

Engage with your
customers by e-mail



2018 E-CAST
INFORMATION

khl
www.khl.com



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

Metric	Value	Percentage
Total Delivered	12737	100.00%
Clicks	338	2.65%
Unique Clicks	178	1.40%
HTML Opens	3505	28.15%
Unique HTML Opens	2045	16.06%
Replies	0	0.00%
Unsubscribes	15	0.12%

Metric	Value	Percentage
Total Delivered	12737	100.00%
Clicks	338	2.65%
Unique Clicks	178	1.40%
HTML Opens	3505	28.15%
Unique HTML Opens	2045	16.06%
Replies	0	0.00%
Unsubscribes	15	0.12%

Visit the world's aerial platform suppliers at APEX Asia, Shanghai

As many as 50 suppliers of aerial platforms will exhibit at the first APEX Asia show in Shanghai, China, on 31 October to 3 November.

It will be the largest ever collection of access equipment in China, with both western and Chinese manufacturers exhibiting. China is the fastest growing aerial platform market in the world.

APEX Asia takes place at the Shanghai New International Expo Center (SNIEC) alongside CeMAT Asia, which is the largest material handling show in Asia, attracting more than 75,000 visitors.

Online pre-registration is free in advance of the show:

[REGISTER \(English\)](#) [REGISTER \(Chinese\)](#)

The more than 50 exhibitors include all of the main Chinese manufacturers – such as Dingli, Sinoboom, Mantall, Liugong, XCMG, Runshare and Lingong Group – as well as the largest Western suppliers including JLG, Skyjack, Haulotte and Snorkel.

For more details visit the show websites:

[WEBSITE \(English\)](#) [WEBSITE \(Chinese\)](#)

On the first day of the exhibition, the **International Rental Conference (IRC)** will be held in **Hall N1** alongside APEX Asia. Speaking will be representatives from major rental companies such as United Rentals (USA), Kanamoto (Japan) and Zeppelin Rental (Germany).

Separate registration is required for the conference. See the full program and book

[BOOK NOW](#)

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



Most extensive
database of e-mail
addresses

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	40,611
Cranes & heavy transportation	28,230
Access	15,304
Rental	14,951
Demolition	9,995

E-MAILS BY REGION *

Europe	22,930
North & Central America	18,512
South America	9,050
Asia	7,994
Middle East	3,926
Australasia	2,853
Africa	1,877

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

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



Fast and simple to
set up giving you
total control of the
campaign

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

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



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%

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 01:26:04	Sanson Rope Company	Lisa Clark	71
26/09/2014 13:09:23	Morrow Equipment Company	Christian Chakuma	49
09/09/2014 15:16:24	Cropac Equipment Inc		38
03/09/2014 20:11:56	Dozier Crane & Machinery, Inc.		36
02/09/2014 03:42:36	Standfast 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 20:45:10	Advanced Crane Services	Sean Noonan	14
26/08/2014 19:03:48	North Star Equipment Services	Steve Post	14

Contact Details

First Name: Lisa Clark
Country: U.S.A.
Company: Sanson Rope Company
Job Title: Director of New Business Development
Email Address: lkian@sansonrope.com

Close

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



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 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, totaling 1796 clicks.

Options

Date	Company	Contact	Clicks
27/08/2014 14:14:15	McNally-Nimergood Heavy-Haul	Jeff McNally	498
26/08/2014 13:24:16	Shaw	Ed Polan	208
27/08/2014 05:03:56	Morrow Equipment Company	Christian Chaloupy	197
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			11
26/08/2014 14:03:33			4
14/08/2014 12:32:51			3
26/08/2014 23:48:47			3
26/08/2014 14:25:19			2
26/08/2014 13:23:41			2
27/08/2014 21:04:23			2
27/08/2014 14:53:16			2

Click Activity By Contact

Link	Description	IP Address	Date Clicked
http://www.manitowocranes.com/en/cranes/grove-products/strutless-carry-deck-industrial		207.219.69.154	26/08/2014 14:02:22
http://www.manitowocranes.com/en/cranes/national-crane		207.219.69.154	26/08/2014 14:02:27
http://www.manitowocranes.com/en/cranes/tolani/self-erecting		207.219.69.154	26/08/2014 14:02:19
http://www.manitowocranes.com/en/cranes/boom		207.219.69.154	26/08/2014 14:02:19

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, totaling 2188 opens.

