



## Past Performance Lists

Andio, LLC will leverage the past performance of both Mentor and Protégé members as permitted under SBA and FAR regulations.

Relevant examples include:

iostudio

CLIENT	PROJECT TITLE	SCOPE OF WORK	CONTRACT VALUE	PERIOD OF PERFORMANCE
U.S. Navy	Navy Recruiting Outreach & Engagement	CRM, Outreach & Engagement (Contact Center, Email, SMS), Software Engineering, DevOps, SecOps, M&O, Analytics)	\$16,313,328.44	5/20/2021-5/19/2021
Key Results	<ul style="list-style-type: none"><li>Developed custom lead management system for operational efficiency and lead scoring model implementation</li><li>Implemented a "Direct Connect" process that reduced time between interest and contact from 7 days to 7 minutes</li><li>Successfully connected over 90% of interested leads with their local recruiter via phone in FY24.</li><li>Sent over 100 qualified and interested hard-to-fill medical leads to the field in FY24</li></ul>			
Army National Guard	Nationalguard.com Multimedia Operations Program	Website design & hosting, CRM integration, DevOps/SecOps, Recruitment Marketing, and lead nurturing	\$30,940,152.86	5/25/2022-5/24/2027
Key Results	<ul style="list-style-type: none"><li>Over 10M visitors to the website in FY24</li><li>415,576 leads collected and processed through the Army's Recruiter Zone</li><li>18+ years of continued support for the Army National Guard</li></ul>			



## Yes& Federal

CLIENT	PROJECT TITLE	SCOPE OF WORK	CONTRACT VALUE	PERIOD OF PERFORMANCE
FEMA	National Flood Insurance Program	Integrated communications: communications strategy; content and communications production, marketing, advertising, and other related fields; digital, broadcast, print, mobile, out-of-home (OOH), direct mail, and others as needed; research	\$111,999,999.99	9/30/2020-9/25/2025
Key Results	<ul style="list-style-type: none"> <li>Generated 195.2M impressions, driving 1.1M users to the website, resulting in 121K users taking key onsite actions including the "Find an Insurance Provider" tool.</li> <li>Exceptional CPAR ratings.</li> </ul>			
DOT FMCSA	Outreach and Communications Support Services BPA	Integrated communications: audience and market research, brand guidelines, content, design, and campaign development; event planning, organic and owned media; outreach and communications plans; paid media; video and audio production; website development	\$12,757,951	1/1/2020-6/30/2025
Key Results	<ul style="list-style-type: none"> <li>Leveraged a total of \$3.4 million investment in paid media to generate \$16.0 million in estimated ad space equivalency. This effectively multiplied the impact of FMCSA resources nearly five times and achieved an estimated 1.4 billion impressions for FMCSA messages.</li> <li>Yes&amp; has supported more than 50 FMCSA programs, policy rollouts, and other initiatives. Furthermore, the campaigns drove 2.1 million new users to key sections of the FMCSA website, resulting in more than 3.6 million sessions and 13.6 million individual page views.</li> <li>In recognition of the excellence and effectiveness of the program Yes&amp; has received consistent Exceptional and Very Good CPARs throughout the period of performance</li> </ul>			
FEMA	Target Media Marketing Outreach and Media Purchase	COVID-19 funeral assistance promotional strategy and community outreach: regional and directed sub-market support; media purchase and distribution	\$5,412,421.76	12/13/2021-12/12/2022
Key Results	<ul style="list-style-type: none"> <li>The campaign resulted in 263.9 million digital and traditional media impressions over 18 weeks.</li> <li>Paid digital campaigns delivered 290,600 attributed new users to the landing page, which increased total site users of 114.0%, with new users up 133.6%.</li> <li>The team's performance was rated Exceptional for Quality, Schedule, and Management, and Very Good for Regulatory/Compliance with no cost overruns.</li> </ul>			