

Business Objective

Mitsubishi Materials U.S.A. Corporation has earned an international reputation as a first-class manufacturer of high quality turning, milling, and drilling products. While displaying at the 2010 International Manufacturing Technology Show, the largest of its kind in the U.S., Mitsubishi wanted to learn more about each attendee who visited their booth. Using the email information scanned at the time of each visit, Mitsubishi assembled a list of over 1700 unique addresses. MMUS wanted to get to know each visitor better and understand not only which product they were interested in, but also their current purchasing habits.

Working with NPN360, Mitsubishi developed a personalized cross-media campaign that would:

Gather important details about each visitor's current suppliers and budgets by offering a chance at an I-Pad for completing a short survey.

Demonstrate the quality of Mitsubishi products by linking to videos of their cutting tools in action. Which video displayed was dependent on each visitor's answer to the emailed survey.

The goal was to use this data to develop an ongoing relationship with this new audience, and convert visitors into customers.

Results

The campaign generated high response rates. A response was counted when an individual visited their Personalized URL, completed the online survey, and was entered into the drawing for the I-Pad

28.2% response rate to email

98.9% conversion rate from click-through to completion

Gathered specific product usage/purchase information and updated/extended contact information on 464 qualified leads

Analyzed data to segment respondents into two categories: Current Customers and Prospects

Gained insight into prospects' opinions of Mitsubishi Materials USA



Project

Mitsubishi Materials U.S.A. Utilizes Cross-Media Personalization to Capture Event Booth Traffic Data

Business Application

- Direct Marketing
- Lead Generation
- Data Gathering

NPN360

1400 South Wolf Road
Wheeling, Illinois 60090
www.NPN360.com
847.215.7300



Brand Management
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Market Supply Chain

Campaign Architecture

NPN360° worked with Mitsubishi Materials U.S.A. to develop a cross-media direct marketing program that would connect with the visitors to their booth at the IMTS show. MMUS wanted to showcase the benefits of personalization in all its outbound communications.

Personalized Site

Contacts for Mitsubishi Materials received a personalized email. The email encouraged recipients to visit a Personalized URL where they could provide information on their current purchasing habits as well as their preferences with regards to Mitsubishi Materials U.S.A.'s products. The incentive was a chance to win a new iPad.



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MITSUBISHI
MITSUBISHI MATERIALS

IMTS 2010 I-PAD DRAWING

**WE'D LIKE TO GET
TO KNOW YOU BETTER, <RON>!**

Thanks for visiting us at IMTS 2010. You began a conversation with us in our booth, and we'd like to get to know you a little better. **GOOD NEWS:** it comes with a reward!

Below is a link that we've personalized just for you. When you click on it, and tell us a little bit more about you and <your company>, we will enter you into our **"Getting to know you!"** drawing for an Apple i-Pad. (No gimmicks. No junk mail or spam. Just our honest attempt to get to know you better.)

[<url link> click it now](#)

800-486-2341
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Once at their personalized landing page respondents were asked to verify their contact information and complete a short survey about the type of cutting tools they use and their yearly budget.



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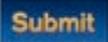
IMTS 2010 I-PAD DRAWING

WE APPRECIATE YOUR TIME, <RON>!

We look forward to continuing our conversation with you. As a thank you for completing our "Getting to know you!" questions below, you will be entered into our random drawing for a chance to win one Apple i-Pad. Good luck! The winner will be announced on October 1, 2010.

- Who is your primary cutting tools supplier? *(select only one)*
 Sandvik Kennametal Iscar Mitsubishi Materials Other
- What type of cutting tools does your company use? *(check all that apply)*
 Milling Drilling Turning Cut-off and grooving cBN
- What are the primary industries that you serve? *(check all that apply)*
 Die and mold Aerospace Automotive Medical Energy Other
- What do you spend per year in cutting tools? *(select only one)*
 Up to 50K 50K to 100K 100K to 200K over 200K
- How would you rate Mitsubishi Materials brand in the market place? *(select only one)*
 Strong product offering/strong brand Needs improvement
 Weak brand and weak product offering
- Do you currently purchase Mitsubishi Materials cutting tools? Yes or No *(select one)*

Please click here to submit your answers and enter the iPad Drawing.



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To optimize the likelihood of successful responses, the communications were sent in three phases:

- 1645 emails – first phase
- 1390 emails – second phase
- 1288 emails – third phase

Follow-up emails were sent to non-responders referencing the visit at the IMTS show and encouraging the recipient to visit their personalized URL and enter the contest.

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Target Audience and Messaging

The target audience for this campaign was manufacturing professionals attending the 2010 IMTS show. The campaign encouraged recipients to respond so that Mitsubishi Materials could send them targeted information via email that would specifically interest them.

Offer

A new iPad was offered to entice recipients to visit their personalized URL and complete a online survey.

List

The list of 1711 contacts came from Mitsubishi's visitor log at the IMTS show. These contacts had been collected the barcode scans on show badges.

Strategies for Success

Best practices learned from this campaign:

Know your customer. Researching your audience and understanding what will move them to action is key to the success of a campaign. In this case NPN360, who developed the campaign strategy, polled their partners at Mitsubishi to see what data and information they wanted gathered. Many Mitsubishi personnel had also attended the IMTS conference in the past and understood that the iPad would serve as a compelling incentive to participate.

Track Results and Gather Key Data. One of the key benefits of using a Personalized URL as a response mechanism is that it allows you to immediately see the results of a campaign. By including a survey mechanism you can also gather further information about prospects which can be used in follow-up communications and sales calls.

Build a strong relationship with your partners. The key players in this campaign were willing to collaborate and learn from each other. Mitsubishi Materials USA was willing to learn about the integrated marketing process including PURLs. While this type of cross-media campaign was a new experience for MMUS, their insight and creative input made the overall program stronger.



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