

How Gardner Actions First-Party Data for Cross-Branded Promotions

OMEDA WEBINAR



Your Hosts



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GARDNER Business Media, Inc.

- Media and marketing company focused on manufacturing since 1928
- Eight US media brands
- Three Spanish-language brand extensions
- Fifteen live events (tradeshows and conferences)
- Magazines, events, webinars, digital products, market intelligence, etc.
- Omeda customer since early 2021



Meet Rob

- *Modern Machine Shop* subscriber
- Existed in our database before Omeda
- Became “known” through webinar email invitation in June 2021



Attribute Name	Attribute Value	Date
Olytics PublishedDate	2021-06-29t00:00:00.000z	Jun 30, 2021 01:21:15.327 PM
Olytics Supplier	mantle inc.	Jun 30, 2021 01:21:15.327 PM
Olytics Taxonomy	additive	Jun 30, 2021 01:21:15.327 PM
Olytics Taxonomy	die/mold	Jun 30, 2021 01:21:15.327 PM
Olytics Topics	additive manufacturing	Jun 30, 2021 01:21:15.327 PM
Olytics Topics	mold making	Jun 30, 2021 01:21:15.327 PM
Olytics Issue	mms-2021-07	Jun 30, 2021 01:10:46.343 PM
Olytics PublishedDate	2021-06-21t00:00:00.000z	Jun 30, 2021 01:10:46.343 PM
Olytics Taxonomy	the view from my shop	Jun 30, 2021 01:10:46.343 PM



Courting Rob

- Sent email invitation to an *Additive Manufacturing* webinar based on his Olytics data
- Subscribed to the webinar and became an *Additive Manufacturing* subscriber
- “Known” on four of our sites



Wednesday, March 2, 2022 | 11:00 AM ET



Advanced photopolymers are leading the next wave of 3D printing technology innovations. However, the development of these materials is advancing faster than software and capabilities—leaving resins stuck on the shelf with no way to be processed.

