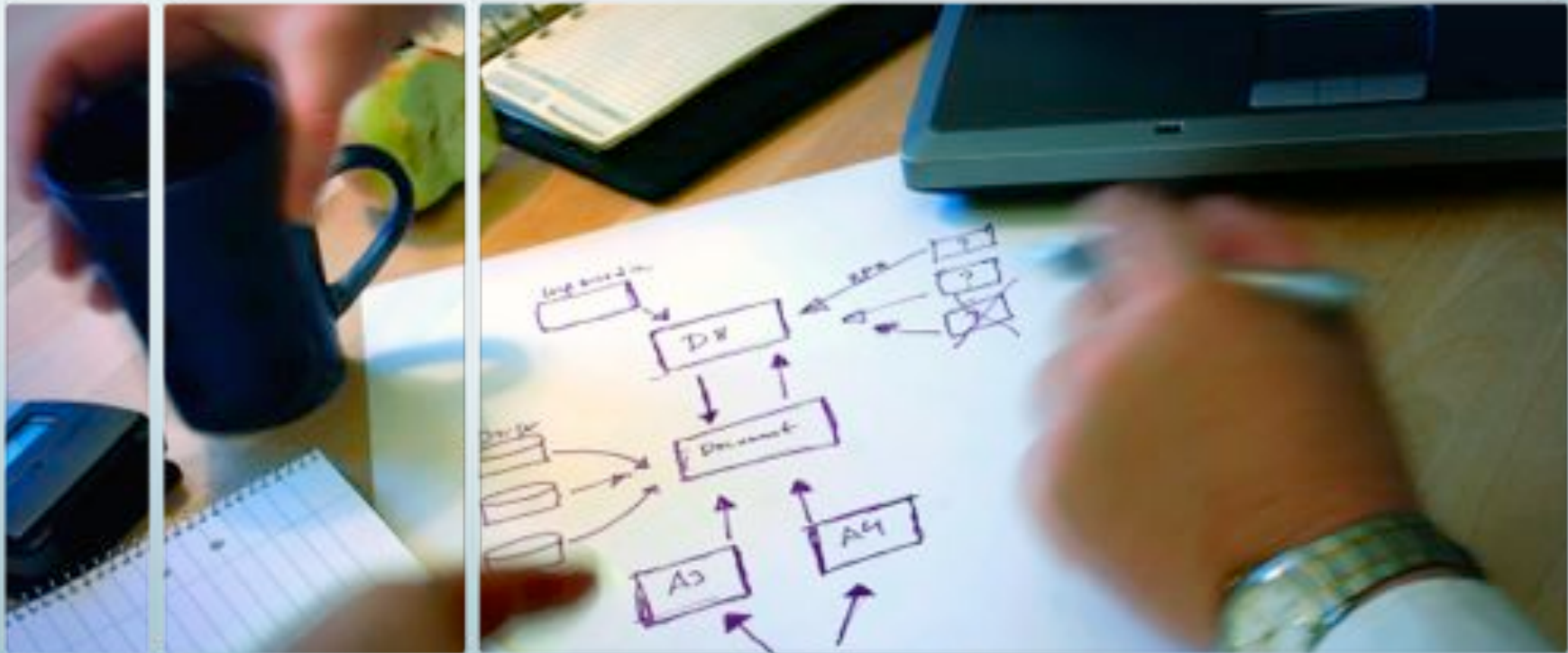
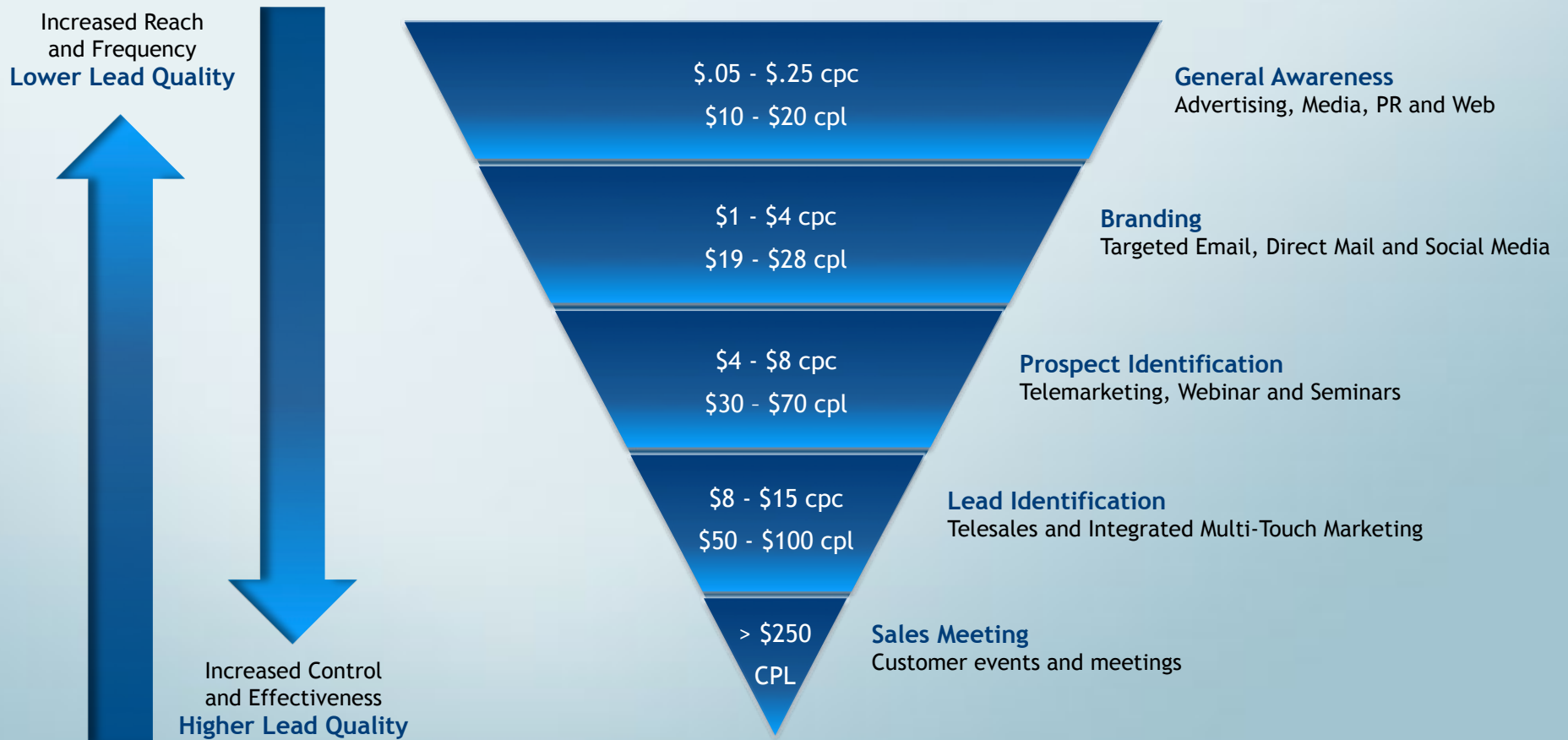


