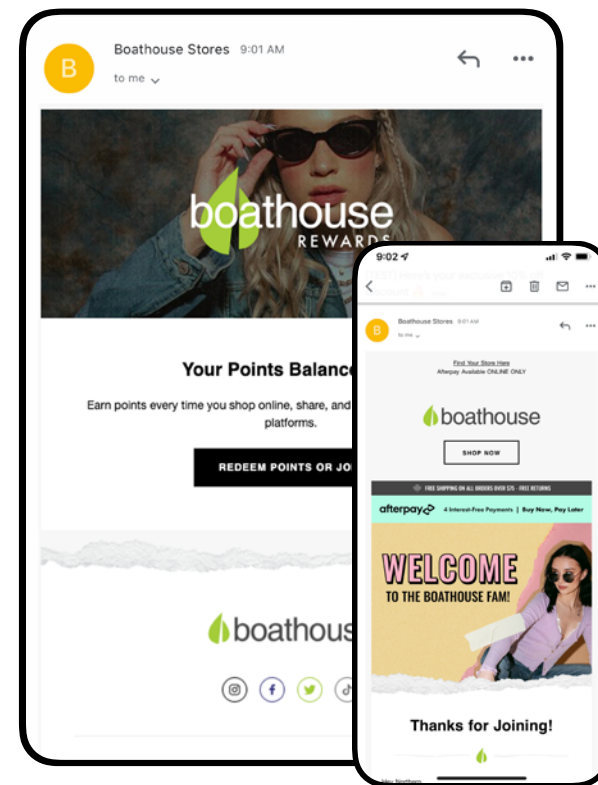
With commerce as our north star, we use purchase metrics and variable testing to maximize our Engagement solutions, converting shoppers to customers effectively and efficiently. By analyzing the metrics associated with customers' lifetime value, such as repurchase rates and frequencies, customer attribution, and average order value, we refine our digital marketing to segment, target, and nurture with the right message, for the right audience, at the right time.







Like many retailers on the frontline during COVID-19, Cineplex experienced disruptions and challenges, requiring an agile strategy and adaptive tactics. During this, Northern relaunched their brand campaign, including a multi-channel, multi-funnel media campaign with over 250 assets in English and French that focused on driving awareness and increasing theatre visits. New brand messaging included contextual and directional language was developed to encourage consumers to get back into the excitement of watching movies in the theatre. The campaign was a success, increasing brand loyalty and the frequency of theatre visits. We'll continue this momentum in 2022, driving audiences back to their favourite theatre, Cineplex.



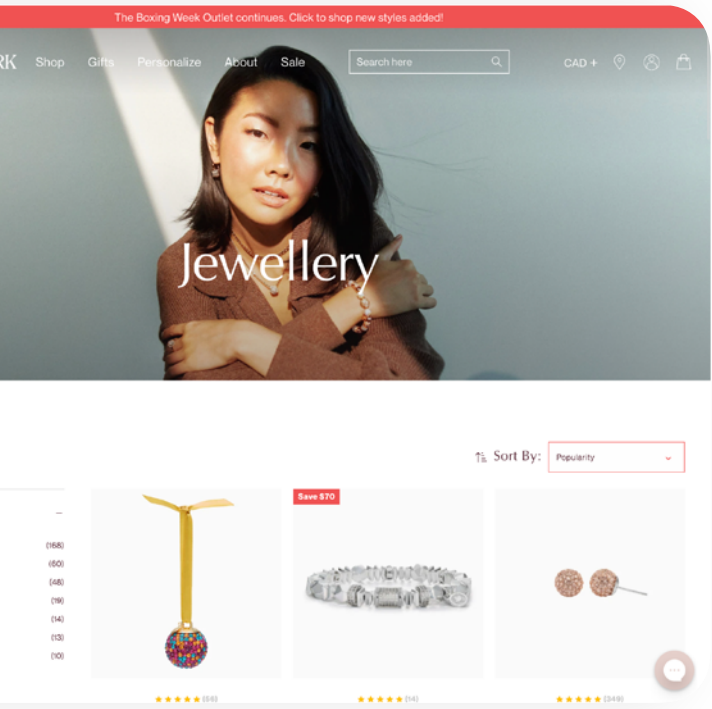
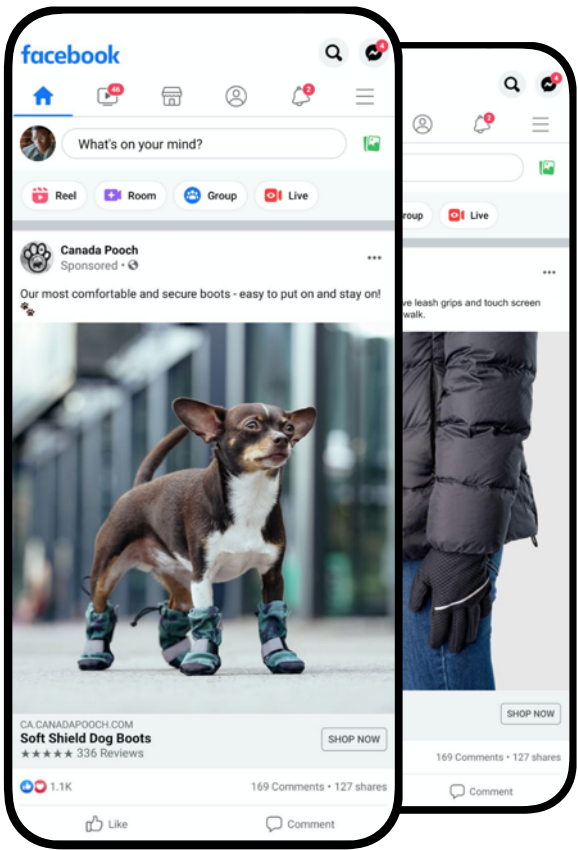
Facing more than 80 store closures resulting from the pandemic, Boathouse needed to quickly find an alternative revenue stream. Northern developed a rapid-scale paid media strategy that allowed Boathouse to offset the negative impacts caused by closures, and thrive despite these challenges. Northern implemented iterative testing and experimentation, maximizing Boathouse's media spend while increasing their return on advertising spend. The growth strategy led to a substantial increase in total online sales, with a rapid turnaround. This resulted in record growth for both awareness and eCommerce revenue, and some of the highest-performing months in company history.





# CANADA POOCH®

After exponential growth in 2020, Canada Pooch continued its momentum in 2021, driving acquisition and growing the brand to new heights. Partnering with Northern for a third year to manage their growing digital media investment, the team strategically planned budgets to take advantage of high seasonal periods. Northern helped diversify Canada Pooch's media mix to new channels and implemented additional creative formats to help propel growth across all markets. The results led to 57% growth in top-line revenue in 2021, bolstered by the most successful Black Friday & Cyber Monday in brand history.

