

Supply Chain & Logistics Case Study: How Cognex Fruitfully Expanded Its Business Worldwide



BRIEF

Cognex approached FrescoData with a very specific marketing plan. It wanted to approach professionals with specific job titles to expand their brand portfolio of catering to many different businesses worldwide. FrescoData took up the challenge of compiling a business email database of 10 million industry specific businesses.

SOLUTION

FrescoData views email marketing as an efficient and cost-effective tool for any promotional activity to improve engagement with customers. With this in mind, the email list was further segmented by geography, with the intent to provide Cognex with some additional business Intelligence. FrescoData compiled the list specifically in compliance with the CAN-SPAM act.

The list would enable Cognex access to Senior and Middle Management Level Contacts across various departments of business such as HR, IT, Finance, Operations, Production, Support etc.

ABOUT

Cognex Corporation is a world leader in providing products and heavy applications across nine major industry sectors. A pioneer in vision systems, vision software, vision sensors, and surface inspection systems used in manufacturing automation, Cognex is also a leader in industrial ID readers.

COGNEX

Cognex Vision helps companies improve product quality, eliminate production errors, lower manufacturing costs and exceed customer expectations for its high quality products at affordable prices.

Cognex has been recognized in leading publications such as Forbes, Fortune and the Wall Street Journal for its business success and innovative corporate culture.

RESULT

Cognex used the list provided by FrescoData to conduct its marketing campaign in a specific region. The campaign worked exceptionally well while reducing cost and operational efforts. By integrating campaign analytics, Cognex was able to record real time reports on its click-through rates as well as increase conversion rates. It received outstanding responses from respondents about their products and solutions. It helped the world leaders in vision systems receive an increase in engagement within its audience, building and nurturing a very strong relationship with the clients and enhancing its competitive advantage in the region.