

# Advertising in TRA-SER

## A Manufacturer Case Study

This case study highlights the accomplishments of a manufacturer (MFR) who has been advertising for nearly 3 years. Their merchandise has been listed in our database for a very long time, even before TRA-SER was an online application, so they were already an established brand before they began advertising.



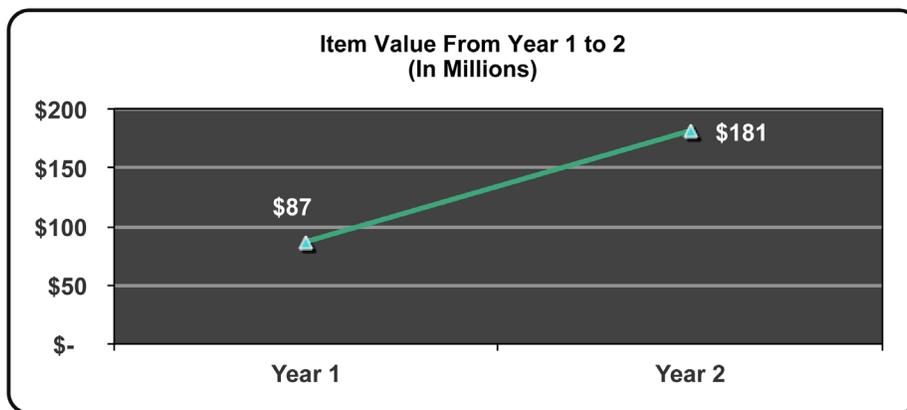
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## Measuring Success

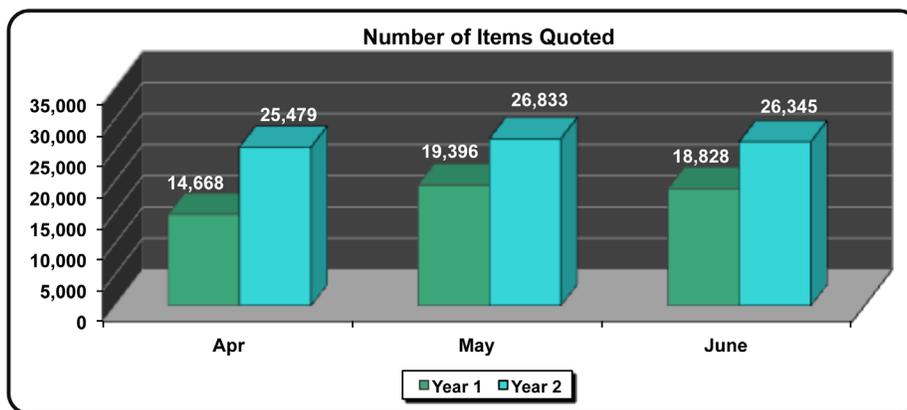
TRA-SER is very specialized and targeted industry site therefore we're able to provide actionable data to manufacturers which traditional print, or even online magazine advertising cannot. Our subscribers utilize Supplier Xchange (a component of TRA-SER) while in the bidding and estimating process to submit material lists to their distributor and receive quotes back in real time. Measuring our advertiser's success goes beyond just clicks and impressions: we count how many of your items are included in quotes, and the value of those items, so you can actually see your brand growing.

In the case of MFR, the value of their quoted merchandise more than doubled less than one year after they began advertising! It increased from \$87 million to over \$181 million.



## Requested Items Growth

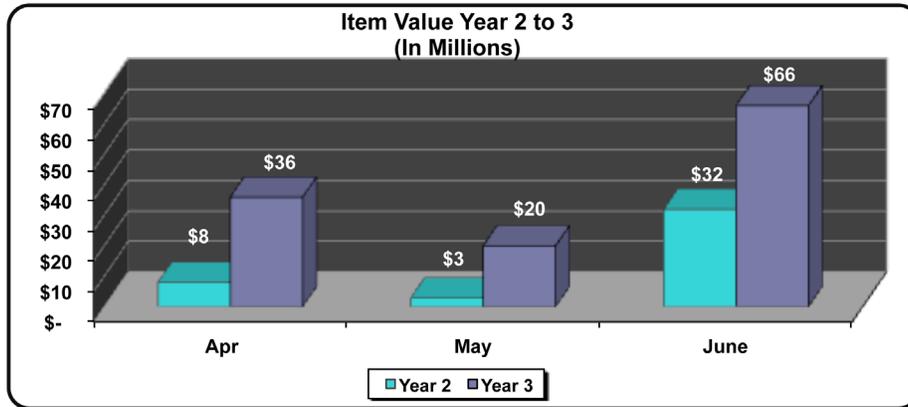
Between their first and second year of advertising, MFR saw their number of items quoted increase exponentially: 952% in just 3 months! During the same time period in Year 2, it was still growing substantially month by month: 74% in April, 38% in May and 40% in June. At the end of Year 1, they had over 107,000 items quoted; they had as many in Year 2 but just in 6 months.



## Material Value Skyrockets

The value of their items included was perhaps the biggest success to report. Comparing just one quarter of Year 2 to 3, MFG saw their quoted material value increase astronomically. In April, May and June, their value increased 342%, 759%, and 109% respectively! This clearly shows the importance of continuing advertising even after the first year's dramatic jumps.

**Graph 2**



## Reaching the Top Contractors

TRA-SER boasts a large majority of subscribers on EC&M's Top 50 Contractors<sup>1</sup> list. By increasing their exposure with advertising, MFG was able to reach 17% more of these coveted customers between Year 1 and 2. We're pleased that the following companies subscribe to TRA-SER, and these are just subscribers in the top 20!

Company Name ..... EC&M Rank	Company Name ..... EC&M Rank
EMCOR Group.....#1	Truland Group .....#9
Rosendin Electric.....#2	Wayne J. Griffin Electric.....#12
M.C. Dean .....#4	Helix Electric .....#13
Cupertino Electric .....#5	Fisk Corp .....#14
Bergelectric Corp.....#8	E-J Electric Installation .....#20

*EC&M 2012 List of Top Electrical Contractors, available at: <http://ecmweb.com/top-50-electrical-contractors-2012-0>*

## Conclusion

Advertising success continues for this manufacturer, their numbers keep climbing and they're able to utilize the unique data we provide to make sound business decisions. Don't waste your budget on advertising in a medium where results cannot be directly tied to your achievements. Advertise in TRA-SER and get your slice of the \$8.6 billion dollars worth of materials that were quoted last year alone.