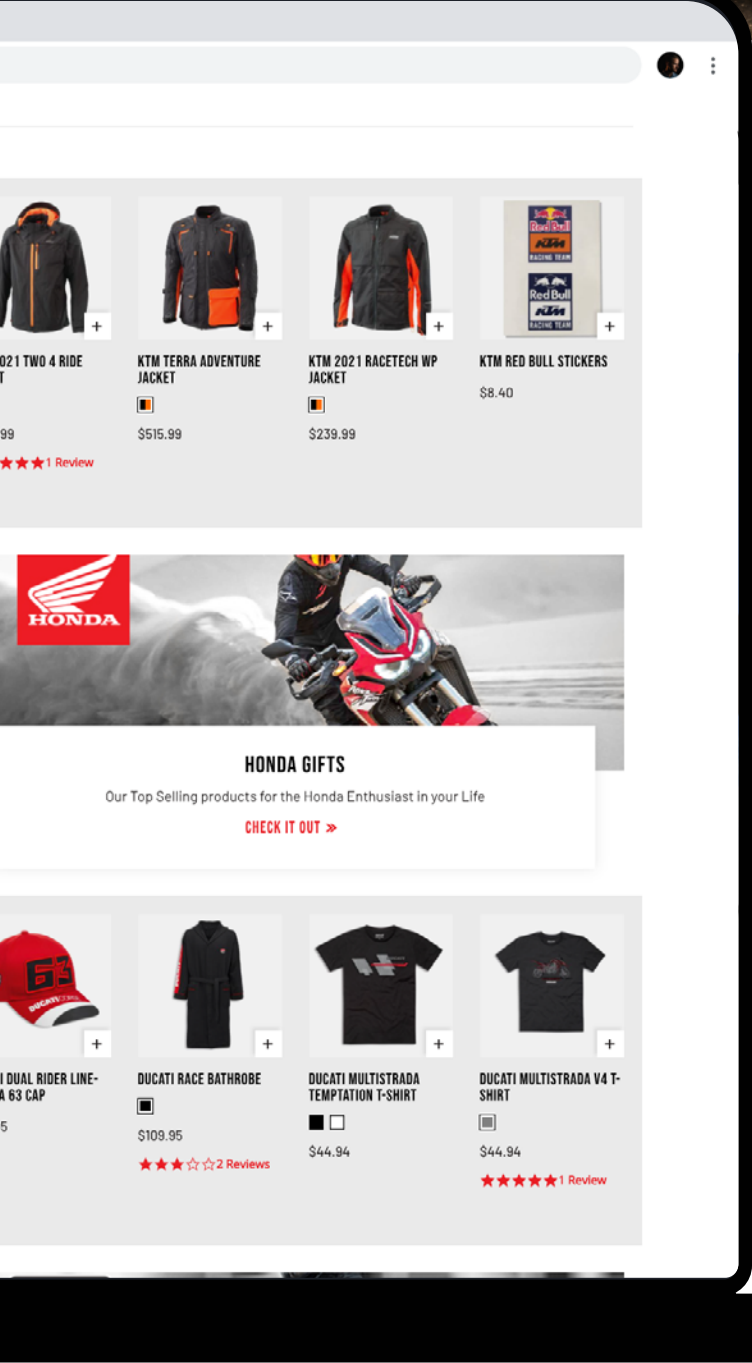


## HILLBERG&BERK

Northern created and engaged a look-alike audience of Hillberg & Berk trailblazers and changemakers, fine-tuning their website traffic through extensive keyword research and search optimization. Social commerce promotions planned around notable events captured first-time purchasers, while commerce analytics and A/B cohort testing guided campaign pivots.

### Key Results:

- ▶ 80% increase in Customer Lifetime Value.
- ▶ 113% year-over-year revenue growth.

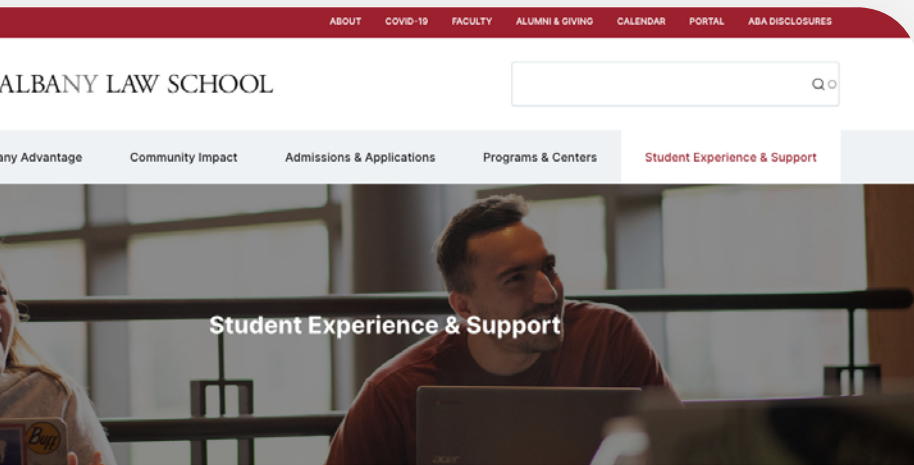
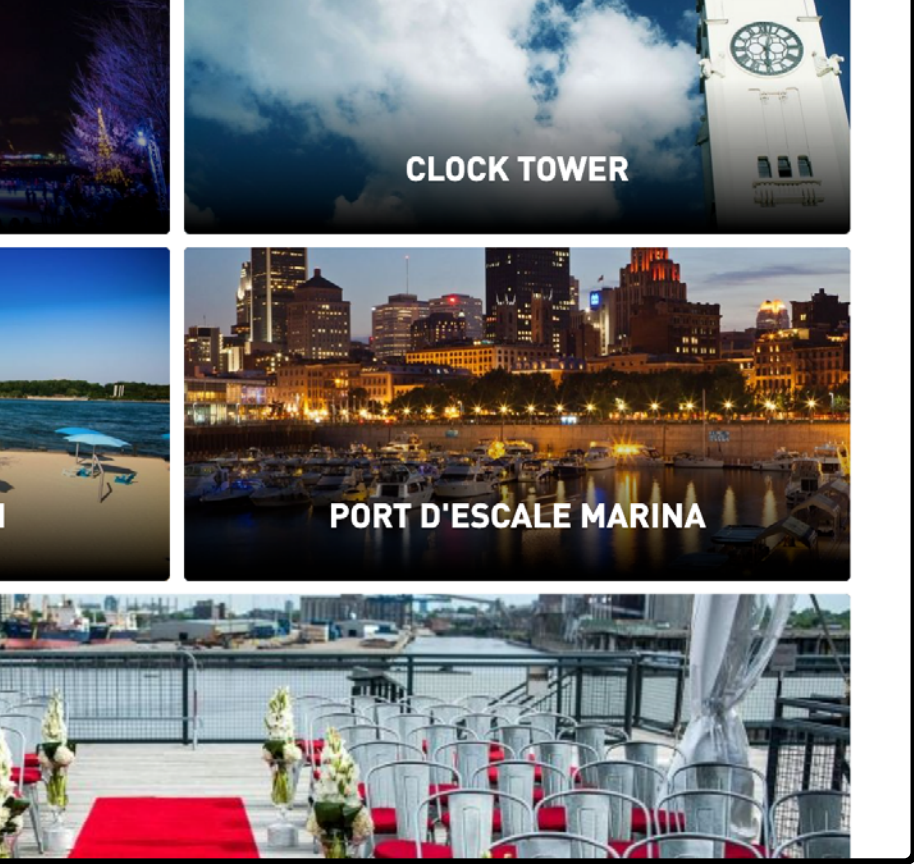


Working with Northern, GP Bikes experienced exponential growth in digital revenue. The combination of upgrading to Adobe Commerce, enhancing their online supply of aftermarket parts, and improving their digital advertising performance, resulted in continuous and robust growth, including substantial off-season revenue gains. In addition, the team used search engine optimization (SEO) strategies to improve organic traffic performance, securing organizational confidence in content marketing as a priority channel to pursue in 2022.

### Key Results:

- ▶ 551% growth in eCommerce revenue.
- ▶ 287% growth in off-season revenue.
- ▶ 1,000%+ return on advertising spend.





### Our Service

ment at Albany Law  
supportive and  
g. The time students will  
sing is only part of the  
School experience, and  
ze that some students  
make to study in our programs, and we  
continually strive to provide strong  
academic and career support.

LEARN MORE >

### Student Support

At Albany Law School, we understand the  
substantial commitment our students  
make to study in our programs, and we  
continually strive to provide strong  
academic and career support.

LEARN MORE >

### Career and Professional Development Center

Start charting your path with a career  
counselor on Day 1. The Career and  
Professional Development Center offers  
personalized services, fostering in  
students a mindset of career education  
and exploration.

LEARN MORE >

### 1557 HOLLIS STREET

Halifax, Nova Scotia

Canada Lands acquired this site, previously known as the  
Ralston Building, in 2017 from Public Services and  
Procurement...

COVID-19 Screening, updates and safety protocols: [See details](#)

Ontario Shores  
Centre for Mental Health Sciences

Start your Journey

The journey to recovery looks different for everyone. Let's work together to achieve  
your personal recovery goals.

START YOUR JOURNEY

### Find a Program

AGE CATEGORY  
- Any -

INPATIENT/OUTPATIENT  
- Any -

FOCUS/SPECIALTY  
- Any -

BROWSE OPTIONS

### Already a Patient?

QUICK LINKS  
See All

GO

### How Can We Help You?

Mental Health Info

Make a Referral

## Welcome to IIROC

The Investment Industry Regulatory Organization of Canada is  
self-regulatory organization that oversees all investment dealer  
on Canada's debt and equity marketplaces.

IIROC is committed to protecting investors, protecting market in  
Canadians' trust in financial regulation and the people managing

IIROC's modernized rewrite of its Dealer Member Rules in plain language  
will come into effect on December 31, 2021. Watch our webcasts to learn  
more about each of the IIROC Rules Series.

