



E-CAST INFORMATION 2017

Engage your customers with e-mail





KHL.com provides
a world-class
information service
for the global
construction
industry

WHAT IS AN E-CAST?

An e-cast is a marketing campaign sent via e-mail; to thousands of customers within minutes; in different languages; with different sales messages. e-cast campaigns provide the opportunity to communicate with your target audiences quickly and cost effectively - DIRECT MAIL BY E-MAIL.

It delivers information or drives people to your website and is particularly effective for:

- New product launches
- Increasing web traffic
- Newsletters (end-users and distributor/agents)
- Driving exhibition visitors to your booth
- Auctions/used equipment sales
- Delivering digital brochures and in-house publications



QUALITY DATABASE

KHL publishes some of the leading international construction brands such as *International Construction*, *Construction Europe*, *Construction Latin America*, *International Cranes and Specialized Transport*, *Demolition & Recycling International*, *American Cranes & Transport*, *International Rental News*, *Access International* and *Access, Lift & Handlers*. Each is the market leader in its sector.

Every KHL magazine has a dynamic circulation ensuring that KHL's lists are up-to-date and will contain the right people - your potential customers.

E-MAILS BY SECTOR *

Construction	41,448
Cranes & heavy transportation	31,490
Access	15,094
Demolition	11,565
Rental	18,776

E-MAILS BY REGION *

Europe	25,097
North & Central America	17,671
Asia	8,939
South America	4,406
Middle East	4,094
Australasia	2,807
Africa	2,020

** Magazine circulations are dynamic and constantly changing, thus these figures are a snapshot of the KHL database and are subject to change.*

Contact KHL - see back page for details - or e-casts@khl.com for a **FREE** count and cost estimate according to your selection criteria.



e-cast marketing

- Simple
- Measurable
- No wastage
- Cost-effective

HOW DOES IT WORK?

THE PROCESS IS FAST AND SIMPLE:

- Create the e-mail content and subject line (KHL can provide examples, assistance and advice - free of charge)
- Select your audience:
 - Geographic - countries or regions
 - Sector - general construction, cranes & transportation, access or demolition
 - Business type - contractors, rental companies, other end users (e.g. utilities, ports, offshore), manufacturers, dealers/distributors
 - Language - include different languages for the same campaign at no extra charge
- The compiled e-mail is proofed to you for approval - the campaign does not launch until approval to proceed is received.
- Specify the day and time to launch the campaign
- See the campaign results from your computer in real-time including:
 - How many e-mails are delivered
 - How many e-mails are opened
 - How many clicks are made
 - Who opened the e-mail - how many times and when
 - Who made a click - how many times and when





TIMING

Campaigns can be launched within 48 hours of receipt of the e-mail content and experience tells us that 80% of the response is made within the first 48 hours of the campaign being launched. A campaign prepared, tested, launched and delivered within 96 hours - regardless of geography!

E-MAIL CONTENT

- e-mail content supplied by you or designed by KHL
- Embedded links to brochures or video
- Text-only version to improve deliverability rate

E-MAIL APPEARANCE

- The e-mail is dedicated to you and is not shared with any other company
- The e-mail will be from you and not KHL
- You choose the subject line
- No "spam" characteristics

UNDELIVERED E-MAILS

We will not charge for undelivered e-mails including:

- Bounces (Hard or soft)
- Firewall rejections

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CAMPAIGN RESULTS

TRANSPARENCY AND ACCOUNTABILITY - EASILY CALCULATE RETURN ON INVESTMENT

As soon as the campaign is launched online real-time access to the ongoing results are available. This access can be shared with your colleagues via the internet and the campaign results downloaded.



VIEW THE CAMPAIGN SUMMARY

Submitted	Schedule	Sent	Time Taken
26/08/2014 10:08:05	26/08/2014 13:00:00	6950/6950	00h:14m:00s

Item	Count	Percentage (%)
Total Submitted	6950	100.00%
Successfully Sent	6945	99.93%
Number Failed	5	0.07%
Total Sent	6945	100.00%
Bounces	780	11.23%
Hard	603	77.31%
Soft	177	22.69%
Delivered	6165	88.77%
Total Delivered	6165	100.00%
Clicks	1296	21.02%
Unique Clicks	75	1.22%

OVERVIEW OF THE CAMPAIGN DISPLAYING:

- When it was sent
- Total e-mails submitted and successfully sent
- The number of bounces (both hard and soft)
- Total e-mails delivered and how many times opened
- Unique number of people who opened the e-mail
- Total number of clicks
- Unique number of people who made a click
- Total unsubscribes



VIEW OPENS

Overview | Message | Sent | **Opens** | Clicks | Bounces | Replies | Unsubscribes

Opens

Status: 1043 contacts displayed, totalling 2188 opens.

Options: 1 2 3 4 5 6 7 8 9 10 ...

Date	Company	Contact	Opens
22/09/2014 22:55:38			188
27/09/2014 01:28:04	Samson Rope Company	Lisa Clark	71
26/09/2014 13:09:23	Morrow Equipment Company	Christian Chalouh	49
09/09/2014 15:16:24	Cropac Equipment Inc		38
03/09/2014 20:11:56	Dozer Crane & Machinery, Inc.		36
02/09/2014 03:42:36	Standlast USA, LLC		33
17/09/2014 16:04:27	Marco Crane & Rigging Co		29
26/08/2014 20:14:32	Barcelona Equipment		26
01/10/2014 21:46:29	Bay Crane Service Inc		23
24/09/2014 20:54:53	Triad Machinery		20
02/09/2014 16:37:36	Maquinaria Diesel SA de CV		19
04/09/2014 15:06:21	Daily Express Inc		18
09/09/2014 14:36:35	Diamond Crane	Dudley Parkin	16
25/09/2014 13:31:36	Bronson Crane	Earl Bronson	16
03/09/2014 20:45:19	Advanced Crane Services	Sean Noonan	14
26/08/2014 19:03:48	North Star Equipment Services	Steve Post	14
29/08/2014 14:32:40	Kelly Tractor Company	David L Knerien Jr	13
29/08/2014 03:52:25	ABC Global LLC	Bernie Cortez	13

