CADENAS

INDUSTRY FORUM

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Utilizing the potential of a sales lead

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WHAT DIFFERENTIATES A CADENAS LEAD FROM A CLASSIC LEAD?

CADENAS LEAD VS. CLASSIC LEAD?

| CADENAS lead	Classic lead, e. g. download product catalog
• Implies **concrete need for product**	• Indicates **interest**
• **Maximum depth of information** (surname, first name, company, e-mail, phone no., address, product, industry, size, position…)	• Through setting a low hurdle, **usually little data** (e.g. surname, first name, company, e-mail)
• **Full consent** possible,1st step in DOI setup already given à increase newsletter distribution list	• Only **Transactional Consent** → Going through laborious qualification strategy
• Follow-up & pitch **very easy,** as easy pre-qualification and concrete story	• Various **reasons** for download, **qualification mechanism** usually must be installed upstream
• **High conversion rate** from download to purchase	• Difficult **to measure** and usually **low** conversion rate

FOR WHOM IS THE "CRM-CONNECTOR" INTERESTING?

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→ Companies that rely on SSOT

→ Flows and automatic follow-ups

→ Have or are currently introducing stringent lead management

→ Statistics, controlling and forecasts

HOW DOES THE "CRM-CONNECTOR" WORK?

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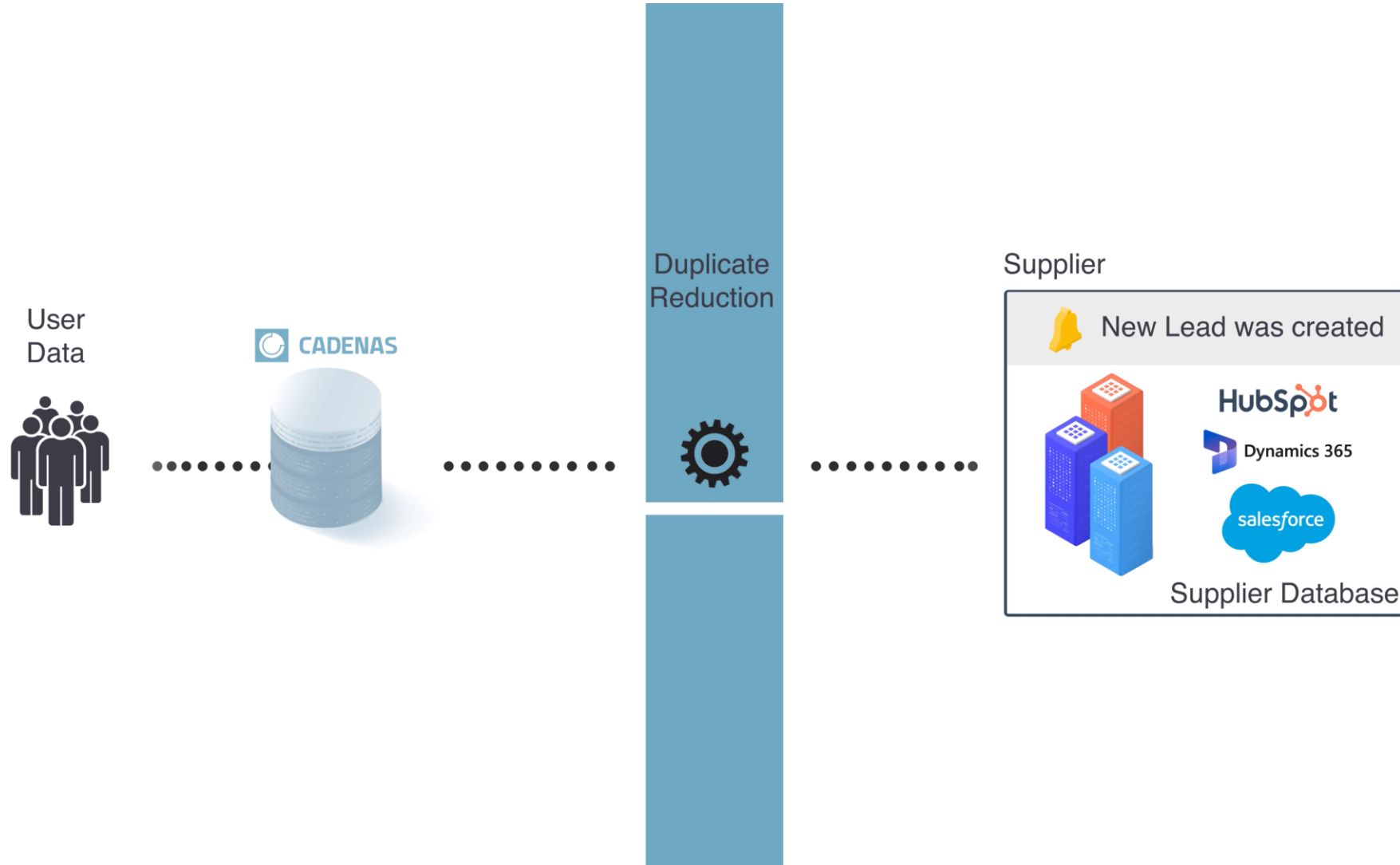
WHAT ADVANTAGES AND FEATURES DOES THE "CRM CONNECTOR" OFFER?