## WHY JOIN UNIFOR

Learn more Watch Video

### News

NEWS RELEASE NEWS RELEASE

- Becoming a Regulated Dealer
- Becoming a Registered Individual
- Becoming a Regulated Marketplace
- Continuing Education
  - Webcast Catalogue
- Fee Models
- Dealer Member Compliance
  - Compliance Reviews and Reports
  - Membership Disclosure, Brochures, and IIROC Logo
  - Sanctions Reporting
  - Business Continuity
  - Bare Trustee Agreements
- Cybersecurity & Technology

### Combined Degree programs

LEARN MORE >

### Dual Degree Program

LEARN MORE >

# Experience

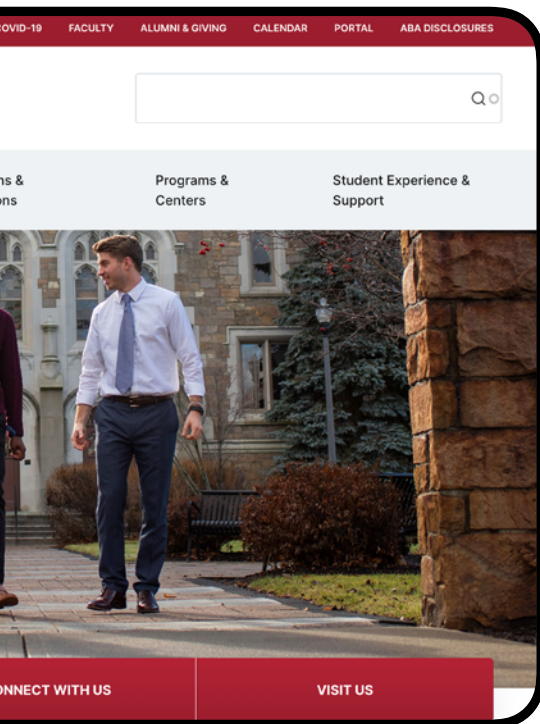
Experience solutions use Digital Experience Platforms to create immersive customer journeys.

Our Experience teams are certified experts at implementing Digital Experience Platforms (DXP) and Content Management Systems (CMS). We learn what customers want through user experience research and planning and match their aspirations to the brand's value proposition. Personalization and detailed content strategies make every customer feel like they're communicating with the brand one-to-one. And crafted loyalty, retention, and reward planning minimizes customer churn and increases the customer lifetime value.

We align people, processes, and technology to transform the brand's digital ecosystem. The result is an immersive customer journey that's fluid, universally accessible, and profitable.

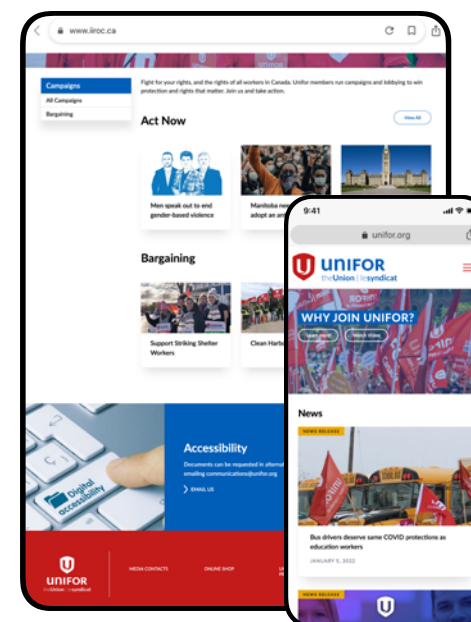
Act Now





## ALBANY LAW SCHOOL

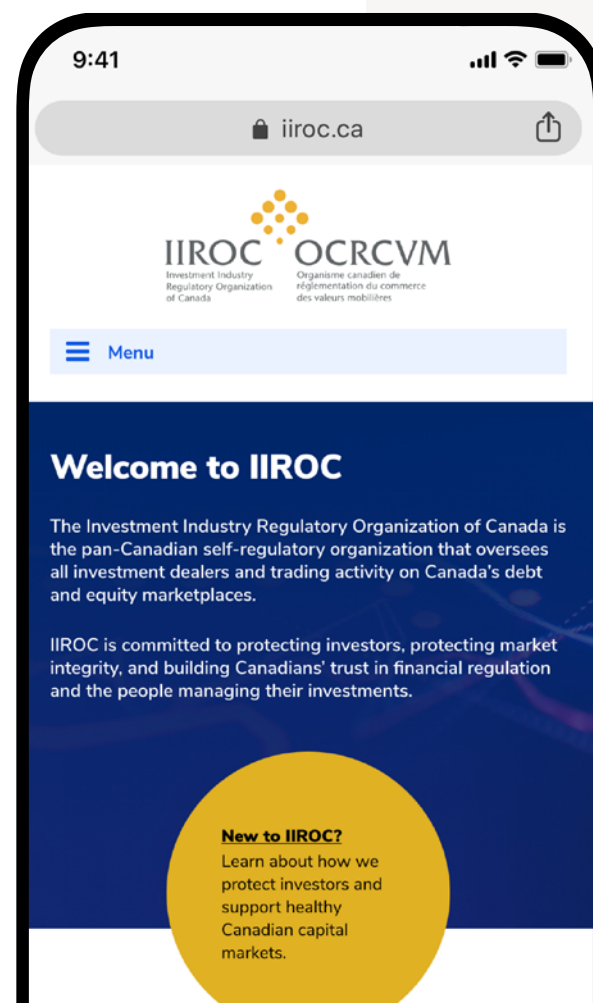
Albany Law School partnered with Northern to develop a digital experience with a unified user experience across its subsites to convert prospective students into applicants. Northern created a solution built on Drupal 8 and Acquia Site Studio that prioritizes prospective students, and also serves Albany Law School's goals, and promotes all of Albany's seven law centers. This innovative project won the 2021 Acquia Engage Award for the Leader of the Pack in the Higher Education category.



The new Unifor digital experience is a Drupal-powered platform that serves and empowers its 315,000-strong membership base. Working on an accelerated timeline over the course of 2021, Northern delivered a fully functional, multilingual Drupal 9 solution on time and under budget, with enough planning and resources to extend some key value-adds for Unifor.

