

Jeremy Blossom:

Hello everyone and welcome to the Secrets of Marketers podcast, the only podcast you can rely on to give you real, raw, unfiltered marketing advice covering the latest tips, tricks, and tools that millionaire marketers use to make money online. I'm your host Jeremy Blossom. Sit back. Relax, and let's start discovering the true secrets of marketers. (silence).

Jeremy Blossom:

Hello everyone and welcome back to another episode of the Secrets of Marketers podcast. I am your host Jeremy Blossom. I have a real treat for everybody today. I have Mr. Steve Hartmann. Welcome to the show Steve.

Steve Hartmann:

Hey, Jeremy. How are you doing?

Jeremy Blossom:

I'm doing great man. Thank you so much for joining us. For those of us who've seen our promos for the last few days Steve is the head of integrated marketing for Experian. You my friend have got over 18 years of advertising experience under your belt. I have known you now for about maybe what... Maybe actually longer, for or five years now?

Steve Hartmann:

Yep. I think so.

Jeremy Blossom:

We talked about getting on the show for a long time. I'm so happy that we were able to make today work. I want to get right into it. One big thing that I wanted to start off with everybody is I'd like people to hear from you about your background, where you came from. In your own words tell us about Steve Hartmann.

Steve Hartmann:

Let's see. I think my experience is generally in digital acquisition marketing. I've worked for a lot of subscription services. I was a first marketing hire at eharmony, God back in 2002. Going from there had a couple of startups and then became the head of marketing for GameFly which was the Netflix of video games at the time, and stayed there for about six years. Then went back into the startup world a little bit, did some consulting. Did some consulting for you.

Jeremy Blossom:

Yep. Yep.

Steve Hartmann:

Landed at Experian about four years ago. Wasn't really sure what to expect. Biggest company I'd ever worked for, publicly traded. It's a credit bureau and really wasn't sure because I'm coming from such a kind of a direct response, acquisition marketing background to this enormous company that yes the

population is big but establishing the brand, and thinking about things beyond just member acquisition and growth come into play.

Steve Hartmann:

I've been running all the big media there for a few years now. It's been awesome. It's amazing. I hope I can share some good insights from startup world to now when we're in this different level of media and marketing.

Jeremy Blossom:

You're being so humble. I love how you say different level. You guys, for everyone who's listening this is why I was so excited to have you on the show, because there are very few people that had both sides of the coin, from the startup world to this publicly traded enterprise world. The amount of experience that you've gained, being able to sit and even consult with companies like myself, you really do have such a great blended background that a lot of people can leverage.

Jeremy Blossom:

But let's back up a little bit into what you've seen from a trend perspective. Head of GameFly, the Netflix of video games. Doing a lot of digital direct response customer acquisition into Experian. If you want to share, what were some of the big strategies that you were doing at GameFly, and then what are some of the bigger strategies, if any, that you've taken into Experian?

Steve Hartmann:

You know honestly even startups before GameFly, or after GameFly that I went to that were even earlier stage at the end of the day you're spinning media to drive some sort of an action. Even with this big budget that you want to make sure you're creating some brand awareness, and some brand equity with your spend. At the end of the day I'm still trying to drive orders, new members, new enrollments, whatever it is.

Steve Hartmann:

The difference is when you're at a startup, or a tighter budget company it's harder. You're starting at ground zero. You're doing more the growth hacking. I don't like the word growth hacking but it is what it is.

Jeremy Blossom:

Yeah.

Steve Hartmann:

You're doing the early things about defining who your customer is, and aligning your product to that customer's needs. Where do you find that customer for really cheap? How do you find it in a viral way? Is it content? Is it social? Is it email, things like that?

Steve Hartmann:

That's just tough. It's tough right there. Then when you come to this big company you have all those data points. You know who your customer is. You know probably where you can reach them. You've

probably tested everything you could test as far as the funnel and the optimization of the product, and the customer experience but you still have the same KPIs.

Steve Hartmann:

It's just a different way of using it. You have more dollars, and more money, more problems? I don't know. You have more money and resources to find these customers, and get them to your site, and get them to convert.

