



Case Study

Desoutter Industry-tools: New service portal gets 90% of traffic via email signatures

Long-term success through email signature marketing

The customer

Desoutter's solutions are efficient, productive and sustainable. Founded in France in 1914, Desoutter is one of the world's leading suppliers of industrial tools, assembly solutions and services for the automotive and off-road industries, the aerospace industry and general mechanical and plant engineering.

Industry 4.0 is not just a buzzword at Desoutter: from sophisticated software and hardware for intuitive operator assistance to comprehensive process control, users can obtain all the components for their Smart Factory from a single source. Desoutter is headquartered in Nantes, France, and its portfolio supports customers in over 170 countries.

The challenge: Introduction of a new service portal

To give customers a new, easier way to locate and reorder spare parts, a new online service portal was launched. Desoutter's challenge was to promote this portal to the right target group: the existing customers.

The solution: The right marketing mix makes the difference - with a surprising main traffic source

When planning the service portal campaign, Robin Igramhan, Online Marketing Specialist, realized that signature banners should not be missing in his marketing mix. He had already planned for a newsletter, social media and a homepage teaser to be the main channels of the campaign.

"Usually our main marketing channels are the newsletter and social media. This campaign has shown me how valuable email signature marketing with Maitastic is, especially when addressing existing customers"

Robin Igramhan
Online Marketing Specialist,
Desoutter GmbH



“By controlling the campaign banners from our Maitastic account, we can provide new banners with new advertising messages for the whole company with one click.”

Robin Igramhan
Online Marketing Specialist,
Desoutter GmbH



He didn't expect that 90% of the traffic to the new portal would actually come from the campaign banners in the e-mail signatures of Desoutter employees.

An efficient support of the sales department

Within a short time, Desoutter's sales team was aware of the potential of email signature marketing and approached the marketing team with banner suggestions. Since Maitastic makes it possible to provide a department with several signature banners, each sales employee can decide which advertising message is sent depending on the email recipient.

With Maitastic, Desoutter can ...

- ✓ **measure its signature campaign successes.**
- ✓ **increase its marketing campaign reach.**
- ✓ **increase the clicks on the website.**
- ✓ **occupy the „pain point“ signature positively.**
- ✓ **control signature campaigns flexibly from the marketing department without involving all employees.**
- ✓ **convince the management that uniform email signatures contribute to positive external perception and increase sales performance.**

This is what Robin Igramhan especially appreciates about Mailtastic:

- ✓ Equipping all departments with several departmental banners
- ✓ Pre-planning of campaigns thanks to the event planner
- ✓ Simple creation of reports and evaluations
- ✓ Ideal channel for addressing existing customers
- ✓ Brand marketing through uniform and up-to-date appearance in the signatures

How Desoutter makes email signature marketing

In addition to a professional company signature in the corporate design, Desoutter relies on targeted signature campaigns. As a rule, the more relevant the content of a campaign is for the targeted recipients, the higher the chances of success. Below are a few example campaigns that have been implemented in different departments and for different target groups.

“With Mailtastic we can manage departmental corporate communications.”

Robin Igramhan
Online Marketing Specialist, Desoutter GmbH



Examples of Desoutters campaigns



The new service portal

Of all the marketing channels in the campaign, 90% of the traffic came via the banner in the email signature with a click rate of 1.3%.



Desoutter on LinkedIn

This banner was placed to draw attention to Desoutter's LinkedIn profile. About 10% of the users who clicked on the banner have become followers.



Drilling applications of the future

With a click rate of 2.3 %, this industry-specific banner convinced the email recipients.



Desoutter at the Paris Air Show

In order to draw attention to their international activities and to be able to talk to customers on-site at the stand, this signature banner was made available to the sales department.

Summary

Using Maitastic to open up the marketing channel of email signatures has already proven itself many times over at Desoutter. The professionalization of signatures not only leads to a uniform corporate identity, but also to the targeted and measurable communication of advertising messages.

“Email communication as a marketing channel is extremely important. With Maitastic, we can now use this channel to its full potential. Technically, Maitastic was easy to implement. Customers now always receive our latest messages - without the otherwise necessary signature handling.”

Robin Igramhan
Online Marketing Specialist, Desoutter GmbH



About Maitastic

Maitastic is a platform which transforms the daily email communication of employees into a strong and measurable marketing channel.

With Maitastic, you can centrally manage the email signatures of all employees and use them to target specific audiences. Enrich your email communication with relevant and valuable content for your business partners and draw attention to yourself and your services.

Leading companies such as BASF, Würth Group, Hubert Burda Media, Signal Iduna, ABOUT YOU and many others already benefit

from Maitastic's signature marketing solution.

We would be happy to evaluate whether your company can also benefit from signature marketing.

You can reach us using the following contact details: +49 (0) 6131 633 86 58 | maitastic.com

We look forward to hearing from you!