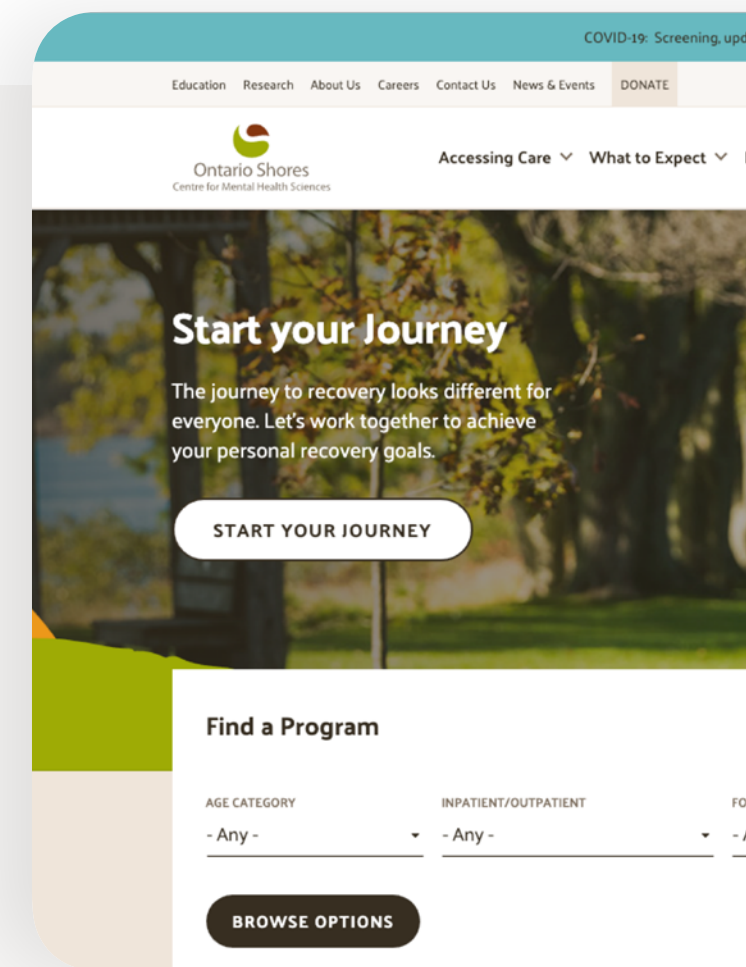


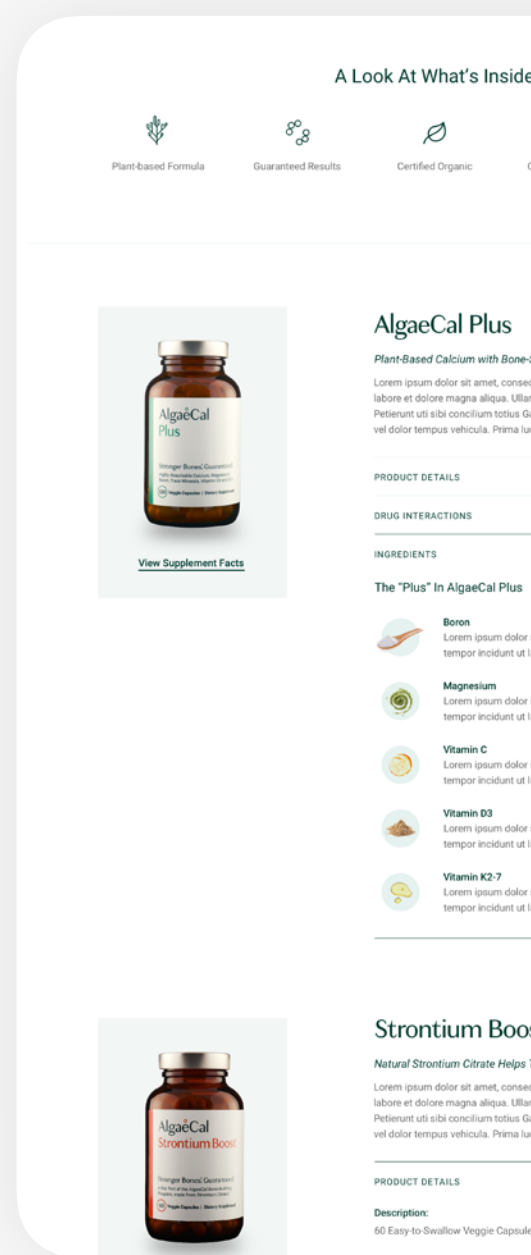
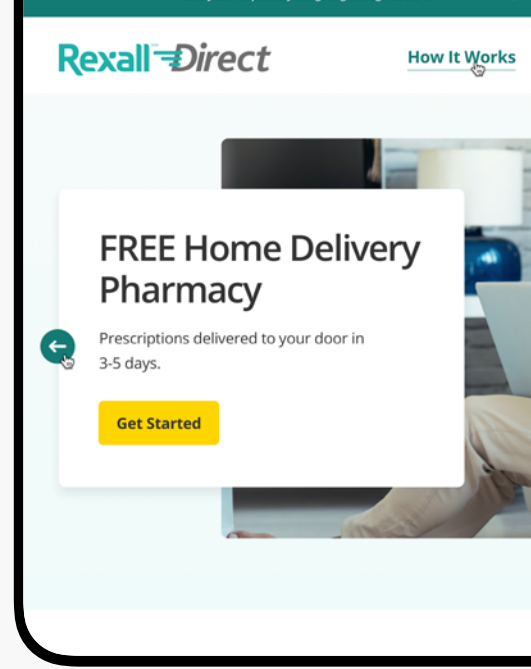
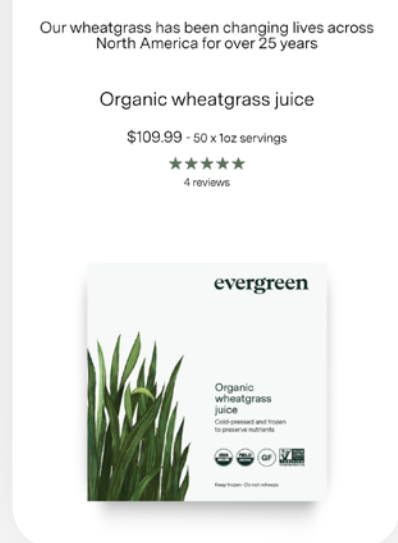
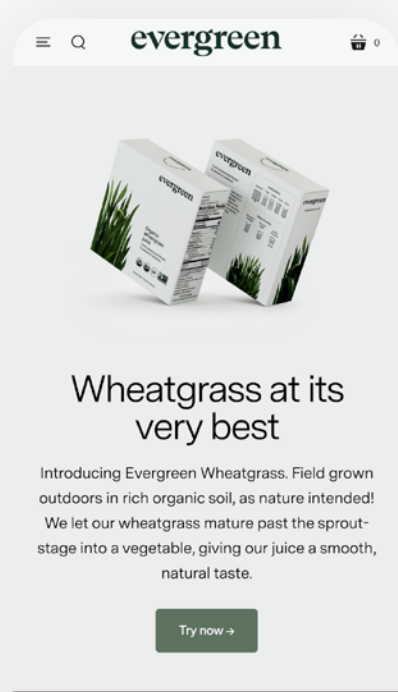
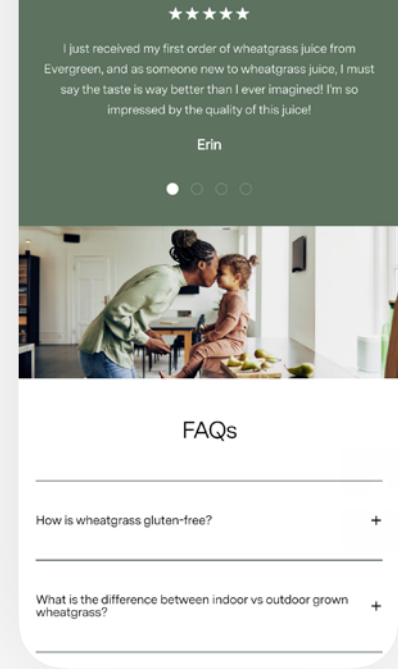
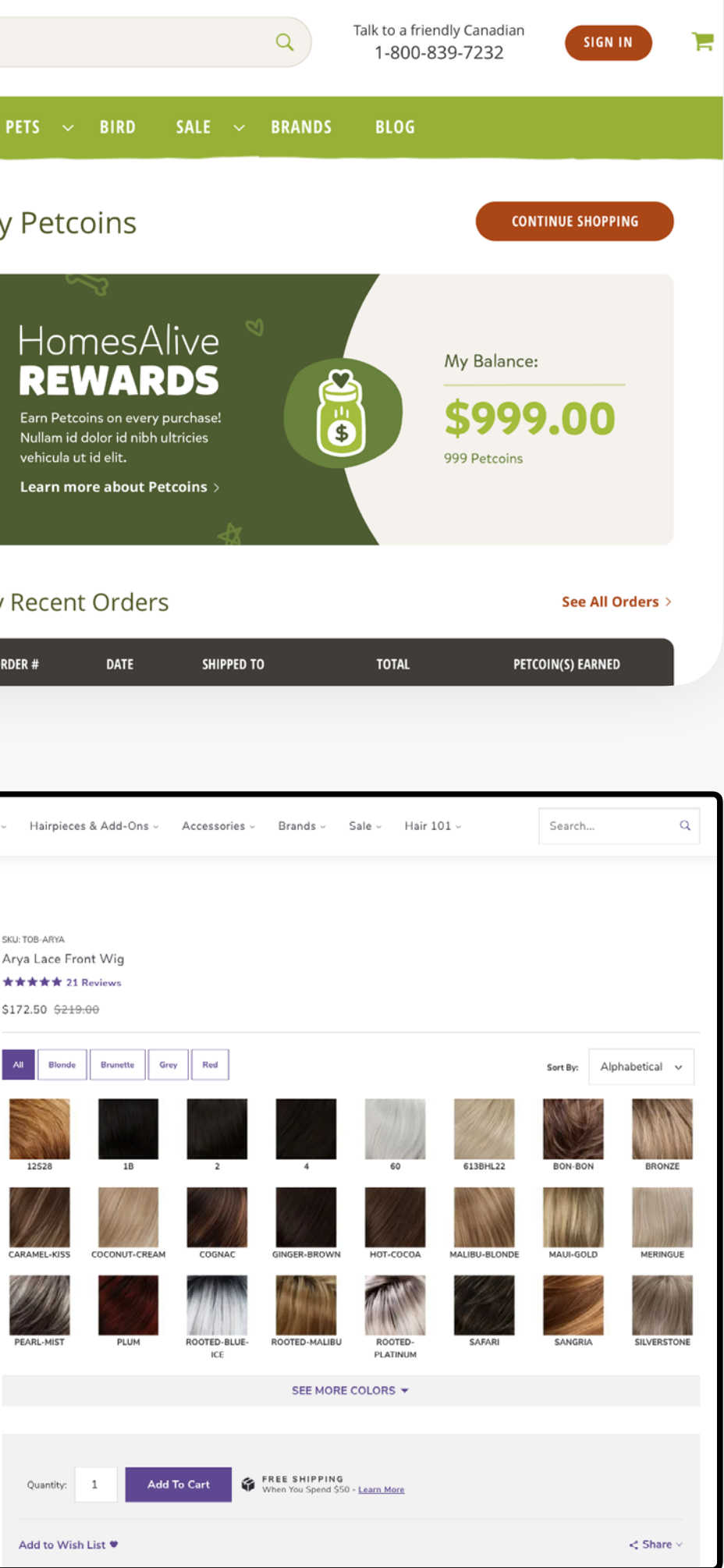
Northern developed a bilingual, AODA compliant Drupal 8 digital experience for Investment Industry Regulatory Organization of Canada (IIROC), built on Acquia Site Studio with custom tokens. The site required numerous integrations with internal IIROC systems, including Single Sign-On integrated with their Active Directory and providing user roles aligned with Active Directory groups.