Jeremy Blossom:

Yeah. That's a perfect transition into the next question I have for you. You said it best, and that's one of the things I love about you is that you do acknowledge that in a startup environment you really are doing a lot of data, growth hacking... True, I don't like that expression either but a way of understanding does this channel work? If so, how does it work? How does it convert? What are the numbers behind it?

Jeremy Blossom:

There's no shortcut to it. You've just got to spend money. You got to get in the trenches, roll up the sleeves and get to work on that. That is ultimately the hardest part. I think it's refreshing for a lot of marketers who are listening to this that are not at the 200 million. I'd say probably everybody listening to this except for you is probably relieved to hear that that is the tough part because every dollar counts at a startup right?

Jeremy Blossom:

Every dollar needs to yield some type of result. What are some of the problems that you face? How does it differ from startup problems? Obviously you said it too, that we're always looking at KPIs and the KPIs are the same across every business no matter how big they are. We're all looking to the same KPIs. Can you talk about some of the things that you have to face, and what are the issues that you're facing running such a huge budget?

Steve Hartmann:

Yeah. Yeah, I think it doesn't matter what size company you're in. I think two of the biggest factors in getting a successful marketing strategy is measurement attribution and combination of the two.

Steve Hartmann:

There's channels that you know exactly this person paid search. He searched for this term. He came in. He did this. He signed up. Good to go. Easy. But then there's something like podcasts, or OTT, or digital video sometimes. Maybe not digital video as much but these channels that there's some disconnection in between the airing or the listening, whatever it is to the conversion and tying those things together. I mean it's hard.

Steve Hartmann:

It's like you almost need to spend a certain amount of money to feel the impact. If you're running a podcast campaign you're not going to feel it week one. You're probably not going to feel it week two, maybe not week three. You need to get that frequency out there. Unless you have a promo code on there that's giving away something great that they're going to use every time it's going to be hard to

attribute a new customer to that podcast, or to the podcast buy say. I'm not sure why I got into podcasts but that's just one channel that-

Jeremy Blossom:

Yeah it's a good example I think.

Steve Hartmann:

Yeah. It's hard [crosstalk 00:09:29]-

Jeremy Blossom:

How are you supposed to measure that impact? Because you download a podcast and they don't have to be connected to the internet or anything. They've got it on their phone. They could be mowing the lawn or going on a hike and listening to this and then they take you up on the campaign or offer that you've put in that podcast but that even could be several days or weeks after they listen to that podcast.

Jeremy Blossom:

I don't know. I think that's a perfect example because what I hear you saying is that the bigger you are and the more money you spend obviously the tracking is going to be much more of an issue. Drilling down specific measurable impacts that an ad is having becomes way more convoluted because you're on every channel. Literally there is not a channel you guys are not on right?

Steve Hartmann:

Sure.

Jeremy Blossom:

I could see that. Is it fair to say, and if I'm totally wrong call me out on this, but is it fair to say that all in you guys are looking for ticks up right? Ticks up in whether that's overall customers that you guys are onboarding at Experian, more money, revenue. Is it these micro ticks or are you actually like, "No, we're looking for a sweeping move toward this one offer," that you guys are promoting at that time? Can you get into what it is that you guys are looking for from a 30,000 foot view so to speak?

Steve Hartmann:

Yeah. Honestly it's like that old school pyramid that's like awareness, consideration, conversion or whatever.

Jeremy Blossom:

Uh-huh (affirmative). Uh-huh (affirmative). Yeah.

Steve Hartmann:

That's reality right? You have upper funnel which is broadcast radio or audio, podcasts, things like that. You're bringing in the wide group. Then you have the consideration group which might be that mid funnel which is like digital video, paid social, digital audio, programmatic, whatever. Then the bottom is paid search, SEO, affiliate lead gen, things like that. It's that whole thing.

Steve Hartmann:

That's the reality. For me I know that if I'm buying a spot in the NFL playoffs it's going to trickle down, and all channels are going to go up, and that's just the reality of it. When we're talking about that mid funnel, those things are usually harder to make work but very measurable. I know my paid social performance, and have that ability.