Marketing Overview and Best Practices

Updated March 2012



Average Marketing Campaign Results



Average marketing campaign results based on IPC and B2B technology programs completed in 2010 and 2011

cpc = Cost per Contact
cpl = Cost per Lead

Branding Campaigns

	Cost per Contact	Cost per Lead	Leads from DB	Open Rate	Click-Through
Lead/Prospect Nurturing (Drip Marketing) Targeting new suspect/prospect list	\$1.92	\$21.32	3.1%	15.6%	3.7%
Email Blast Existing customer/prospect list	\$2.67	\$23.59	1.7%	15.4%	3.8%
Email Blast New suspect list	\$4.33	\$27.71	0.6%	4.0%	1.0%
Direct Mail Post campaign follow-up list	\$4.75	\$35.60	3.9%	n/a	2.8%

Average marketing campaign results based on IPC and B2B technology programs completed in 2010 and 2011

Prospect Identification Campaigns

	Cost per Contact	Cost per Lead	Leads from DB	Hours per Lead/Pros	Hours per Lead
Telemarketing Solution focused clean prospect list	\$4.64	\$68.64	3.3%	1.8	5.8
Webinars / Seminars Product/Solution focused	\$5.75	\$69.53	4.1%	1.9	5.1

Average marketing campaign results based on IPC and B2B technology programs completed in 2010 and 2011

Lead Identification Campaigns

	Cost per Contact	Cost per Lead	Leads from DB	Hours per Lead/Pros	Hours per Lead
Integrated Lead Generation Vertical Focus	\$2.92	\$54.60	3.1%	1.8	5.4
Telesales Product/Solution Focused	\$4.64	\$63.73	3.3%	1.6	5.8
Integrated Lead Generation Industry Focus	\$4.96	\$82.50	4.2%	1.9	6

Average marketing campaign results based on IPC and B2B technology programs completed in 2010 and 2011

Integrated Lead Generation

REACH and GHS Chemical Container Labeling

- Targeted prospect database
- Campaign landing page
- 3 targeted email blasts
- Outbound telemarketing/lead qualification
- Call to action: “Sample Label Kit”
- Telesales to schedule appointments

1,364	Prospects reached
241	Leads and prospects generated
121	“Sample Label Kits” mailed
7	Appointments scheduled
\$82.86	Cost per lead



“The companies identified, the level of details provided and the quality of the leads are excellent...”