Contact Details

First Name: Lisa Clark
 Country: U.S.A.
 Company: Samson Rope Company
 Job Title: Director of New Business Development
 Email Address: lclark@samsonrope.com

DETAILS OF WHO OPENED THE E-MAIL INCLUDING:

- Date and time the e-mail was opened
- The contact name, job title, company and country of who those that opened the e-mail
- How many times the person opened the e-mail and when

RATES (Per delivered e-mail)

UP TO 2,500 E-MAILS
US\$730 / €650 per thousand

2,501 - 5,000 E-MAILS
US\$690 / €610 per thousand

5,001 - 7,500 E-MAILS
US\$650 / €570 per thousand

7,501 - 10,000 E-MAILS
US\$610 / €530 per thousand

OVER 10,000 E-MAILS
US\$570 / €490 per thousand

Discounts are available for multiple campaigns - please contact KHL for further details.



VIEW WHO CLICKED A LINK

Overview Message Sent Opens Clicks Bounces Replies Unsubscribes

Clicks

Pivot By Contact
Pivot By Link
Pivot By Date

Status: 75 contacts displayed, totalling 1296 clicks.

Options

Date	Company	Contact	Clicks
27/08/2014 14:14:15	McNally-Nimergood Heavy-Haul	Jeff McNally	488
26/08/2014 13:24:16	Shaw	Ed Polan	206
27/08/2014 06:03:56	Morrow Equipment Company	Christian Chalupny	167
27/08/2014 00:53:28	Marco Crane & Rigging Co	Sam Meyer	165
27/08/2014 00:14:49			160
27/08/2014 19:08:02	Click Activity By Contact		
26/08/2014 14:03:33			11
14/09/2014 12:32:51			14
26/08/2014 23:48:47			13
26/08/2014 14:25:19			13
26/08/2014 13:23:41			12
27/08/2014 21:04:23			12
26/08/2014 15:22:19			12
26/08/2014 22:12:01			12
26/08/2014 14:18:43			12

Link	Description	IP Address	Date Clicked
http://www.mantlowcranes.com/en/cranes/grove/grove-products/shuttlelift-carrydeck-industrial		207.219.69.156	29/08/2014 14:03:33
http://www.mantlowcranes.com/en/cranes/national-crane		207.219.69.156	29/08/2014 14:03:37
http://www.mantlowcranes.com/en/cranes/potain/self-erecting		207.219.69.156	29/08/2014 14:02:19
http://www.mantlowcranes.com/en/cranes/grove		207.219.69.156	29/08/2014 13:57:57

DETAILS OF WHO CLICKED A LINK INCLUDING:

- Date and time the link was clicked
- The contact name, job title, company and country of who those that made a click
- How many times the person click a link in the e-mail and when
- View how many times each link was clicked and who clicked them



DOWNLOAD THE RESULTS

Overview Message Sent Opens Clicks Bounces Replies Unsubscribes

Opens

Status: 1043 contacts displayed, totalling 2188 opens.

Options

Quick Find:

Items Per Page: 50

Date	Company	Contact	Opens	List Source
22/09/2014 22:55:38			168	Mantlowoc_26AUG14
27/08/2014 01:29:04	Samson Rope Company	Lisa Clark	71	Mantlowoc_26AUG14
26/09/2014 13:09:23	Morrow Equipment Company	Christian Chalupny	49	Mantlowoc_26AUG14
09/09/2014 15:16:24	Cropac Equipment Inc	Bill Finkle	38	Mantlowoc_26AUG14
03/09/2014 20:11:56	Dozer Crane & Machinery, Inc.	Katy McDaniel	36	Mantlowoc_26AUG14
02/09/2014 03:42:36	Stantast USA, LLC	Jeff Beveler	33	Mantlowoc_26AUG14
17/08/2014 16:04:27	Marco Crane & Rigging Co	Sam Meyer	29	Mantlowoc_26AUG14
26/08/2014 20:14:32	Barcelona Equipment	Justin Steiner	26	Mantlowoc_26AUG14
01/10/2014 21:46:29	Bay Crane Service Inc	Phil Bernardo	23	Mantlowoc_26AUG14
24/09/2014 20:54:53	Triad Machinery	Andrew Lundgren	20	Mantlowoc_26AUG14
02/09/2014 16:37:36	Magnum Diesel SA de CV	Gerardo Marcos Abad	19	Mantlowoc_26AUG14
04/08/2014 15:09:21	Daily Express Inc	Matthew Rea	16	Mantlowoc_26AUG14
08/09/2014 14:35:35	Diamond Crane	Judley Parkin	16	Mantlowoc_26AUG14
26/09/2014 13:31:36	Bronson Crane	Earl Bronson	16	Mantlowoc_26AUG14
03/09/2014 20:45:19	Advanced Crane Services	Sean Noonan	14	Mantlowoc_26AUG14
26/08/2014 19:03:48	North Star Equipment Services	Steve Post	14	Mantlowoc_26AUG14
29/08/2014 14:32:40	Kelly Tractor Company	David L. Klemm Jr.	13	Mantlowoc_26AUG14

ALL THE INFORMATION PAGES DISPLAYED HAVE A LINK TO DOWNLOAD THE DATA DIRECTLY TO YOUR COMPUTER FOR FURTHER INTERROGATION AND ANALYSIS.

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