Steve Hartmann:

As you go down the funnel it's obviously even more measurable. I feel like everyone has a hand on that bottom part, but figuring out if those upper funnel dollars are working for you, that's the hard part. But obviously if it's an NFL playoff spot you pretty much know right away your traffic. You come to your site. You look at your site traffic.

Steve Hartmann:

You look at your SEM brand. You look at your SEO. Everything is going up. You're like, "Okay, that's pretty impactful." If you're running on MTV late night that has 10,000 viewers you're not going to see it as much right?

Jeremy Blossom:

Yeah.

Steve Hartmann:

We have to have tools in place to try to connect the dots and making sure that the impact of that MTV spot, that it still makes sense and still backs out from a cost per acquisition, or cost per action basis.

Jeremy Blossom:

That's what I thought was really fascinating to me. I've asked you. We have our little ad network. I'm like, "Hey, is there anything we could do together?" Of course you would love to do something but the reason why you normally don't or haven't is because we don't have enough scale to even do anything from that top line. It would just be lost.

Jeremy Blossom:

One of the big things that almost does make your job harder in a lot of ways. "As a startup business, yes, and you had a financial product. We've got the financial network. All day long Jeremy let's do some business together. You got a really good audience for me and you could measure it." That's great from [inaudible 00:13:56].

Jeremy Blossom:

There's a lot of advertising opportunities as a startup. Experian, your audience base is huge. It's everybody over 18 pretty much so it's huge. You guys have got a ton of budget so for you it's the opposite. It's like okay, sure there plenty of podcasters out there but which ones have the biggest reach? You're going to try out this new channel.

Jeremy Blossom:

You hear... I'm sure everyone comes to you, "Steve, I've got this great advertising channel," and you would love to test it but it's so small and there's not that scalability there that you don't even try it because it's like you can't measure it. It's just too small.

Steve Hartmann:

Right. Honestly I don't usually feel that way because if I have a channel that works let's keep going right? Let's go with that.

Jeremy Blossom:

Yeah. Yeah.

Steve Hartmann:

If it's a email newsletter and it's backing out for us but it's only a couple grand a month whatever, you know?

Jeremy Blossom:

Okay, yeah.

Steve Hartmann:

Maybe in six months that goes to 10 grand a month. You can't dismiss things like that. We're all about efficiency. We talk about that stuff all the time. If we find something that works let's do it, and let's build it. Or let's do it, and then let's find 10 other people that are doing it the same way so we can get that scale.

Jeremy Blossom:

Yeah.

Steve Hartmann:

I definitely don't discredit the smaller-

Jeremy Blossom:

Oh, okay. Good. Yeah. You'll try that. You'll go and explore and try to get into that too. Because I'm always wondering is it just too small or is there actually opportunities where you will grow in scale if it's a viable and it is backing out in some way. Digital probably is a little bit easier, a lot easier just because it's so much easier to measure than let's say like a podcast, what a smaller podcast would be.

Steve Hartmann:

Right.

Jeremy Blossom:

Yeah. That's interesting. Okay. What are some of the things that... Those are some of the challenges as a big advertiser. Where do you see... What are you excited about? How do I get a \$200 million ad spender excited about something that's happening right now, and what is that for you?

Steve Hartmann:

The growth of just automation in advertising is good. I hate to be so reliant on the big two publishers out there that take up everybody's, 80% of their budget. But they're always going to be there. You need them. But for us we were excited to test some of the new up and comers, the TikToks, and Snaps that are doing great things.

Steve Hartmann:

Their audience isn't just 16 year olds honestly. Snap said this week that they have more customers over 25 than Twitter. If you think about Snap, who you think would be there customer is you're like, "Oh, probably grade 18 to 24," but they're growing. On their SportsCenter three minute clips every night they have more viewers than ESPN Network does.

