



## Gates Corporation sets aggressive lead goals and 90octane utilizes customized tools to deliver

Gates Corporation, the most trusted name in belts, hoses and hydraulics is dedicated to providing customers with the highest-quality power transmission and fluid power solutions.

### Challenge

This year Gates announced new sizes, increased horsepower ratings and more drive combinations for its Poly Chain® GT®2 synchronous belt drive systems. Armed with these competitive advantages, Gates sought to convert current roller chain users, including both maintenance professionals and OEM engineers. While the company had a strong brand presence within the MRO audience, it needed to gain exposure and quality leads from the OEM market as well.

Since 2001, Gates has turned to 90octane as its lead generation partner. In July 2005, Gates asked 90octane to plan and execute its Poly Chain GT2 lead generation program. Aggressive lead goals were established using a customized ROI model that was based on Gates' observed sales cycle. To carry out a seamless program, 90octane also worked with other Gates vendors to integrate print campaigns, PR and existing creative collateral.

### Solution

With an established working history, 90octane was able to efficiently tailor Gates' existing lead generation program to meet the requirements of a program specific to the Poly Chain GT2 product line. 90octane proprietary tools aided in the development of this program. One such tool is the Lead Calendar™, which determines the required number of leads per month to meet revenue goals, and aids in both budgeting and media planning. This Gates-customized model incorporated conversion numbers based on the performance history of specific media channels and offers.

To hit the ambitious lead goals 90octane incorporated multiple tactics: pay-per-click advertising, e-newsletter sponsorships, tailored HTML emails and ad units strategically placed on Gates.com. Based on the audience, each tactic drove users to either a customized MRO or OEM microsite. Unlike landing pages, these microsities were designed to provide users with multiple offers, allowing 90octane to measure the performance of each offer against the creative and media channel used.

### Results

By consistently optimizing the use of messaging, media and tools based on results, 90octane helped Gates surpass its aggressive six-month lead calendar goal, achieving 114% of the lead target.

For more information, please contact [info@90octane.com](mailto:info@90octane.com)



**“Gates has partnered with 90octane for many different product-focused marketing campaigns. They took our lead generation campaign to the next level with their expertise in conversion and tactical use of marketing microsities for the Poly Chain® GT®2 belt program.”**

**Mary Ann Amari  
Industrial Advertising Specialist  
Gates Corporation**