

5 Ways PMMI Used CredSpark to Engage and Grow Their Audience

OMEDA WEBINAR



Your Hosts



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Connecting the dots: PMMI, Omeda & CredSpark

PMMI Media Group is a B2B media company connecting manufacturers to the latest developments in packaging & processing.



PMMI uses Omeda's CredSpark integration to incorporate interactive polls into their emails & broader communication strategy.



Poll response data is seamlessly added to customer profiles in Omeda's database, providing PMMI with useful data points on their audience.



5 Use Cases for How PMMI Used CredSpark

1

Proactive subscriber re-engagement campaigns

2

Generate more first-party data via welcome wall poll

3

Deepen engagement with event attendees via tradeshow email embeds

4

Enhance reader experience via editorial content embeds

5

Round out customer profiles for e-newsletter subscribers

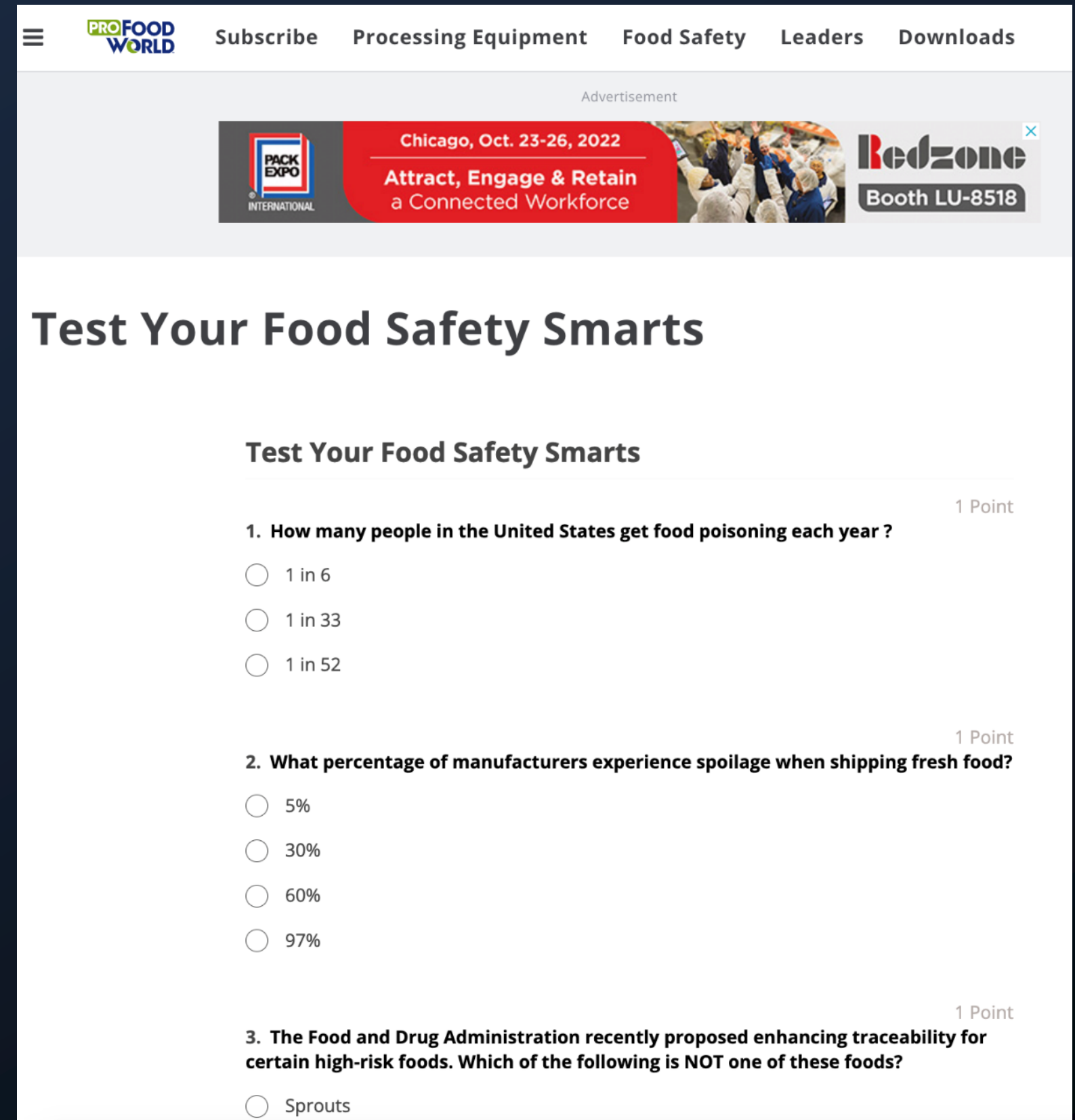


1 Proactive subscriber re-engagement campaigns

Goal: Target subscribers at risk of becoming unengaged to combat newsletter attrition.

Tactic: Send a poll question via email, then link to the full CredSpark quiz embedded on the brand's website. Part of a 3-email re-engagement campaign built in Odyssey.

Results: 4,176 quiz completions for all five brands and 40 – 50% brand re-engagement over an 18-month period.



The screenshot shows the ProFood World website header with navigation links: Subscribe, Processing Equipment, Food Safety, Leaders, and Downloads. Below the header is an advertisement for PACK EXPO INTERNATIONAL in Chicago, Oct. 23-26, 2022, with the tagline 'Attract, Engage & Retain a Connected Workforce' and a Redzone booth LU-8518. The main content area features a quiz titled 'Test Your Food Safety Smarts' with three questions, each worth 1 point.

Test Your Food Safety Smarts

Test Your Food Safety Smarts 1 Point

1. How many people in the United States get food poisoning each year? 1 Point

- 1 in 6
- 1 in 33
- 1 in 52

2. What percentage of manufacturers experience spoilage when shipping fresh food? 1 Point

- 5%
- 30%
- 60%
- 97%

3. The Food and Drug Administration recently proposed enhancing traceability for certain high-risk foods. Which of the following is NOT one of these foods? 1 Point

- Sprouts

2 Generate more first-party data via welcome wall poll