ADVANTAGES

- ✓ All your data in HubSpot, Salesforce MS Dynamics 365, where you want it
- ✓ Gain better insight into how prospects and customers engage with your CAD content
- ✓ Never worry about data entry, export/import or missed leads again
- ✓ Increase efficiency and saves time

FEATURES

- 100% DSVGO-compliant
- View your catalogs and download activities directly in your CRM
- Contacts and activities are updated hourly
- New contacts are automatically imported into HubSpot as conversions and into Salesforce as new leads
- The system recognizes duplicates and assigns new activities to existing contacts (no exchange of personal data)
- Possibility to filter ("blacklist") email addresses and domains
- Supports user-defined contact properties
- Creation of reports and dashboards

WHAT IS A BI-TOOL?

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- **Software application for data collection, analysis and visualization**

- Extraction, preparation and presentation of this data

  → Comprehensive insight, identification of trends, patterns and problems

  → Support for well-founded business decisions

HOW CAN WE OVERCOME THE CHALLENGES OF THE INDUSTRY TO BE SUCCESSFUL IN THE MARKET?

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- Overcoming obstacles through **data analysis and pattern recognition**

- Developing customized strategies for sales, marketing and corporate management

- Use BI tools to gain **in-depth insights into target groups**

- Identifying cross-selling and upselling opportunities to increase customer satisfaction

- Targeted alignment of sales, marketing and strategy activities

- Visualization of **market changes** over time to adjust corporate strategy

- Supporting the management of market segments to work more efficiently

WHAT DATA IS ANALYZED?

WHY IS THIS DATA SO INTERESTING?

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- Reflection of the current **economic situation of markets**

- Use of bar chart races to visualize market changes over time

- Addressing potential customers based on global download statistics

- Objective of the BI tool: **Comprehensive and in-depth understanding of the company's most interesting markets and target groups**

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TOP AND BOTTOM MARKETS

Selected catalog(s)

exemplary catalog

Top markets

Machinery / Automation / Mechanical INDUSTRY 🔨	336.502	🟩
Electric Vehicles INDUSTRY ⚡ 🚙	110.759	🟩
Battery / Rechargables 🔋 INDUSTRY	88.141	🟩
Aluminium INDUSTRY	54.770	🟩
Plastics + Elastomers INDUSTRY	54.492	🟩
Medical Tech INDUSTRY 🩺 💉	53.116	🟩
Telecommunication & Satellite INDUSTRY ☎ 🛰	53.051	🟩

Bottom markets

Roll Forming INDUSTRY	1	·
Arena & Sport Dome INDUSTRY	5	·
Music INDUSTRY 🎵 👹 🎸 🎺 🎻 🎹	11	·
IIoT / Predictive Maintenance INDUSTRY	12	·
Landscape (AEC) INDUSTRY 🍀 🌷 🌳 🌲	14	·
Rubber INDUSTRY	20	·
Nuclear Fusion Fission Energy & Technology INDUSTRY ☢	36.514	🟩

