



You could be getting more from your data.

Equipment		
Brands*		
	PERCENT	UNITS
MCAFEE	97.7%	12503
LENOVO	2.3%	292
MAZAK	<0.1%	2
HURCO	<0.1%	1
IBM	<0.1%	1
Equipment*		
	PERCENT	UNITS
BT SOFTWARE	97.7%	12501
DESKTOP COMP	1.5%	189
NOTEBOOK COMP	0.8%	103
MACH TOOL NEC	<0.1%	2
NW SECURITY HW	<0.1%	2
CNC LATHE(2AXIS)	<0.1%	1
COMP SERVER	<0.1%	1
Leaders*		
	PERCENT	UNITS
U S BANK EQT FIN (MARSHALL, MN)	97.7%	12503
LENOVO FIN SVC (JACKSONVILLE, FL)	2.3%	292



Audience Built by Data

Your sales team is currently using EDA to:

- 1 Call on buyers of equipment you manufacture, sell or service
- 2 Target buyers of competitive brands
- 3 Align timing of sales and service calls, based on financing data

But are your marketing campaigns in synch?

How fully you leverage EDA can be the difference between **good** and **great results**.

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Marketing with EDA



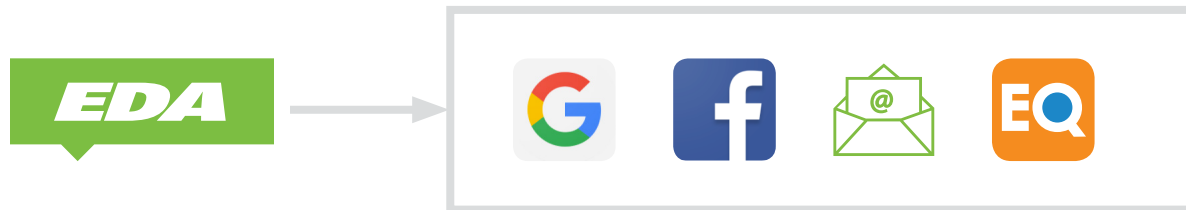
## Case Study: From Good to Great

A major manufacturer wanted to retain parts revenue from equipment that it no longer manufactured. Randall-Reilly used its EDA platform to create a custom list of current owners of the equipment being targeted by the manufacturer.

The marketing strategy included matching their custom EDA list across multiple online platforms. After launching our campaign, the same prospects that sales was targeting were now seeing the manufacturer's ads across Facebook, the Google Display Network, in email campaigns, and county-level print ads in *Equipment World*, all designed to retain revenue and capture opt-ins for future parts marketing.

### Benefits:

- ✓ Align sales and budgets to your top prospects
- ✓ Warm-up your EDA prospects before sales calls
- ✓ Increase marketing effectiveness through better targeting



**Last year, our data-powered digital marketing services team generated more than 917.5MM impressions and 717K leads for our clients. Whether you're in the business of manufacturing, selling, servicing or aftermarkets, talk to your Randall-Reilly Sales Representative today to find out how we can unleash the power of EDA with digital marketing.**