Steve Hartmann:

There's some cool scalable digital partners that are out there that are exciting. For me I think back to the automation thing is the automation of things like Spotify, and Pandora. And Roku just bought a DSP, dataxu. It's like I'm buying Roku TV ads or whatever, streaming ads, the way that I buy digital. Audience targeting, and creative optimization, and all the cool things that you love about digital because it's so shapeable.

Steve Hartmann:

You all of the sudden had that opportunity with a streaming ad buy, or a audio buy on Spotify. I think those things are really cool. I think this is one thing I'm going to go back to you on and kind of jumping around but kind of not, back to the automation thing. You hire marketers all the time. You're an acquisition marketer. You understand performance and what it takes to pull levers to make campaigns work.

Steve Hartmann:

I feel like the automation is almost taking that part away, like the stuff that we came up learning and knowing, and how to really get a campaign to work for you, now it's just like, throw all this creative to the publisher. Let them figure it out. Let the AI work for it and spit out the optimal media buy. The hands on part is taken away from it. I'm always trying to find those hands on guys but they're hard to find now.

Jeremy Blossom:

Yeah. You know it's so funny. I literally today, at 9:00 this morning I had a webinar that I was doing and that's exactly what we talked about. There has been a switch. I'm glad that you brought this up. It's cool that you are seeing the same thing. There's been a definite switch where you are now running into over-engineering campaigns.

Jeremy Blossom:

It used to be we would go to a big media channel, especially a digital channel, and we'd have to really work that network. You really had to work Google's algorithm and really have somebody with high touchpoints.

Jeremy Blossom:

Now you want to create a lot of good creative and get the heck out of the way, and let that algorithm fire. That's how... We're seeing the exact same thing. YouTube has been our number one channel this year from spend, performance wise, for us in the financial publishing side.

Jeremy Blossom:

The big epiphany was is our Google rep came in. We got a new one. He was talking to us. He basically was like, "You guys are way over-engineering this." He goes, "Do this," which is what you just said. "Create some really, really good, strong content, some good ads, and let Google and YouTube do the rest for you guys. It will work." Sure enough we got the best scale doing that method. Kind of cool that you are also seeing that on your end.

Steve Hartmann:

Yeah. No, for sure. It's like nowadays search is the only place where you really are super hands on, or can be super hands on with the bit management and stuff. Everything else it's like you set limits and then just let it go.

Jeremy Blossom:

Let it go.

Steve Hartmann:

Creative, I want to go back to that-

Jeremy Blossom:

Yeah. Yeah. Yeah.

Steve Hartmann:

... because that's something that you're really big on, and your agency is really big on is... Even before that need you always just had tons of creative, like, "Keep going. Keep going." That's the thing that it took a while for me to get used to, and for my creative agencies to catch up to is when you're running on all these networks, and some of them have creative out there that's a lot quicker than others, kind of like Snap and TikTok are those, Instagram stories, things like that.

Steve Hartmann:

The volume of creative assets that you need, it's kind of mind boggling. The briefs I used to get I'd get like two or three digital concepts, maybe two to five digital concepts and I'd run those for like a couple of months. Now it's like I need 20 at a time.

Jeremy Blossom:

Yeah.

Steve Hartmann:

Yeah.

Jeremy Blossom:

Yeah. Same. You've seen ad fatigue happen faster but also the more you give the beast, that's what we call these algorithms, these beasts, the more you feed the beasts the better the things do for you. That has been another trend. Do you see a trend... Are you fading or going away from something that you normally would have even 10 years ago, 5 years ago been like, "Oh, this is amazing?" I've talked to some marketers who are like, "You know I'm actually taking a closer look at TV again, because everyone is coming away so I'm getting better rates now."

Jeremy Blossom:

Are you seeing any of that? Are you zigging when people are zagging? Are you fading something that you thought, "Wow, I'm surprised that we're not spending as much in this channel anymore?"

Steve Hartmann:

I think on the other side of it... Honestly I think the traditional web digital display campaigns, even programmatic I'm moving away from and going more towards app as the acquisition tool. That's just where everybody is now right? Everyone is on mobile. All the impressions are on mobile. Really easy to get a tap to download CTA. People can download the app and register days later when they have time, continue to do what they're doing, continue their scrolling, whatever they're doing.