Goal: Generate more first-party data from known website visitors.

Tactic: Combine Omeda Metering and Data Loader tools with CredSpark to create a poll on website homepage. Then, user data is sent from CredSpark to Omeda via a webhook.

Results: 1,924 poll completions across all five brands since Q1 2022.

The screenshot shows the AutomationWorld website homepage. At the top, a red banner reads "Discover solutions from 2,000+ exhibitors to advance your operations and network with colleagues at PACK EXPO International. REGISTER TODAY". The navigation bar includes "AutomationWorld", "Subscribe", "Products", "Factory", "Process", "Leaders", "Downloads", and a search icon. Below the navigation is an advertisement for Schneider Electric Easy TeSys Manual Motor Starters, featuring a "Learn More >>" link and a "Schedule Shipments" button. The main content area features a large article titled "Comparing Soft Starters and Variable Frequency Drives" with a video player. To the right of this article is a poll overlay titled "How do you compare to your peers?". The poll asks "Do you hold a management-level position?" and offers three radio button options: "Yes, I hold a management-level position with responsibility for multiple plant locations.", "Yes, I hold a management-level position with responsibility for one plant location.", and "No". A "COMPARE RESPONSE" button is located at the bottom of the poll. Below the main article are four smaller content tiles: "SUSTAINABILITY: Responding to Disruption with Sustainable Technology and...", "IIOT: Digitalization Changes Everyone's Job", "CONTROL: Battling Obsolescence and Risk Begins with an IT/OT Assessment", and "SPONSOR CONTENT: Industrial Networking Solutions".

3 Deepen engagement with event attendees

Goal: Collect attendee feedback and deepen engagement with tradeshow visitors.

Tactic: Send a post-event feedback survey to a segmented list of show registrants who are also unengaged email subscribers. Upon clicking the link, recipients are redirected to the brand's website to do the full survey.

Results: 40+ survey completions and a wider variety of actionable feedback.



Hi Emma,

We were delighted to have you at PMMI's 2022 PACK EXPO International! PACK EXPO is a catalyst to uniting the world of packaging and processing, and your attendance, in person or virtual, was a valuable part of the conversation.