## Ontario Shores Centre for Mental Health Sciences

Ontario Shores partnered with Northern to create a new Drupal 9 digital experience, which included a full redesign and restructuring of the site with the patient and their family members as its primary audience. This project also incorporated Ontario Shores' 'Mindvine' podcast and blog website into their main website and has password protected pages for school resources and studying modules for its students. Content editors have the flexibility to select related information to display on a page based on tags, providing more relevant information for its audiences.





# Commerce

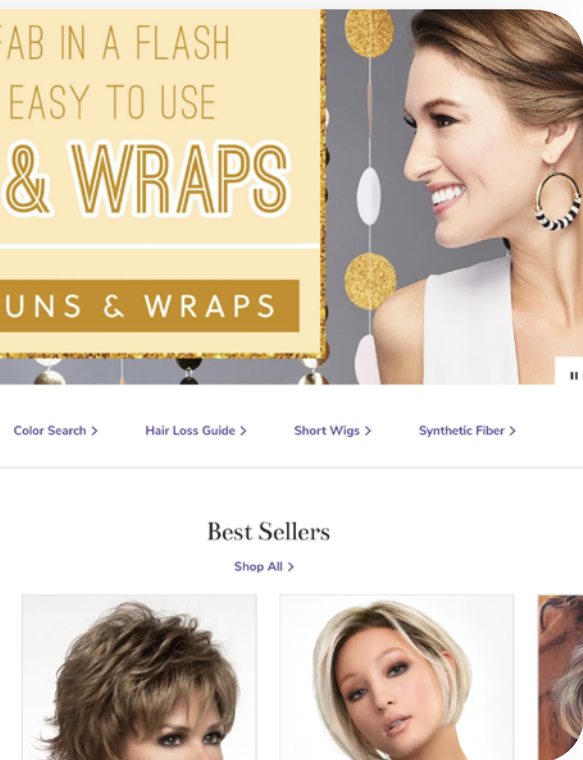
Commerce solutions go beyond eCommerce, mapping transactions from purchase to delivery.

Our digital commerce strategies map out the entire shopper journey from the purchase to delivery, involving complex systems integrations (ERP, PIM, CDP, CMS, and POS), while allowing for flexibility, such as buy-online-pick-up in-store, buy-now-pay-later, and shipping from the manufacturer directly to consumers.

We take an Omni-Channel approach to commerce, creating purchase opportunities across channels, including social media, marketplaces, bricks and mortar, and digital storefronts. Careful assessment and calibration of conversion analytics, performance, and revenue optimization help customers get everything they want while maximizing revenue and profits.

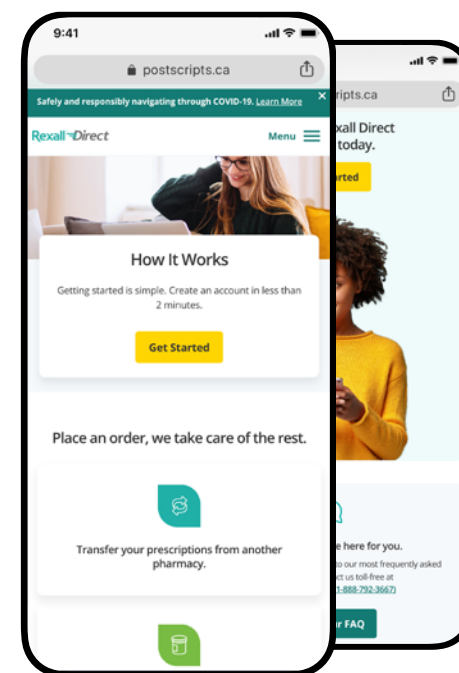
0000000000	12/12/21	Jane Doe	\$241.92
0000000000	12/12/21	Jane Doe	\$241.92





## voguewigs

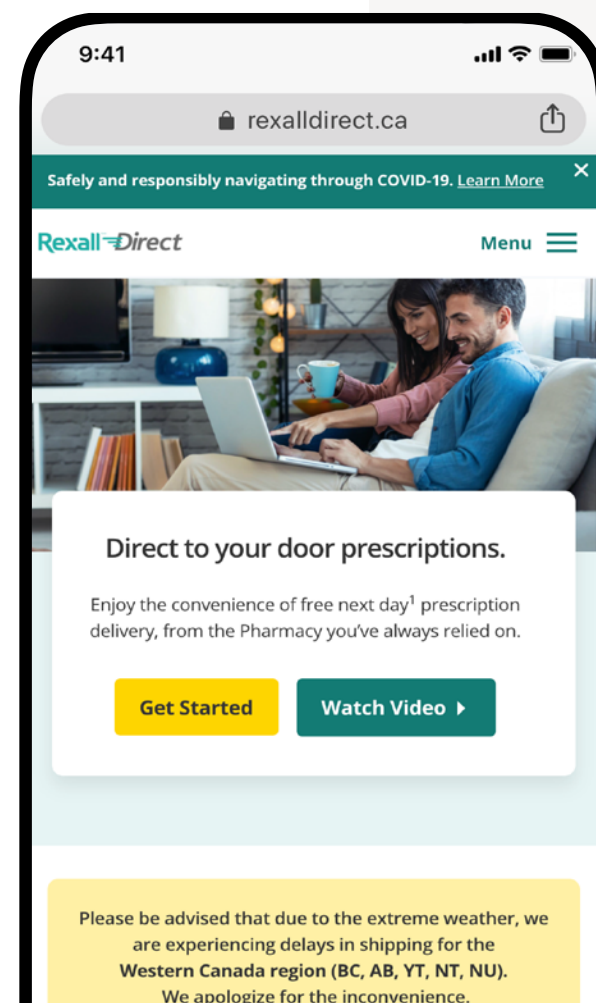
The VogueWigs project included the development of a new digital experience using Magento 2, with a new modern theme and multiple 3rd-party integrations. The integration of SearchSpring allows for personalized shopping experiences that help convert users to customers, shown by a stable conversion rate that remained steady through the launch of the new website.



Northern developed the new Rexall PostScripts website, which brings prescription delivery services to customers with ease. The new digital experience is a multi-lingual, fully accessible, fully upgraded Magento site that has improved Rexall's intake process for registration. A key technical upgrade for this project saw the replacement of Rexall's Existing Moneris payment integration with Bambora. Built with mobile usability at its core, the site helps clarify patients' next steps through communication via unique email confirmations.

## Rexall Direct

In addition to Rexall's PostScripts website redevelopment, Northern also redeveloped the Rexall Direct website and created a digital marketing campaign which was implemented to push traffic to the new website. The new Rexall Direct website allows customers to order prescriptions directly to their doors with free next-day delivery. The campaign will run throughout the remainder of Rexall's fiscal year promoting the service to users searching for relevant services.