Steve Hartmann:

For us that cracked the code on digital channels that weren't working for us. For a while we couldn't really make Facebook web work for us. It was expensive. It's just too much. People don't want to leave their feed to go to a website to sign up through the whole four page registration process you know?

Jeremy Blossom:

Yeah. Yeah.

Steve Hartmann:

It's just a lot to ask when people are doing something else while they're consuming their own media. Having that frictionless, or low friction app install kind of CTA touchpoint, whatever, allowed us to play in these channels and partners again.

Jeremy Blossom:

Yeah. That's cool. I do see that happening more and more where these brands have come up with some sort of an app and they've really pushed it. I saw you guys do the same thing with the Boost that you guys came out with that was all centered around that. You're collecting that first party data.

Jeremy Blossom:

I know we didn't necessarily talk about this before the show but I'd love to get your input on... I think Apple or somebody was saying that Safari is now getting rid of the pixel data on some of their sites. Are you paying attention to some of that right now? Are you like, "Nah, I'm not too concerned?" Where are you at with Google's announcement last year that they're going to be moving all third party pixels from their browsers? Safari just started doing it last week. I'd love to just pick your brain on your perspective, what you think about that.

Steve Hartmann:

Makes it hard. Data is king. I've worked at Experian and I know this. We're the data champions. It definitely makes it hard right? You're trying to get as much data around your customers, potential customers, lookalike audiences as possible. They're removing that option from a good portion of the inventory that's out there. People ask me that question a lot and I always say it doesn't impact me as much as most because we do so much app. We're already used to not being able to have that data, the data touchpoints like that.

Steve Hartmann:

Now that we are going back and testing some more web stuff and it's like you're just relying on the partner to give you the data versus what used to be readily available. It causes extra friction that we don't want. It forces us to try to be smarter, but giving us less tools to do so. Yeah.

Jeremy Blossom:

Yeah. Right.

Steve Hartmann:

It's a problem.

Jeremy Blossom:

I called this earlier this year. I said that we were all part of the big pixel war for years. When all these pixels got so smart everybody started utilizing them for all their digital which makes a lot of sense. But we all saw this coming. As soon as Google announced that I've been saying that we're now going to be entering into the lead gen war.

Jeremy Blossom:

Having that ability to have direct communication with your customers outside of Safari, Google, these big browsers, is essential. It's cool to see that such a big brand like Experian saw this coming way before I did and you guys were like, "Yep. We're going to get people to not only do lead gen." You took it to the next level. By having an app you can have in app communications with your audience, with your prospects, and you get so much more data.

Jeremy Blossom:

Being the data kings that you guys are it makes sense that you guys would go this move. It's super cool to see big business and big brands see this coming a mile away and see the tactics that they're using because I guarantee you that's what we're going to start to see. You're going to see more and more publishers convert into apps which they already have, but they're going to be pushing those more often.

Jeremy Blossom:

They're going to be following a lot about what you do. You, Steve, are the trend setter. What you do and the decisions you guys make at Experian is what other people are going to look to you to try to say, "All right, how'd they do it? How are they getting around that? How are they being able to do it?" And they will. For everybody who's listening right now if you don't have an app or some way to get first party data and have a strong communication with your audience, and you're relying on this third party pixel, you're going to be in trouble. That's how... Anyway. Are you going to say something? Go ahead.

Steve Hartmann:

I was going to say it's all about engagement. Whether it be an app with push notifications or just a really kick ass CRM strategy, customer journey strategy as well, all those... You want to get your customer engaged with your business in whichever way you can. If it's, what's the easiest way to do it? What's the way that fits this, that seems like the most frictionless behavior that could get them back? That's what you try to do right? Email open rates are probably dropping.

Jeremy Blossom:

Yeah. 100%.