While it's still fresh in your mind, can you please share how likely you are to recommend future PACK EXPO shows to a colleague?

Extremely likely	Somewhat likely	Neither likely or unlikely	Somewhat unlikely	Extremely unlikely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SUBMIT >>

Thanks for your feedback. We hope to see you at future shows and events.

Best,

Dave Newcorn
President, PMMI Media Group



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4

Enhance reader experience

Goal: Increase the amount of time spent on page by making the reader experience more interactive.

Tactic: Add reader polls to editorial content that will be in high circulation in newsletters and on organic/paid social channels.

Results: 54 poll completes across three currently running embedded polls.

BUSINESS | PMMI NEWS

Great Resignation Driving Employee Poaching

It's a buyer's market for job seekers as 81,000 left manufacturing from Aug. 2020 through Aug. 2021. Manufacturers are climbing over each other to poach workers to meet increases in production.

By — Sean Riley

CPGs at PMMI's Top to Top Summit were almost unanimous in pinpointing the labor shortage caused by employees not returning to work after covid-induced shut-downs as a critical challenge. Furthermore, turnover of staff who have returned is high.

Top to Top Summit is an annual network of CPGs and OEMs in the packaging and process industries to discuss industry problems and solutions and share best practices for a better industry outcome. Sponsored by PMMI, March 2022 in Florida.

While quit rates in manufacturing are low compared to other service sectors, the number of people leaving has accelerated from 1.9% of the workforce in 2019 to 2.8% in 2021 — a loss of over 80,000 workers in 2021 — a loss of over 80,000 workers in crisis mode pre-pandemic. To make matters worse, many CPGs continue to cite a lack of skilled labor capable of operating and troubleshooting complex packaging machinery. As one respondent noted, "We continue to struggle with workforce shortages and the difficulty in training on equipment. As things become more difficult to 'plug and play' when tra

Reader Poll

Peer Responses

Supply chain woes are partially to blame as well, but lack of skilled workforce is definitely impacting our operation.	73%
So far, we have been able to keep up with demand and are meeting delivery dates.	18%
We are pushing out delivery times due to worker shortage.	9%

Reader Poll

Is the shortage of skilled workers causing delays in machinery delivery times? (Select the answer that best describes your operation).

- So far, we have been able to keep up with demand and are meeting delivery dates.
- We are pushing out delivery times due to worker shortage.
- Supply chain woes are partially to blame as well, but lack of skilled workforce is definitely impacting our operation.

5

Round out subscriber customer profiles

Goal: Round out profiles of subscribers and generate feedback on newsletter and UX.

Tactic: Send a 14-question feedback survey to current eNewsletter subscribers.

Results: 128 survey completions.

The screenshot shows the top navigation bar of the 'PACKAGING WORLD' website. The navigation menu includes 'Subscribe', 'Machinery', 'Design', 'News', 'Leaders', and 'Downloads'. There is a search icon and a user profile icon on the right. Below the navigation bar is an advertisement banner for 'delkor' with the text 'ONE CASE PACKER ALL SHIPPER STYLES' and images of various shipping cases. The main content area features a 'Newsletter Engagement Survey' section. The survey text reads: 'Thank you for your participation! Please share your feedback for an opportunity to win a gift card.' Below this is a question: '2. What entices you to open a newsletter? (select all that apply)*'. The options are: 'Eye-catching subject line', 'Promise of complimentary content', 'Trustworthy from line', and 'I've read the newsletter before'. At the bottom of the survey are 'Previous' and 'Next' buttons.

PACKAGING WORLD

Subscribe Machinery Design News Leaders Downloads

Advertisement

ONE CASE PACKER ALL SHIPPER STYLES

delkor

Newsletter Engagement Survey

Thank you for your participation! Please share your feedback for an opportunity to win a gift card.

2. What entices you to open a newsletter? (select all that apply)*

- Eye-catching subject line
- Promise of complimentary content
- Trustworthy from line
- I've read the newsletter before

Previous Next

Q&A



Casey Cornelius

HEAD OF CONTENT & CLIENT SERVICES



Thank you!
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