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Selected catalog(s)

exemplary catalog

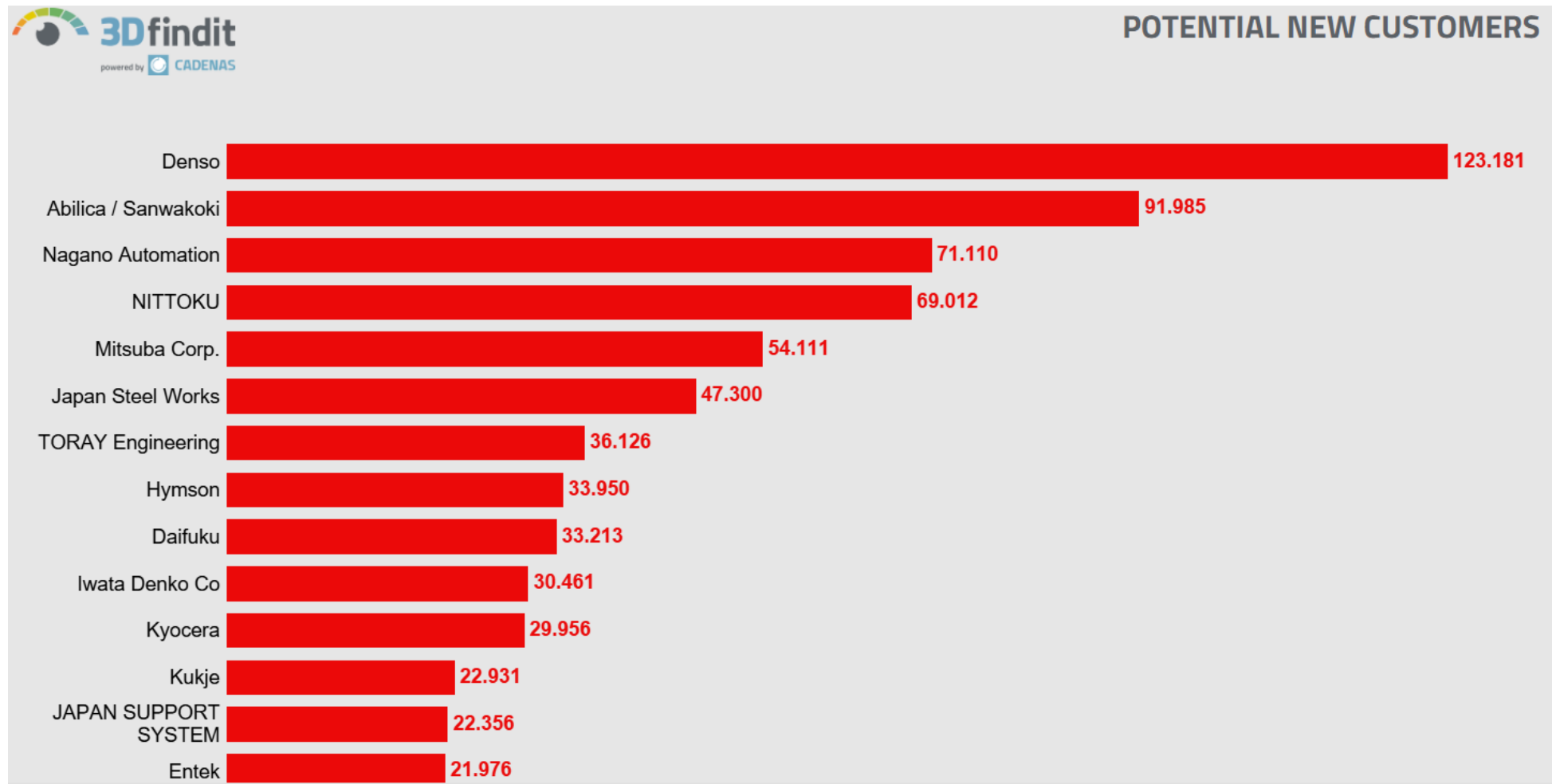## Top markets

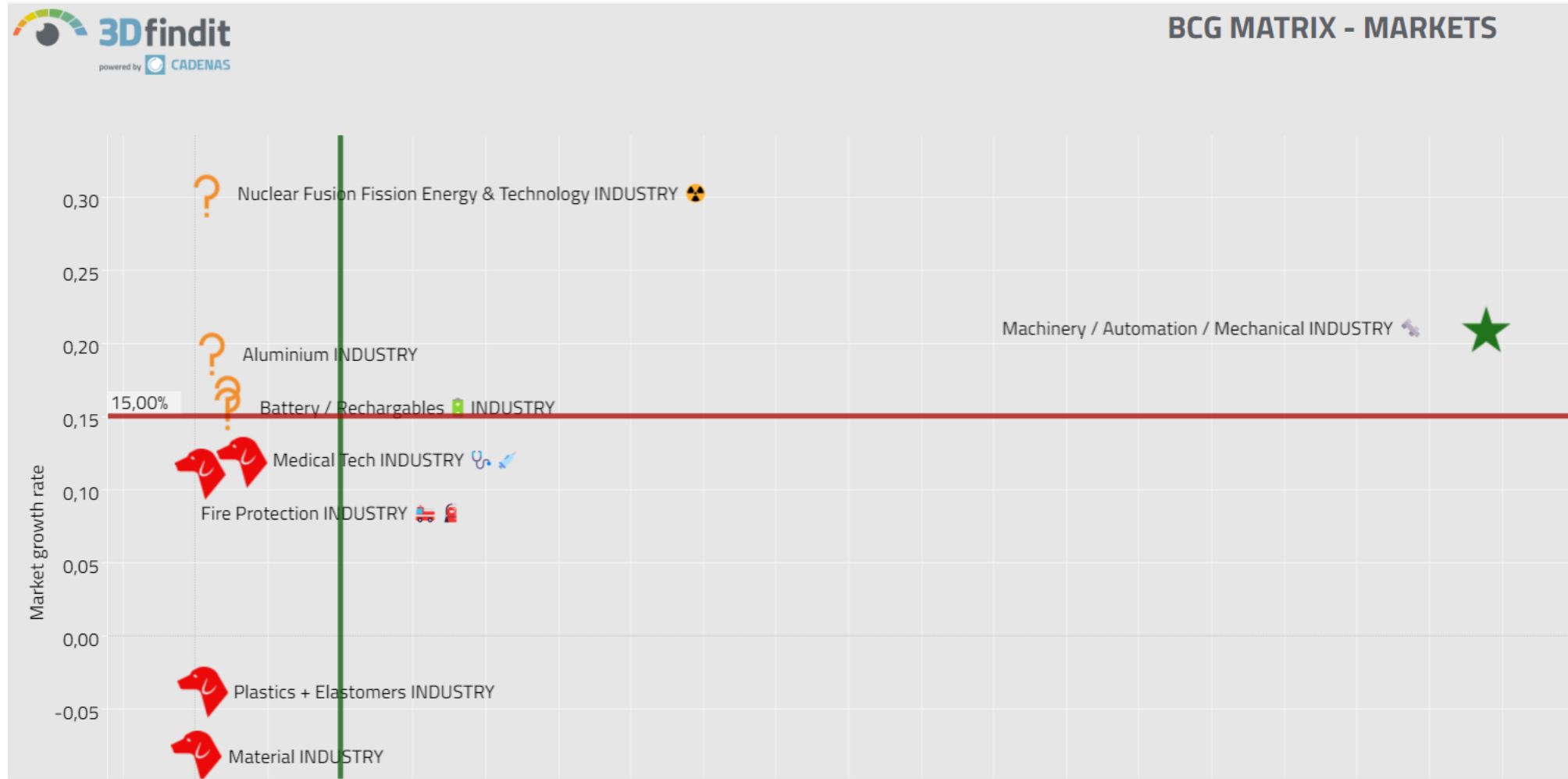| Market	Value	
Machinery / Automation / Mechanical INDUSTRY	336.502	🟩
Electric Vehicles INDUSTRY ⚡🚙	110.759	🟩
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Market share MANUFACTURER / selected catalogs in Medical Tech INDUSTRY 🩺💉
(only MANUFACTURER / selected catalogs customers were considered): **5,58% (53.116)**
Market share MANUFACTURER / selected catalogs in Medical Tech INDUSTRY 🩺💉
(all companies were considered):**85,92% (817.613)**
Wasted market potential by not supplying potential customers:**80,33% (764.497)**
Total orders for the Medical Tech INDUSTRY 🩺💉 regardless of selected catalog(s): **951.645**

the below graph shows the top customer to the catalog(s) and Medical Tech INDUSTRY 🩺💉:

