

Industrial Equipment OEM Generates and Tracks Over \$1 Billion in Revenue by Leveraging Aimbase

An Industrial Equipment Manufacturer selling 30+ products through a dealer network came to Rollick to help optimize their digital strategy, increase conversions and shorten the sales cycle. Rollick analyzed all the existing factors and crafted a personalized plan for this OEM to build relationships with potential customers and prevent the competition from winning the business.

INDUSTRY: B2B MANUFACTURING

**TARGET AUDIENCE: B2B INDUSTRIAL
EQUIPMENT CONSUMERS**

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To better understand the competition, Rollick started by conducting a digital audit based on over 200 qualitative and quantitative factors, which identified the OEM's digital marketing strengths and weaknesses relative to their competition.

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Armed with these key insights, the Rollick digital strategy team was able to implement a digital and database marketing program that drastically increased leads and sales for the OEM and their dealers.

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Rollick then developed a strategy to enhance the user experience on their digital assets, such as their websites and other digital properties to increase lead acquisition.

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Once their website was optimized to capture leads, the tactical approach was to implement a database enhancement program and paid media strategy focused on driving traffic to their website and generating the right B2B leads.

TACTICS

DATABASE MANAGEMENT

The Rollick digital strategists started with a contact database cleanse and analysis, collecting thousands of owner and prospect records from the OEM's internal and dealer network databases. Our team cleansed and standardized this data and used it as a model to purchase look-a-like contacts in dealer markets. Over 90% of the OEM's dealers participated in the data cleansing process, sending in shoe boxes of business cards, excel sheets, data from internal databases.

LEAD GENERATION CAMPAIGNS

With a segmented database in place, Rollick curated a targeted and integrated digital media campaign consisting of seasonal promotions and landing pages, banner and social advertising, paid search, and HIT email campaigns, which tracks passive web behavior of prospects who haven't submitted leads or requested more information.

LEAD MANAGEMENT

As new leads converted, all lead activity and demographic information were captured in the Aimbase platform and routed to the nearest dealer. With this information, the Rollick team set-up a dynamic scoring system to help identify cold prospects vs. sales-ready leads for dealers.

NURTURE COMMUNICATIONS

After lead activity was scored in Aimbase, Rollick helped the OEM stay in contact with their prospects through a series of timed and relevant email messages - Consisting of 18 nurture streams and over 450 dynamic email communications - designed to keep them interested in the brand.



ANALYTICS AND REPORTING SUITE

To track performance, Rollick provides ongoing media metrics and closed sale/ROI reports to continuously optimize their national lead generation strategy -- all of which is captured in the Aibase Marketing platform.

CUSTOMER SATISFACTION

Through the Aibase CX engine, the OEM measures the post-purchase experience for all new units sold. This technology intuitively and automatically sends surveys out to customers asking about their experience with dealers, products and service. While this data is collected and analyzed, the OEM also implemented a ratings and reviews program through Aibase that publishes positive product reviews to their brand website, while negative feedback is sent to the relevant dealers or OEM reps to alleviate the issue.

AFTER 2 YEARS...

Quadrupled sales by
using Aibase HIT

4x

Customer database
increased by 1,233%

1,233%

Reported \$1 Billion in
revenue tracked through
the marketing channel

1 Billion

Overall increase of 50%
in inbound leads from
the previous year

50%