



BOSCH

Invented for life

An Overview

Bosch is a multinational engineering & electronics company with over 350 subsidiaries across over 60 countries & products sold in around 150 countries.

 **Mail** PROSPECTS

INDUSTRY – ENGINEERING :

Solution Offered

Hyper targeted Business Mailing List that Delivers Relevant messages to Hard-to-Reach Manufacturing and Automotive industry.

PROBLEM HISTORY

When Bosch planned to launch their next line of engineering masterpiece in a new line of commercial products in a completely different category, they faced a major hurdle. They needed to expand the popular notion of their brand by engaging potential customers with educational information and compelling offers targeting industries like manufacturing and automotive industry. Unfortunately, their targeted buyers proved very difficult to reach through traditional advertising channels.

Bosch along with their agency researched and tried a wide variety of online and offline media opportunities but everything proved vague. The specific job titles they needed to reach – facility managers and contractors do not spend much time online and there is not a major trade show or publication with sufficient focus. There simply was not a cost effective way to reach this specific set of decision-makers.

MAIL PROSPECTS APPROACH AS SOLUTIONS PROVIDER

When Bosch contacted Mail Prospects they already had lost a lot of their precious marketing time. Mail Prospects quickly engaged Bosch through a number of telephonic conversations to map the requirements that were translated onto a well-briefed document verified and signed off by Bosch.

Mail Prospects permission-based, targeted mailing lists convinced Bosch to try out detailed profiles of over a million business subscribers, giving the agency an unprecedented ability to target B2B messages in manufacturing and automotive industries according to :

- ★ Company size and revenue
- ★ Job title/role
- ★ Languages
- ★ Gender
- ★ Geography and much more

EMPOWERED WITH DATA Bosch had increased capabilities of message delivery to execute permission based email campaigns to:

- ★ Create new product awareness
- ★ Provide special offers and promotion
- ★ Drive direct responses calls and orders

DELIVERING RESULTS

Once the campaigns launched, Bosch was utterly surprised to see the success of the campaign. Compelling messages and offers successfully landed in front of the otherwise hard to reach contacts that are responsible for relevant purchase decision. Bosch was able to test multiple campaigns with the ability to device creative approaches in measuring campaign effectiveness and ROI.

ABOUT MAIL PROSPECTS

Mail Prospects allows leading businesses to maximize direct marketing and telemarketing efforts with quality mailing lists from the industry's largest B2B list databases. With growing market expertise in delivering sales leads, data appending services and online marketing solutions, we deliver with a strong vision of maintaining customer relationships.