Customer	Value
Zeiss	9.472
SEGULA Technologies	7.634
Stryker	3.238
Siemens Healthineers	2.539
Fresenius Medical Care	2.478
Heraeus	2.357
BBraun	1.886
Dentsply Sirona	1.851

| Nuclear Fusion Fission Energy & Technology INDUSTRY ☢️ | 36.514 | 🟩 |

POTENTIAL NEW CUSTOMERS

Company	Potential new customers
Denso	123.181
Abilica / Sanwakoki	91.985
Nagano Automation	71.110
NITTOKU	69.012
Mitsuba Corp.	54.111
Japan Steel Works	47.300
TORAY Engineering	36.126
Hymson	33.950
Daifuku	33.213
Iwata Denko Co	30.461
Kyocera	29.956
Kukje	22.931
JAPAN SUPPORT SYSTEM	22.356
Entek	21.976

BCG MATRIX - MARKETS

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2024
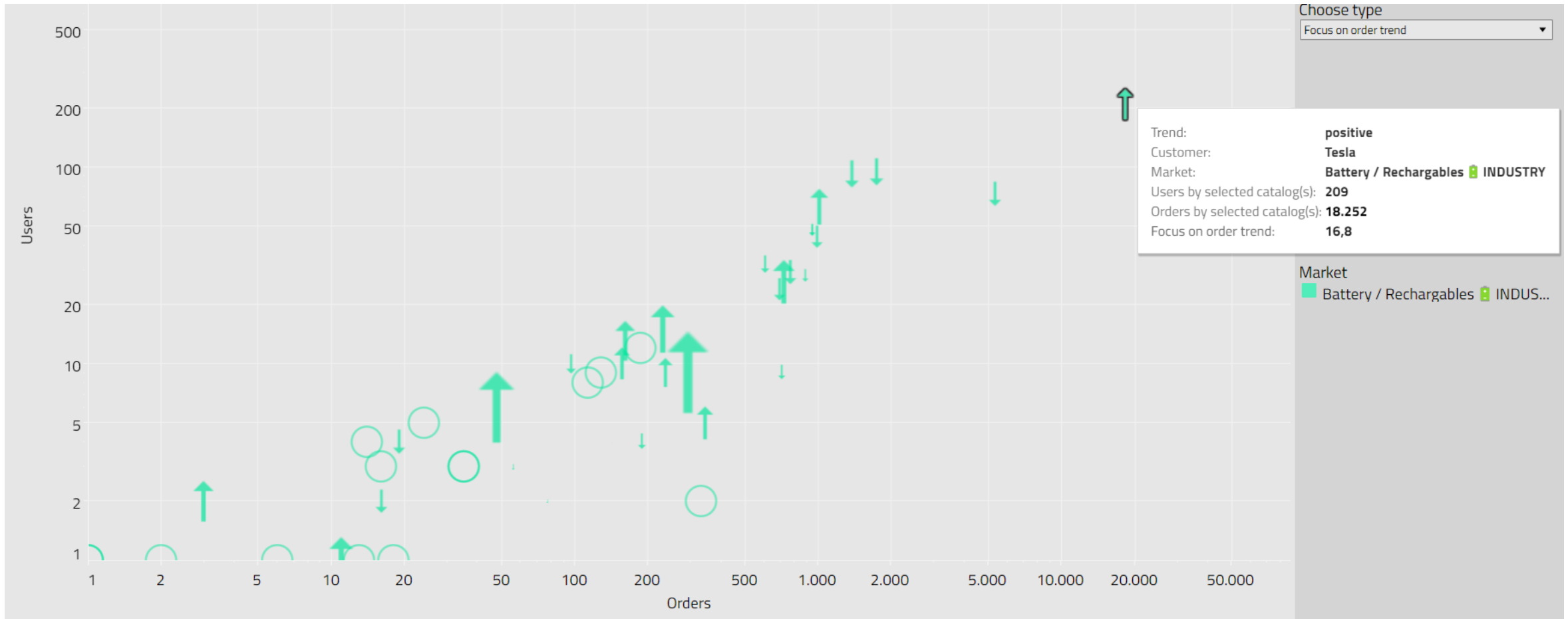
Felix Schulte

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