



HELPING DASSAULT BOOST LEAD GENERATION



CREATING BRAND AWARENESS AND INCREASING CUSTOMER BASE



ANOTHER RESOUNDING SUCCESS STORY

# Wave Direct

## Case Study

THE CLIENT THE CHALLENGE THE RESULT



### THE CLIENT...

Dassault Systèmes is considered a world leader in 3D and Product Lifecycle Management (PLM) solutions. With presence in 80 countries around the globe, Dassault Systèmes brings value to more than 90,000 customers. A pioneer in the 3D software market since 1981, Dassault Systèmes develops and markets PLM application software and services that support industrial processes and provide a 3D vision of the entire lifecycle of products from conception to maintenance.

### THE CHALLENGE...

Dassault Systèmes, a multi-million dollar VAR, decided to brand its own name and start selling its products independently. Although the company was successful, it's name and product line was virtually unknown due to their history of selling through VAR's (Value Added Resellers). Their previous marketing efforts included stand alone emails and internal house file email broadcasts to generate leads. With wilting results, and limited expertise, they sought our help. They came to Wave Direct with an idea and a need and we put together some options.

We set out to brand the company name and product line to boost customer awareness. We focused on The Society of Automotive/Aerospace Engineering (SAE), which publishes two magazines; Automotive Engineering and Aerospace Engineering. The goal was to increase click-thru rates for the stand alone emails, and convert 35% of those click-thrus into viable leads. We started with banner placements, negotiating unique sized banner ads incorporated into the entire SAE website. We added advertising sponsorships onto all their subscriber newsletters and suggested custom web-casts strategically placed throughout the year.



### THE RESULT...

By combining multiple unique branding vehicles, we were able to significantly increase open rates, click-thru rates and overall conversion rates.

**Pre-Branding:** Stand- Alone Email <.5% Click-Thru Rates

**Post Branding Effort:** Banners averaged .25%-.35% clicks (above industry standard)  
Newsletters averaged .65% (above industry standard)  
Stand-Alone Email – 1.8% with average 40% conversion rates

