

PROSPECTOR® CASE STUDY

VENCOREX EXCEEDS TRADE SHOW LEAD EXPECTATIONS WITH PROSPECTOR DIGITAL MEDIA



Vencorex, a key supplier to the global polyurethane market, was formed in 2012 as a joint venture between PTT Global Chemical and the Perstorp Group. With roots dating back to 1916 in Grenoble, France, the company – which currently has facilities in France and the U.S. – has been instrumental in the development and production of chemicals, compounds and environmentally-friendly formulations used in paints, coatings, adhesives and additives for a wide array of applications.

SITUATION

A major component of the company’s marketing strategy is participating in coating industry trade shows across the U.S., Europe and China. Exhibiting at these events allows Vencorex to personally connect with potential customers within all the application markets they serve, such as automotive, aerospace, transportation and maritime.

SOLUTION

Prospector®’s (ULProspector.com) Digital Media is key to Vencorex Marketing Communication Manager Sandrine Nabet’s ability to reach the extremely specialized group of trade show attendees. Whether it is a targeted email or ads placed in a Prospector e-newsletter, she knows that the Prospector user base is made up of qualified and engaged industry professionals.

According to Nabet, UL’s Prospector gives her access to the specific audience she is trying to reach. “When we announce our trade show participation through a targeted email or an ad in Prospector’s weekly e-newsletter, Search Engine Update, we are confident we are reaching the decision makers that will attend the shows,” she said. “The media options that Prospector offers provide us the flexibility to reach our audience with the right tool for the message.”

Plus, the Prospector media provides Nabet with valuable information about the individuals interested in Vencorex products. “When potential customers click on an email or an e-newsletter ad, Prospector provides us with more than just the number of impressions and clicks generated,” she said.

“We receive our leads quickly with the CRM integration, and Prospector’s information is much richer and more accurate than other sources.”



RESULTS

When comparing the success of the Vencorex marketing efforts using Prospector with other media options she has used, Nabet is very pleased with the current outcome.

“Prospector is the best-performing media I use,” she said. “I am convinced that the leads we get are high quality, which is very beneficial to our follow-up efforts.” She continued, “In fact, Prospector media delivers results that are two-to-three times better than the other media I have used. And the results continue to exceed my expectations. Needless to say, I use Prospector when appropriate to promote the events where we will exhibit or when I need to make certain my message has an impact in the marketplace.”

While Nabet is very satisfied with the better-than-expected results she is currently getting from Prospector’s media, she also sees a great deal of potential benefit in adding other Prospector products to her toolkit as the company continues to grow.

“In the future, I will hopefully be able to increase communications to our target markets with Prospector,” she said. “With the great media results and the detailed contact information I receive, I’m looking to leverage other Prospector tools soon.”



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