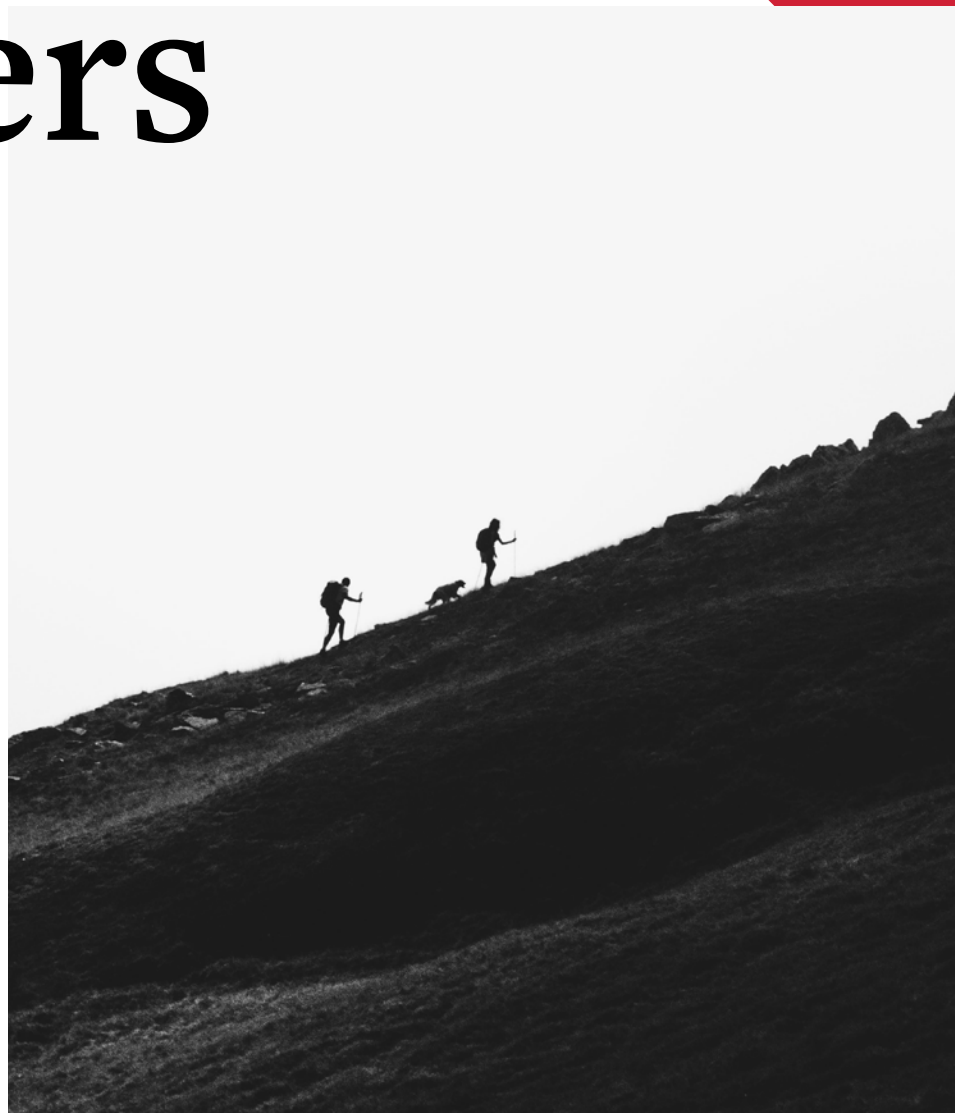


## evergreen

Evergreen Juices partnered with Northern to develop a new eCommerce site using Shopify to help them expand into new markets and retail channels. Northern also re-branded Evergreen Juices with new packaging designs and wholesale marketing collateral, and initiated its digital marketing set up to scale growth efforts in 2022.



# Technology Partners



ACQUIA

 Adobe

 Meta

 Drupal™

 BIGCOMMERCE

Google

 *shopify*

 salesforce

 KLAVIYO

Northern is proud to partner with best-in-class technology platform partners.

By leveraging leading technologies, Northern has helped clients across North America achieve award-winning results and trend-reversing revenue gains. Northern's implementations have processed billions in revenue for online retailers and reach millions of consumers every month.



# Our Values

Northern is a team of innovators and creative thinkers. We are explorers by nature, continually pursuing excellence for ourselves and our clients. Our values are our compass—guiding us and defining what it means to be a Northerner.

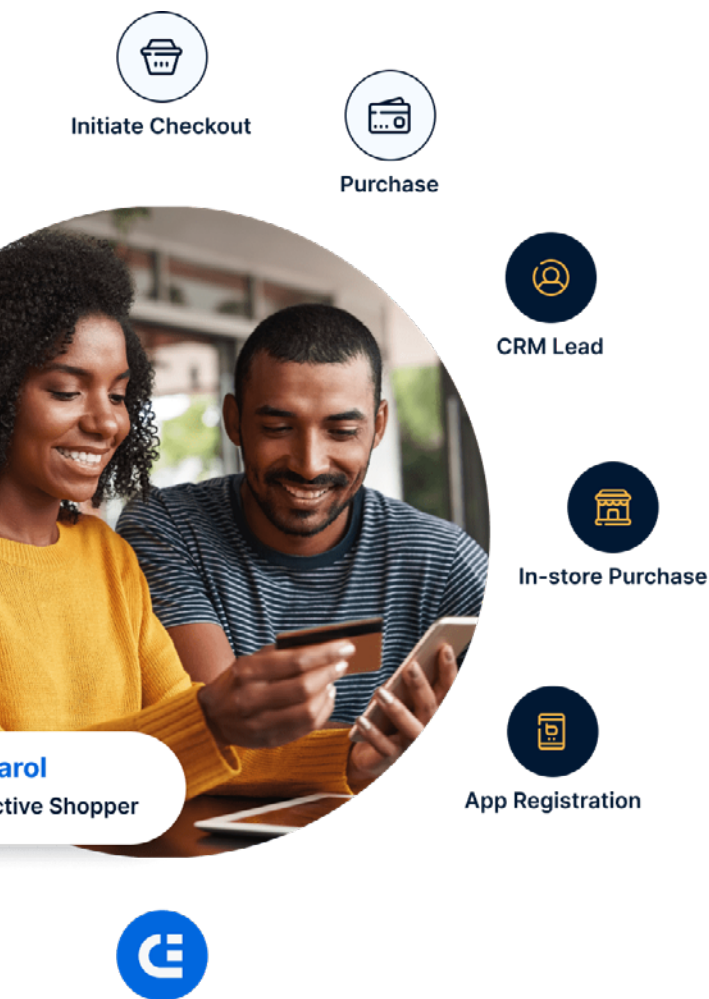


## Our Values

### Innovation

We're curious and hungry to learn. We explore, innovate and push the boundaries of possibilities, constantly challenging the status quo. We embrace change and remain versatile in our pursuit of continual improvement.





## Innovation

# convertevent

In 2020, Northern announced the launch of ConvertEvent—the leading Facebook Conversions API solution. ConvertEvent allows brands to easily implement Conversions API with no additional development overhead or maintenance required.

In 2021, ConvertEvent launched its new digital experience, streamlined sales and technology processes, and expanded its user base. Our clients have seen increases in the number of purchase events tracked, revenue from new customers, and audience growth for retargeting lists.



Some of our clients using ConvertEvent:



SPORTCHEK

boathouse

Mark's

tentree

```
1 // ConvertEvent
2
3 <script src="https://example.com/ce.js"></script>
4
5
6
```



EVENTS	CAPI COMPETITORS	convertevent
PAGEVIEW	Browser Only	Browser + Server
VIEW CONTENT	Browser Only	Browser + Server
ADD TO CART	Browser Only	Browser + Server
PURCHASE	Browser + Server	Browser + Server

## Innovation

# Connected Workplace

In 2021, Northern introduced its Connected Workplace Program to develop a range of flexible working practices for Northern employees. The program positions our employees to successfully do their jobs in various environments that best fulfill their needs in a highly mobile, collaborative, and flexible work setting. Northern invested in technology and interactive tools to enable the best possible solutions for our employees and clients to work together when not possible to all be physically together.







