



Atlas Copco Finds Its Audience of Those Eager to Purchase Pre-owned Water Well Drilling Equipment through an Online Lead Generation Program

In eight months, the program generated 283 qualified leads at a very low cost-per-lead, leading to big sales for the Atlas Copco team.



Atlas Copco Construction Mining Technique USA LLC is responsible for the sales, aftersales service and rental of equipment for surface and underground rock excavation, exploration drilling, rock reinforcement, ground engineering, water well, oil and gas drilling. The company is headquartered near Denver, Colorado and is part of the Atlas Copco Group, a world leading provider of industrial productivity solutions. Employing approximately 330 people, Atlas Copco CMT USA extends its reach through a nationwide network of sales and service stores and specialist drilling distributors.

Challenge

90octane partnered with Atlas Copco CMT USA to generate qualified leads for the sales team. Pre-owned water well drilling rigs carry price tags that begin in the tens of thousands of dollars and often exceed \$100K, so customers require detailed information when it comes to available equipment. The client aimed to address this with an online space to provide details about its used rigs, drive sales, and generally facilitate communication between prospective customers and sales representatives.

"We picked 90octane as our partner as we felt they offered both the technical and the marketing expertise to achieve our goal, and the enthusiasm and responsiveness to meet our deadline," noted Joanna Canton, Marketing Communications Director for Atlas Copco CMT USA.

Solution

In June 2008 90octane launched a custom lead generation program to reach Atlas Copco's target audience of owners/operators and brokers of used water well drilling equipment. At the center of the program, 90octane developed a microsite featuring a rig locator. An interactive map of the U.S. allowed users to preview rigs located both nearby and



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90octane is a conversion-driven marketing agency. A pioneer in response-based online tactics such as search engine marketing, online advertising and microsite design, the firm integrates these with more traditional channels to deliver custom, optimized programs. 90octane helps business-to-business companies generate and nurture high-quality sales leads, international nonprofits attract new donors, and top consumer brands enter new markets and increase sales.



across the country. By clicking into a more detailed description, they found additional information, photos and downloadable spec sheets. Upon downloading a spec sheet or requesting contact, a visitor became a lead for the Atlas Copco sales team. The microsite also featured a client-administered content management system (CMS), which allowed Atlas Copco to add newly available products with ease.

Driving visitors to the site was a strategic pay-per-click (PPC) advertising program on Google. Keywords and creative ad copy were segmented by brand and stages of the purchase cycle, so the program would effectively reach both researchers and buyers. In addition, a targeted email broadcast reached a database of prospects, educating them on the offerings of the site and inviting them to try the rig locator.

Results

"The used equipment website has proven over the last few months to be our most important source of sales leads for pre-owned drills," said Canton.

In eight months, the program generated 283 registrants, 171 of which were attributed directly to PPC advertising efforts. The program's overall click-through rate is 6.03% with a very low cost per click (CPC). The microsite has been indexed for competitive keywords by all the major search engines, and 36 of the leads have been tied to organic search. An extremely low cost per lead (CPL) is sweetened by the fact that the lead quality has been very high, resulting in 53 active sales conversations and five actual sales at \$100K+ each.

While the return has already proven significant, the program has only begun to scratch the surface of its possibilities. Commented Canton, "Moving forward, we aim to offer a one-stop marketplace for drilling and construction customers to buy their pre-owned equipment, as well as spare parts and aftermarket services."



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