Steve Hartmann:

I think especially even now with the situation that we're dealing with in the world it's like every brand is talking to their customer but what are they saying? They're talking about COVID. They're talking about their stance on the social issues that are going on. You're trying to sell them on something in the middle of that and it really gets lost. What's the best way to break through that kind of noise, that-

Jeremy Blossom:

Tell me. That is a great question. What is Experian and what are you doing to change your marketing in the midst of a global pandemic? This is crazy. My kids were in school and now they're not in school. Everyone's lives have been turned upside down. How have you navigated this whole global pandemic and all of the other things that have happened this year in 2020?

Steve Hartmann:

We're lucky because we have a product in Experian Boost that actually helps consumers. We didn't feel bad still advertising during that time. We switched our creative messaging a little bit and talked about more of the benefits of our product and why it helps everybody, and why it helps you if you're in a time of need. We talk about how it's free.

Steve Hartmann:

You can get this for free and we're actually helping you. The product actually helps you improve your credit score instantly. I didn't feel bad pushing while everybody was pulling out because of the product that we had. But it also allowed us to capture really great rates. We were able to really take advantage of the situation without really taking advantage you know?

Jeremy Blossom:

Yeah.

Steve Hartmann:

I just went at it like we normally would but changing the messaging a little bit and then just being really cognizant of where we were advertising. If we were buying a CNN spot I didn't want to run our funny John Cena ad. I wanted to run a testimonial talking about how one of our customers was able to save money on their car payments because of Experian Boost.

Steve Hartmann:

That's the type of thing that we did and we really paid attention to the different channels and the different partners, and where we were running, and tried to make it less about making money and make it less about having fun with it, and more about really just conveying the message of we can help save you money during this time. We can help your financial stability. We can help build your financial security, things like that.

Jeremy Blossom:

Yeah. That's brilliant. I want everyone to... I want to touch on this for a second. I think that's absolutely brilliant. Marketing 101, it doesn't matter how big of a business you have... This is what's so important. You guys are spending more money than anybody who's ever been on the show and yet you're using a tactic that is absolutely fundamental to all marketers and all advertisers which is join the conversation.

Jeremy Blossom:

What is the conversation happening inside of your audience's mind? In COVID unfortunately a lot of people have lost their jobs. A lot of people were furloughed. A lot of people were laid off. A lot of people were uncertain about the future. I know I certainly was. Instead of being funny, and comical, and try to be completely unaware, unempathetic to what's actually happening you guys said, "No."

Jeremy Blossom:

"Let's talk about how if you have a better credit score you can actually save money. We could lighten the burden that you're going through right now by boosting and it's going to happen right away." That's brilliant. I love that you have that type of pulse. Every phenomenal marketer that I've ever met in my entire life has the same thing in common with you Steve, that you are empathetic, that you're an empathetic person that gets it.

Jeremy Blossom:

You're like, "Why would I go and run..." You know what I mean? That's just like, it's so counterintuitive but yet there's so many brands who we've all seen them do this, some big, big brands run the most idiotic ads at the wrong place trying to take advantage of the situation where if you really know your product, that's because if you love your product and love the business that you're in which you do at Experian, then you guys are all about helping other people.

Jeremy Blossom:

You're finding a way to use what your product does best and do it. When life is great and the stock market's going to the moon, and unemployment's at all-time lows you could have John Cena be really be really funny about your products and service. When the world's coming to an end and everybody think the world's going to come apart and they want to save money, and they're looking for ways they could lower their expenses... You know your product so well, and you're empathetic. You were able to feed that same demand.

Jeremy Blossom:

We too saw a dramatic decrease in advertising cost across the board, I mean especially digitally. I mean it was phenomenal for us. Like you, people are looking for information about their portfolios, how to protect their portfolios, how to take advantage of portfolios. We saw an increase. We just did the same thing.

Jeremy Blossom:

We just switched our messaging to be empathetic to the situation that's happening right now and yet give them the thing that they are looking for. People are looking to save money. You guys provided the product for that. People are looking for advice. We provided the product for that advice.

Jeremy Blossom:

Anyway, I just wanted to touch on that. That's really smart that you guys were able to do that and a really perfect example of tactically, I mean very tactically, how you were able to go into even a really specific source on a huge budget. I know you're spending a lot of money on TV so to change it out down to that sources is awesome.