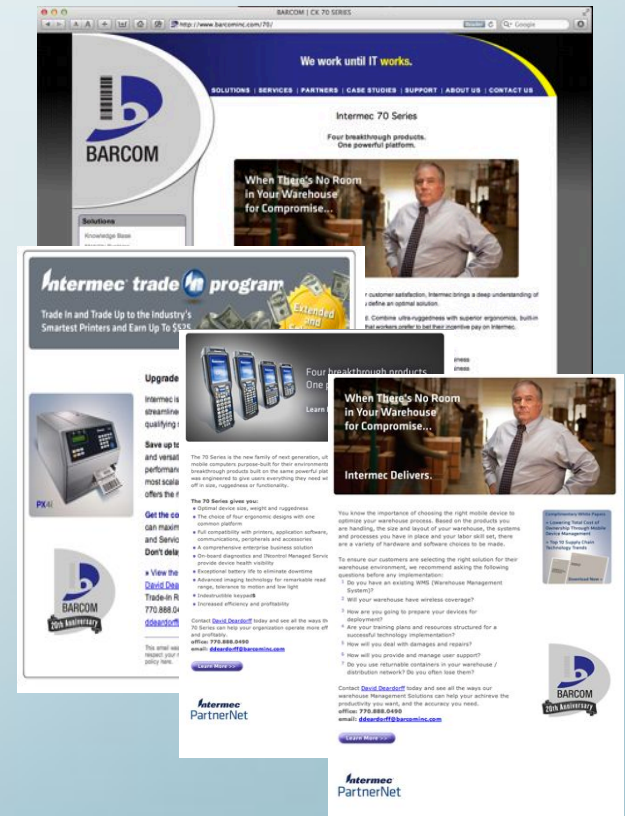
Tim Wills
PEAK Technologies

Prospect and Lead Nurturing

Prospect Nurturing Program

- Targeted communications for 3 months
- Customized with sales rep information
- Targeted call to action
- Dedicated microsite to track responses

1,245	Prospects reached
15.7%	Email open rate
5.0%	Click-through rate
125	Lead and prospects
\$19.20	Cost per lead

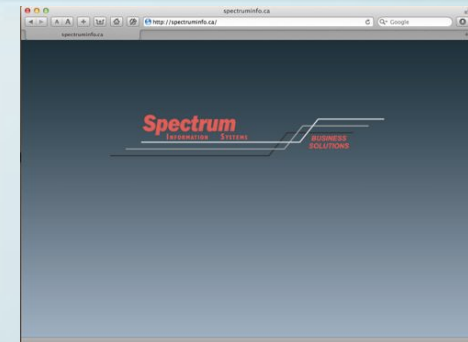


“We’ve had a several quotes generated from the email blasts... Now we’re meeting with them to introduce the CN70.”
Jim Ledbetter
BARCOM

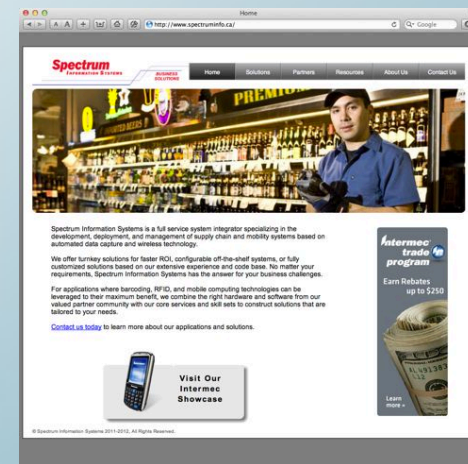
Website Development and Refresh

Website Development

- Complete website design and launch
- Content and graphics development
- Intermec focused partner solutions
- Integrated Intermec content syndication
- Strong sales and education focused
- Less than two months to launch
- Minimal partner involvement
- www.SpectrumInfo.ca



Before



After

“You’re a genius... By just adding a URL connection to our web site, searches have put us on the first page of Google!!!”

John Ingham

Spectrum Information Systems

Marketing Best Practices

5 Steps to maximize campaign ROI

1. Well defined goals and objectives
2. Clearly define target audience/prospects
3. Deploy multi-touch marketing approach
4. Prospect relevant “call to action”
5. Nurture all prospects and leads...

Many leads will not generate immediate sales. Ongoing communication and nurturing programs will move the prospects through the sales funnel until they are ready to purchase.

Marketing Pitfalls

5 Tactics to AVOID

1. Lack of timely sales follow-up and feedback
2. Not mining existing prospect and customer lists
3. Telemarketing campaign to a “new list”
4. Single tactic marketing activity
5. Reinventing the marketing wheel...

Utilizing and customizing existing Intermec and IPC Campaign In a Box will lower campaign costs, shorten campaign development timeline and significantly improve marketing ROI.



Intermec[®]
Partner Concierge

For more information or to build a campaign to
meets your specific needs please contact IPC

480.704.4775

Intermec@PartnerConcierge.com