Engage with your customers by e-mail
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

Lead generation - simple, measurable, no wastage, cost effective
QUALITY DATABASE


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 *

<table>
<thead>
<tr>
<th>Sector</th>
<th>E-mails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>40,611</td>
</tr>
<tr>
<td>Cranes &amp; heavy transportation</td>
<td>28,230</td>
</tr>
<tr>
<td>Access</td>
<td>15,304</td>
</tr>
<tr>
<td>Rental</td>
<td>14,951</td>
</tr>
<tr>
<td>Demolition</td>
<td>9,995</td>
</tr>
</tbody>
</table>

### E-MAILS BY REGION *

<table>
<thead>
<tr>
<th>Region</th>
<th>E-mails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>22,930</td>
</tr>
<tr>
<td>North &amp; Central America</td>
<td>18,512</td>
</tr>
<tr>
<td>South America</td>
<td>9,050</td>
</tr>
<tr>
<td>Asia</td>
<td>7,994</td>
</tr>
<tr>
<td>Middle East</td>
<td>3,926</td>
</tr>
<tr>
<td>Australasia</td>
<td>2,853</td>
</tr>
<tr>
<td>Africa</td>
<td>1,877</td>
</tr>
</tbody>
</table>

* Magazine circulations are dynamic and constantly changing. Contact your sales agent for the latest figures.

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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

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

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.

Lead generation - simple, measurable, no wastage, cost effective
CAMPAGN 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 WHO CLICKED A LINK

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

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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The world of digital media is technically complex and ever-changing. KHL has a technical digital team dedicated to maintaining and developing all KHL digital media channels.

The team produced the first BPA-audited digital magazine in Europe in 2002 and more recently developed and published both digital magazine and breaking news apps for tablets and mobile phones.

This expertise and experience is available to all KHL clients for free help and advice on any digital matter. The service includes designing banners optimised for websites, newsletters and mobile apps, plus using specialist software to ensure that digital advertisements display correctly.