## Our Values

# Community

Dedicated to our communities, we provide support in ways that create impact. We partner with nonprofits and charities, sharing our expertise to assist with their digital transformations and donating our time and money to their causes.



## Community Diversity, Equity, and Inclusion

Northern is dedicated to creating a workplace where people feel comfortable and empowered to bring their best and whole selves to work each day. In 2021, we formed Northern's Diversity, Equity, and Inclusion (DE&I) Committee to further this commitment.

Northern proudly became a member of the Canadian LGBT+ Chamber of Commerce (CGLCC) and now holds the Diverse Supplier designation with the organization. Northern also became a Rainbow Registered accredited business through the CGLCC and received the 2021 LGBT+ Business of the Year award. The LGBT+ Business of the Year award celebrates a business that is owned, operated, and controlled by an LGBT+ individual(s) that has made a significant contribution to the LGBT+ community in Canada.



Community



Through our Northern Cares (NCares) corporate social responsibility initiative, we supported local non-profits through a variety of donations, sponsorships, and volunteer work throughout the year.



Community



Northern and Fanshawe College are committed to their partnership and impacting the community with multiple initiatives and opportunities for students, including courses, internships, and co-op placements—with many students transitioning into full-time employees at Northern.

Shopify and Drupal™ Course

Taught by Northern's developers, students learn the fundamentals of developing digital experiences in their chosen niche market using Shopify's all-in-one commerce platform or Drupal's open-source content management system.



Digital Marketing Challenge

After a year that pushed eCommerce and digital marketing to the forefront for businesses around the world, Northern and Fanshawe College partnered to launch the Northern Digital Marketing Challenge for the second consecutive year. The Northern Digital Marketing Challenge is a co-funded, experiential learning competition that provided students with hands-on learning experience building, executing, and managing live marketing campaigns using Google and Facebook Ads for 15 local businesses.

- ▶ 60 Students
- ▶ 15 Small Businesses



Northern Digital Marketing Challenge

AT FANSHAWE COLLEGE





## Beyond First Purchase: Leveraging CLTV for Growth

Corey Dubeau, Co-Founder & VP Strategy

**NORTHERN**

WED-THU  
NOV **03-04**

**REGISTER NOW! REGISTER NOW!**



# How to be data informed in 2021

PRESENTED BY

 **shopify** × **NORTHERN**

DATE  
Tues. January 19<sup>th</sup>, 2021  
2:00 PM – 4:00 PM EST

For more details, visit the event page:  
[howtobedatainformedin2021.splashthat.com](https://howtobedatainformedin2021.splashthat.com)

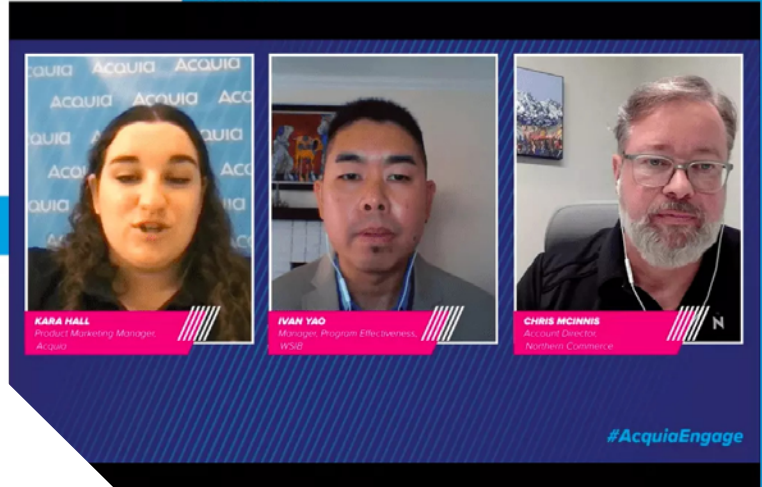


Alex Nisavic, Northern Commerce  
Senior Digital Marketing Strategist

AcquiaEngage

WANT SESSION: INFINITE BLUE: KEEPING UP WITH DIGITAL COMPLIANCE AND SECURITY? ACTIONS

OCTOBER 27, 2021/ 9:00AM - 9:15AM



KARA HALL  
Product Marketing Manager  
Acquia

IVAN YAO  
Manager, Program Effectiveness  
WSSG


CHRIS MCINNIS  
Account Director  
Northern Commerce

Chris McInnis, Account Director  
Commerce

Ivan Yao, Workforce Safety & Board

#AcquiaEngage

DrupalCon North America 2021 - Drupal Association



Event

DrupalCon North America 2021

Drupal Association

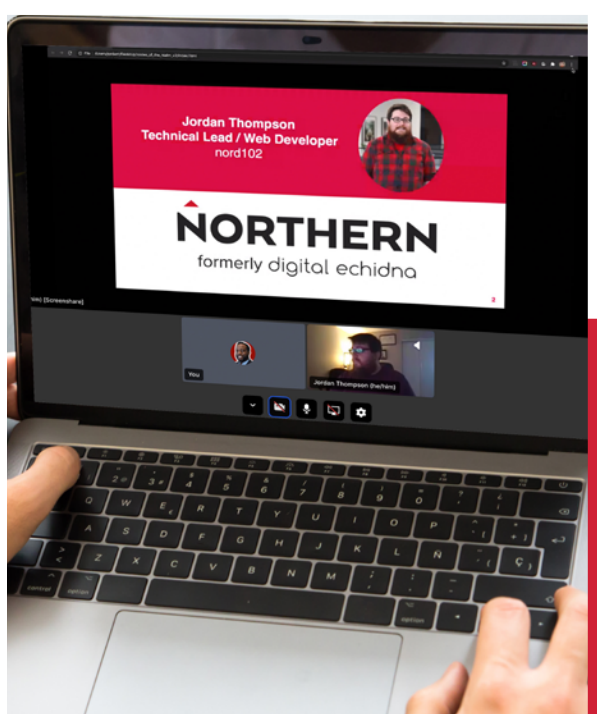
Event Offer

Special Offer: One-month free trial of DrupalCon!

Get One Month Free!

## Community Representing the North

Northern continued its commitment to be deeply involved in the partner community by attending and sponsoring multiple partner events. Multiple Northerners represented Northern through numerous speaking engagements throughout the year.



Jordan Thompson  
Technical Lead / Web Developer  
nord102

**NORTHERN**  
formerly digital echidna

## Community DrupalCon

Be Human, Think Digital

This year's DrupalCon united over 2,300 experts who create ambitious open source digital experiences. Northern contributed as a DrupalCon Gold-Level Sponsor to further its efforts and ongoing commitment to the Drupal Association. Several of our team attended the conference to learn, and many of our team also attended as speakers and educators presenting on various topics—some highly technical and others related to mentorship, digital marketing, and writing for the web.





Community

# Adobe Summit

Northern proudly sponsored the 2021 Adobe Summit—a key eCommerce event for our team to advance and share our knowledge, and to be some of the first to experience new Adobe products and services. Over 170,000 attendees gathered online to gain valuable insights, tools, and techniques for creating meaningful experiences and keeping customers engaged throughout the purchasing journey.



Community

# Acquia Engage

The two-day Acquia Engage conference brought together marketers, developers, and industry experts focused on digital business strategy. During Engage, Acquia announced Northern as one of nine Acquia Practice Certified Partners and presented Northern with two Engage Awards for the most innovative digital experiences built using Acquia products. Acquia declared Northern and Albany Law School as the Engage Award winner in the Leader of the Pack in the Education category. In addition, Northern and London Hydro were recognized as the Engage Award winner in the Leader of the Pack in the Energy/Utilities category.

# Growing Team

Northern has become one of North America’s most prominent agencies, employing nearly 200 experts in web development, digital marketing, and user experience design. In 2021, we welcomed over 70 new Northerners to the team and were recognized as one of Canada’s Top Growing Companies for the second consecutive year.







Community  
Culture

At Northern, we don't just work together—we have fun together too. Numerous virtual and in-person events such as bi-weekly catered lunches, Friday Happy Hours, team and cultural events, Northern's brand launch celebration, the annual Achievement Awards, and Holiday Party brought us all together throughout the year. Northerners also recognized the importance of self-care and work/life balance, enjoying customized care packages, full health and wellness benefits, and a full week of holidays in December to refresh for 2022.



Our Values  
Excellence

We deliver value and craftsmanship through our teams and stand behind the quality of our work. We display our integrity by remaining transparent and accountable. We're committed to professional development and growth.



