



Norgren Sets the Leads Generation Bar High – and 90octane Helps Clear It

Norgren, a leader in motion and fluid control technologies, ensures competitive advantage for their customers by providing the tools they need to create faster machines, improved machine performance, increased reliability and lower cost of ownership.

Challenge

Norgren set a high goal for themselves and the 90octane team. The objective was to move quickly and generate 2,000 leads in approximately 6 weeks, while simultaneously decreasing their current cost per lead from \$75 to \$50. In conjunction with this Norgren sought to build the foundation for long-term success in their marketing projects by creating new tools and systems.

Solution

Facing demanding time constraints, 90octane began with a detailed, custom strategy. This included a balanced mix of online media and tactics. Using targeted direct response media such as custom e-newsletters, email list rentals and pay-per-click advertisements, 90octane prompted prospects to do everything from download white papers to request custom-made product samples. 90octane sought to bring in not only a substantial volume of leads, but high-quality leads as well. To continuously track the volume and quality of leads the team developed two custom Interactive Solution Centers™, 90octane's proprietary metrics-based lead generation sites, customized for Norgren.

Results

90octane exceeded the 2,000 lead benchmark by 63%, bringing in 3,261 leads, while decreasing total cost per lead to \$34.21 – beating the \$50 goal. And, through the two Interactive Solution Centers 90octane and Norgren have gained critical learnings about Norgren's audience. One discovery was that offerings geared toward the individual as well as the individual's business had a promising registration conversion. This and other learnings are being employed in campaigns launching in the near future.

For more information, please contact info@90octane.com



“90octane came to Norgren as a highly recommended partner in online promotion and lead generation. They did not disappoint. With 90octane's guidance, Norgren achieved a program result well beyond anything the company had ever experienced – over 3000 leads in six weeks, quality ratios surpassing previous benchmarks, and RIGHT NOW sales results. We're believers in the skills of 90octane.”

Terry Weeber
Director of Marketing
Norgren