Jeremy Blossom:

Okay. I end every single episode, Steve, with the same question. I'm going to do the same with you. It is, how do you get inspired or stay inspired as a marketer? You are again at the head of running a \$200 million campaign every single year and you've got so much to navigate and deal with as a big business. What do you do? How do you do it?

Steve Hartmann:

Honestly I still... I'm a performance marketer at heart and when I get up in the morning I, like everybody else, grab my phone, check emails, texts, whatever. Then I log in and check performance from the prior day. I check every channel, how we compare to the week prior, to the year prior, to the month prior. That energizes me. It gets my head thinking and it gets me... If we have a good day I'm fired up.

Steve Hartmann:

If we don't I come up with all the questions that I need to ask my team as to why. Again if we have a good day how do we duplicate that? Are we doing all the the things that [crosstalk 00:36:04] same things? It's like I get motivated by performance.

Steve Hartmann:

I remember when I was at a startup, and the last startup I was at, HelloTech. When we first launched that first week, and the first couple of orders that came in off of the digital channels, it's like, "We got two orders today. We got ten orders today," right? I would just-

Jeremy Blossom:

Yeah.

Steve Hartmann:

... [inaudible 00:36:30] every day. Now I'm at this publicly traded large company with much larger budgets and it's just a different level of performance. It's not one, or two, or ten. It's thousands, but it still energizes me the same way. That's the thing. It doesn't matter if you're spending \$10 or \$10 million. You still want to make those dollars work for you in the same way and you still get jazzed when they do.

Jeremy Blossom:

Yeah. It's really cool. Like I said I've known you for a long time and that is exactly what you get fired up to talk about. Any time we ever catch up you've got... It's always numbers driven. You're looking at it and you're like, "Hey, I'm really liking this direction of this," or, "This is really, really cool. I don't understand why this is happening here. We're figuring it out."

Jeremy Blossom:

It's really cool for I think everybody here listening to this is that the guy that literally has a huge budget and has a huge team is still every single day on his phone looking at the numbers. At the end of the day you are numbers driven. That's what all great performance marketers are.

Jeremy Blossom:

It's black and white. You either did it or you didn't do it. If you're not doing it you want to know why. That fires you up. If you are doing it you're like, "Great. How can I do even better?" Each one of those cases makes you who you are today. It's why you're in the position that you're in.

Jeremy Blossom:

You've gone a long way with your career. I know that this is the very beginning so some big, big things in your future man. It's been an honor dude. I can't thank you enough for taking the time out of your day, I know with everything that's happening to spend it with the Secrets of Marketers podcast. Steve, you've been amazing man.

Steve Hartmann:

Awesome dude. Thank you for having me. Great to catch up with you too before and after this. Yeah. Keep it going man.

Jeremy Blossom:

Thanks dude. If anybody has any questions what's the best way for them to find you? Should they go on LinkedIn or how could they get in touch with you?

Steve Hartmann:

LinkedIn works. My email is steve.hartmann@experian.com. You can find me there as well. Yeah. I mean LinkedIn is probably the best way.

Jeremy Blossom:

Great. Guys, go to LinkedIn if you had any questions about Steve, anything that was on this episode. Again man, thank you so much for your time. We'll definitely have you back soon.

Steve Hartmann:

Absolutely. Take care man. (silence).

Jeremy Blossom:

There you go. That concludes another episode of the Secrets of Marketers podcast. Thank you guys so much for listening. If you're looking for even more content, more ideas, more things that you can do today to help grow your business then head on over to my Instagram page [@secretsofmarketers](#). I've

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got a bunch of content on there and we are giving you guys access to all the behind the scenes stuff that go into making these episodes happen as well as even more content that you can start to apply to your business today.

Jeremy Blossom:

If you guys like this show then help me spread the word. Go to the podcast page on iTunes and leave me a review. It's how I can rank well and how other people can find me. Go for it. Thanks for making my dreams come true. Now go make yours come true. Thanks again. (silence).