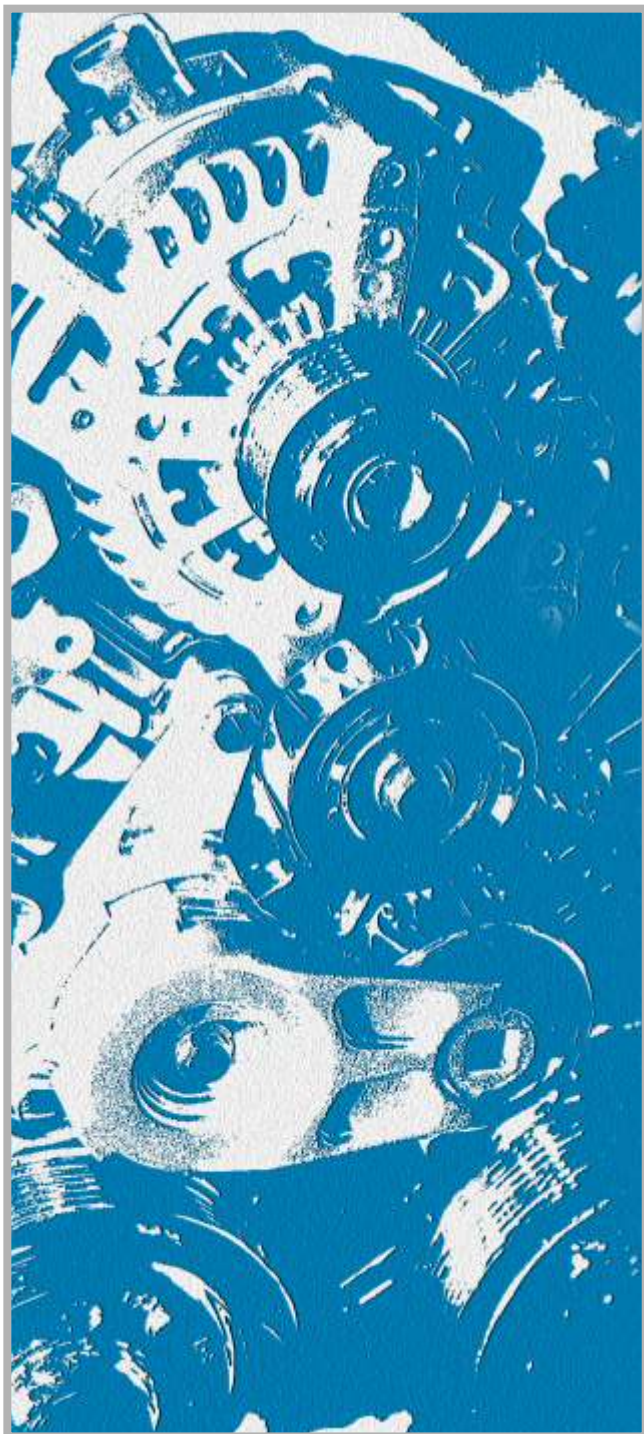


# Automotive Case Study: Nordson EFD was aided by reaching the decision makers of Automotive Industry



## BRIEF

As a leading manufacturer of precision fluid dispensing systems, Nordson targets the Global Automotive Industry. Nordson periodically procures a list of automotive manufacturers and retailers to market their products. They wanted to target automotive manufacturers and retailers in a particular region in order to facilitate a better marketing and business approach.

## SOLUTION

FrescoData had to devise innovative plans to carry out sourcing for a company like Nordson EFD, who had already tapped most major automobile industry players. The major goal of the strategy was to build relationships with new prospects, increasing their valuable engagement score, as well as establishing a higher conversion and sales rate to make the campaign successful.

FrescoData sourced a customized list tailored to Nordson EFD's specifications through its extensive experience with the automotive industry. It contained CEOs, ex-pats, and top business decision makers from FrescoData's expansive database of 38 million business contacts. It included companies that use fluid dispensing systems, adhesives, coatings, sealants, biomaterials, and other inspection materials in their equipment production. The list also provided integrated firmographics, including company size, revenue, and employee strength. Aside from basic firmographics, it included demographics for the region the list where the list was sourced.

Upon completion of a verification process by FrescoData's QC team, the list was provided to Nordson EFD. The list guaranteed up to 95% deliverability and a compelling customer value proposition on integration with Nordson EFD's marketing campaign.

Due to Nordson EFD's accessibility to campaign analytics, both the teams were able to track campaign performance and receive reports on open and click-through rates. They anticipated low campaign results because of the difficulty of sourcing newer clients for a company that had a strong existing universal presence in the Automotive Industry.

# Automotive Case Study: Nordson EFD was aided by reaching the decision makers of Automotive Industry

## ABOUT



Nordson EFD, a Nordson Company is a world class precision fluid dispensing systems, adhesives, coatings, sealants, biomaterials and other test and inspection products manufacturer. Its EFD dispensing systems helped companies worldwide to increase their output, improve quality and reduce their production costs. The company is also a leading formulator of specialty solder pastes for dispensing and printing applications in the electronics industry.

Nordson Company founded in 1954, is headquartered in Westlake, Ohio, and has operations and support offices in more than 30 countries.

## RESULT

Using data-driven lists from FrescoData, Nordson EFD conducted a strategically planned marketing campaign to approach its target audience of top executives from automotive industry. The marketing campaign was highly successful!

Nordson EFD and FrescoData have planned additional strategies together to target executives from the automotive industry in other countries.