Excellence

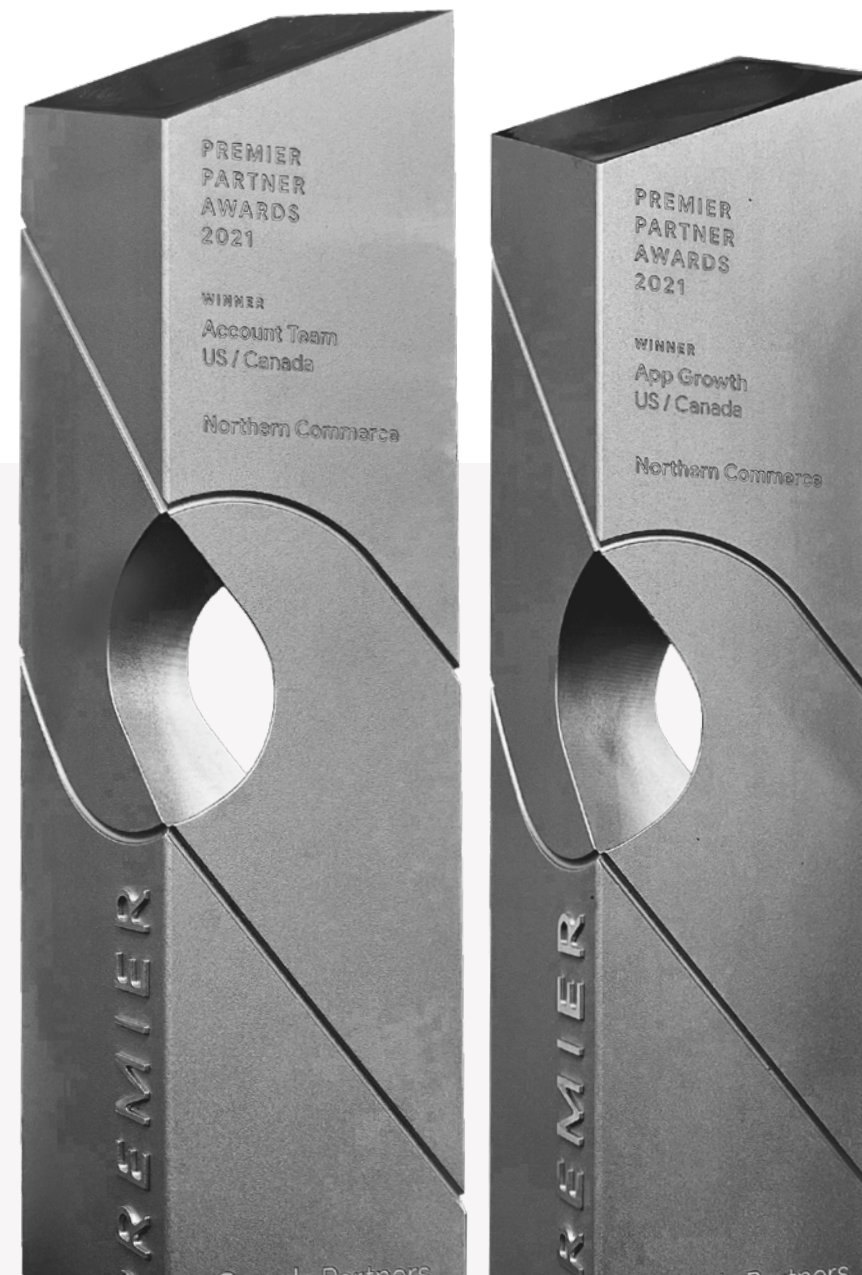
# Google™

## Premier Partner Awards 2021

Award Spotlight

We are the proud winner of two 2021 Google™ Premier Partner of the Year Awards.

Northern received the Account Team and App Growth awards for our work with Rexall, building awareness for the pharmacy retailer's innovative wellness, loyalty, and rewards program, Be Well. This marked the second consecutive win for Northern, competing against the top Google agencies across North America. Being the first Canadian agency to win in multiple categories is a testament to our team's ability to deliver best-in-class results on an international scale.



# Industry Awards



**Best Workplaces™**  
for Mental Wellness

**Best Workplaces™**  
in Ontario

**Best Workplaces™**  
for Women

**Best Workplaces™**  
for Giving Back

**Best Workplaces™**  
in Professional Services

**Best Workplaces™**  
for Today's Youth



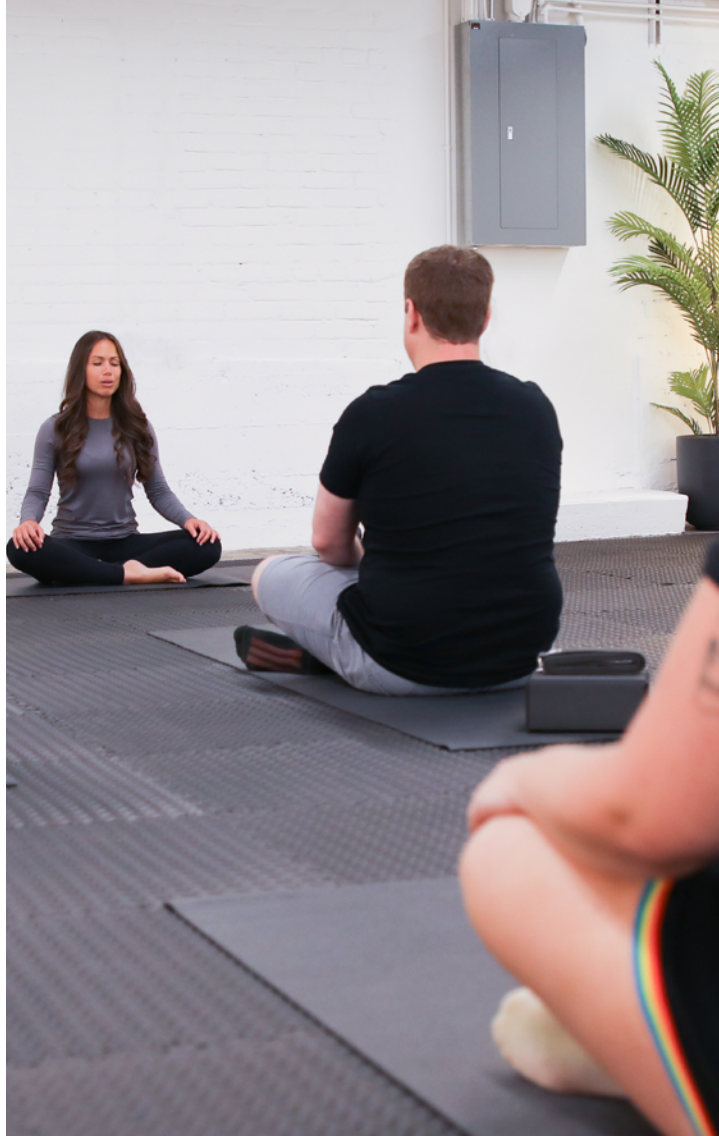


# Office Expansion

## First Floor

To accommodate the growth of our team, we expanded our office to include an additional floor that features more offices, a wellness area, a kitchen, and an auditorium-style education space for presentation and office functions.

- ▶ Wellness Room
- ▶ Office Space
- ▶ Yoga Space
- ▶ Kitchen



## New Patio

This summer, Northerners enjoyed our fresh new office patio, where our team can relax, unwind, and socialize. Our patio has three covered cabanas with power for an outdoor workspace, a putting green, cornhole game, a cozy firepit, and plenty of casual seating for all our teams' physical distancing needs.










# Northern 360 Experience

## Digital transformation support.

Helping clients mature through digital transformation requires partnering for lengthy periods, often years. So we establish healthy relationships early and build on them as we grow clients toward digital maturity.

Northern 360 is our client experience program. It's a wraparound service that every client receives and includes teams that collaborate to orchestrate an elite client experience.

-  Automated System Monitoring Team
-  Accounts Team
-  Call Centre Team
-  Support Team
-  Emergency Response Team

# Looking ahead to 2022.

We're excited to continue driving exceptional results for our clients, fostering our relationships with our partners, and continuing to challenge the status quo.

Thank you to our phenomenal clients, partners, community, and teammates for another year of growth and success—we look forward to seeing what lies ahead in 2022.





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