Options

Quick Find: Go

Items Per Page: 50 Download

Date	Company	Contact	Opens	List Source
02/09/2014 22:55:38			188	Manitowoc_28AUG14
27/08/2014 01:26:04	Samson Rope Company	Lisa Clark	71	Manitowoc_28AUG14
26/08/2014 13:09:23	Morrow Equipment Company	Christian Chaloupy	49	Manitowoc_28AUG14
09/09/2014 15:16:24	Onpac Equipment Inc	Gil Fense	38	Manitowoc_28AUG14
03/09/2014 20:11:56	Dozier Crane & Machinery, Inc	Katy McDermott	36	Manitowoc_28AUG14
02/09/2014 03:42:36	Standard USA, LLC	Jeff Redwell	33	Manitowoc_28AUG14
17/08/2014 18:04:27	Marco Crane & Rigging Co	Sam Meyer	29	Manitowoc_28AUG14
26/08/2014 20:14:32	Barcelona Equipment	Justin Steiner	26	Manitowoc_28AUG14
01/10/2014 21:46:29	Ball Crane Service Inc	Phil Blomquist	23	Manitowoc_28AUG14
24/08/2014 20:54:53	Truad Machinery	Andrew Lundquist	20	Manitowoc_28AUG14
02/09/2014 10:37:36	Maquinaria Diesel SA de CV	Gerardo Marcos Abad	19	Manitowoc_28AUG14
04/09/2014 15:06:21	Daily Express Inc	Matthew Hea	18	Manitowoc_28AUG14
09/09/2014 14:36:35	Diamond Crane	Dudley Finkin	16	Manitowoc_28AUG14
25/06/2014 13:31:36	Bronson Crane	Earl Bronson	16	Manitowoc_28AUG14
03/09/2014 20:46:19	Advanced Crane Services	Sean Hoeman	14	Manitowoc_28AUG14

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

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

DIGITAL TEAM

PETER WATKINSON

Digital Media Director

Tel: +44 (0)1892 786240
peter.watkinson@khl.com

NICK AVIS

Technical Manager

Tel: +44 (0)1892 786235
nick.avis@khl.com

JACK HOLLOWAY

Technical Support

Tel: +44 (0)1892 786229
jack.holloway@khl.com

ANTHONY MEDHURST

Web Developer

Tel: +44 (0)1892 786227
anthony.medhurst@khl.com

ADAM ROPER

Web Assistant

Tel: +44 (0)1892 786226
adam.roper@khl.com

KHL SALES REPRESENTATIVES

BENELUX/SCANDINAVIA

Bridget Leary

Tel: +44 (0)1892 786220
e-mail: bridget.leary@khl.com

CHINA

Cathy Yao

Tel: +86 10 6553 6676
e-mail: cathy.yao@khl.com

FRANCE

Hamilton Pearman

Tel: +33 1 45 93 08 58
e-mail: hpearman@wanadoo.fr

GERMANY/SWITZERLAND

AUSTRIA/EASTERN EUROPE

Simon Battersby

Tel: +44 (0)1892 786232
e-mail: simon.battersby@khl.com

ITALY

Fabio Potestà

Tel: +39 010 570 4948
e-mail: info@mediapointsrl.it

JAPAN

Michihiro Kawahara

Tel: +81 (0)3 3212 3671
e-mail: kawahara@rayden.jp

KOREA

CH Park

Tel: +82 2 730 1234
e-mail: mci@unitel.co.kr

LATIN AMERICA

Milena Jimenez

Tel: +562 28850321
e-mail: milena.jimenez@khl.com

SPAIN

Mike Posener

Tel: +353 86 043 1219
e-mail: mike.posener@khl.com

TURKEY

Emre Apa

Tel: +90 532 324 3616
e-mail: emre.apa@apayayincilik.com.tr

UK

Lynn Collett

Tel: +44 (0)1892 786219
e-mail: lynn.collett@khl.com

USA/CANADA

Alister Williams

Tel: +1 843 637 4127
e-mail: alister.williams@khl.com

Wil Holloway

Tel: +1 312 929 2563
e-mail: wil.holloway@khl.com

Tony Radke

Tel: +1 480 478 6302
e-mail: tony.radke@khl.com

Matt Burk

Tel: +1 312 496 3314
e-mail: matt.burk@khl.com

CORPORATE

ACCOUNT MANAGER

David Stowe

UK Head Office
Tel: +44 (0)1892 786217
e-mail: david.stowe@khl.com

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.

KHL OFFICES

UNITED KINGDOM

(HEAD OFFICE)

KHL Group LLP
Southfields, Southview Road,
Wadhurst, East Sussex,
TN5 6TP, UK.
Tel: +44 (0)1892 784088
www.khl.com/ce

USA HEAD OFFICE

KHL Group Americas LLC
3726 East Ember Glow Way,
Phoenix,
AZ 85050,
USA
Tel: +1 480 659 0578
e-mail: americas@khl.com

USA CHICAGO OFFICE

KHL Group Americas LLC
205 W. Randolph Street
Suite 1320
Chicago, IL 60606,
USA
Tel: +1 312 929 3478
e-mail: thomas.kavooras@khl.com

SOUTH AMERICA OFFICE

KHL Group Américas LLC
Av. Manquehue 151, of 1108
Las Condes,
Santiago,
Chile.
Tel: +56 2 28850321
e-mail: cristian.peters@khl.com

CHINA OFFICE

KHL Group China
Room 768, Poly Plaza, No.14,
South Dong Zhi Men Street,
Dong Cheng District, Beijing
100027, P.R. China.
Tel: +86 (0)10 65536676
e-mail: cathy.yao@khl.com