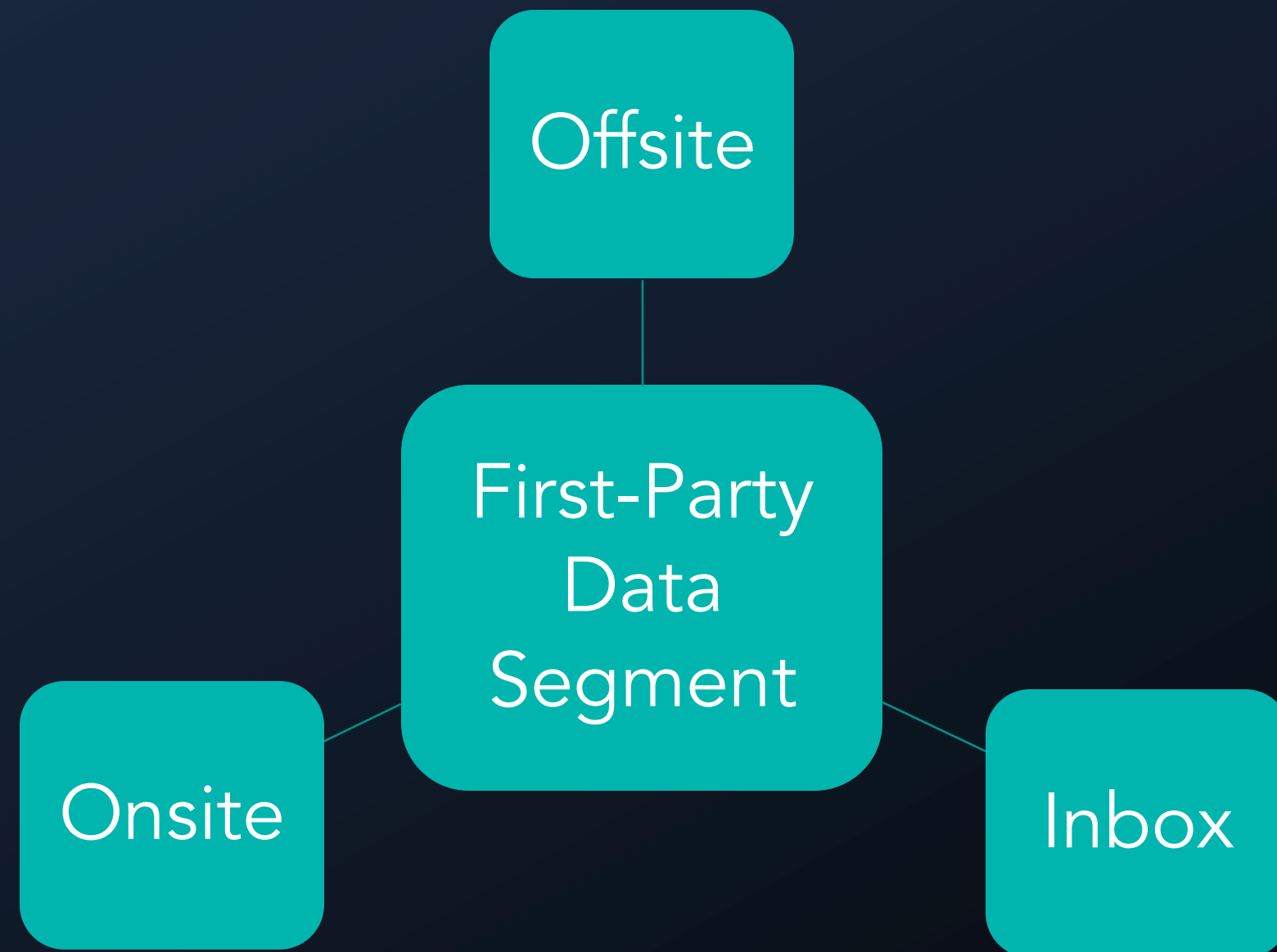
Presented by:



Fortify's Flux series digital light processing (DLP) 3D printers have the ability to print viscous and heavily-filled photopolymers, bringing new life to advanced photopolymers. This webinar will discuss the technology that makes this possible and the software toolkit, Flux Developer, that allows users to conduct their own design of experiments (DoE) for R&D for new materials systems. Fortify will also discuss how this same toolset and framework has been used to develop several material sets, including thermally conductive resins, technical ceramics, and more.

Applications

- Webinar promotion
- Event promotion
- Audience growth



A close-up photograph of a wooden workbench in a workshop. The workbench is cluttered with various tools, including screwdrivers, a wrench, and a dial indicator. In the foreground, there is a stack of 'Modern Machine Shop' magazines. The top magazine has a red cover with the title 'Modern Machine Shop' and the year '2018'. The background is slightly blurred, showing more tools and a person's hand.

Webinar Promotion

- Gardner Business Media produces over 200 webinars per year
- Traditionally, these have relied heavily on email promotion
- Leveraging first-party data has reduced email sends, increased unknown conversions and maintained or grown webinar performance

Webinar Promotion - Email

Targeted readers of: biopolymers, biopolymers/renewable materials, compounding, compounding - other, multi-screw, multi-screw compounding, wood/natural fiber compounds

Delivered: 3,283

Unique Opens: 41.73%

Unique Clicks: 169 (5.15%)

Email One Conversions: 270

We think that you'd be interested in this upcoming webinar from Leistritz Extrusion Technology. Check it out!



**Plastics
Technology**

UPCOMING
WEBINAR
ptonline.com

Wednesday, May 4, 2022 | 2:00 PM ET



Twin screw extruders are the preferred manufacturing methodology to mix polymers, natural fibers and bioplastics. The final product can be pellets, film, sheet, pipe/profile, filaments and/or fibers.

Presented by:

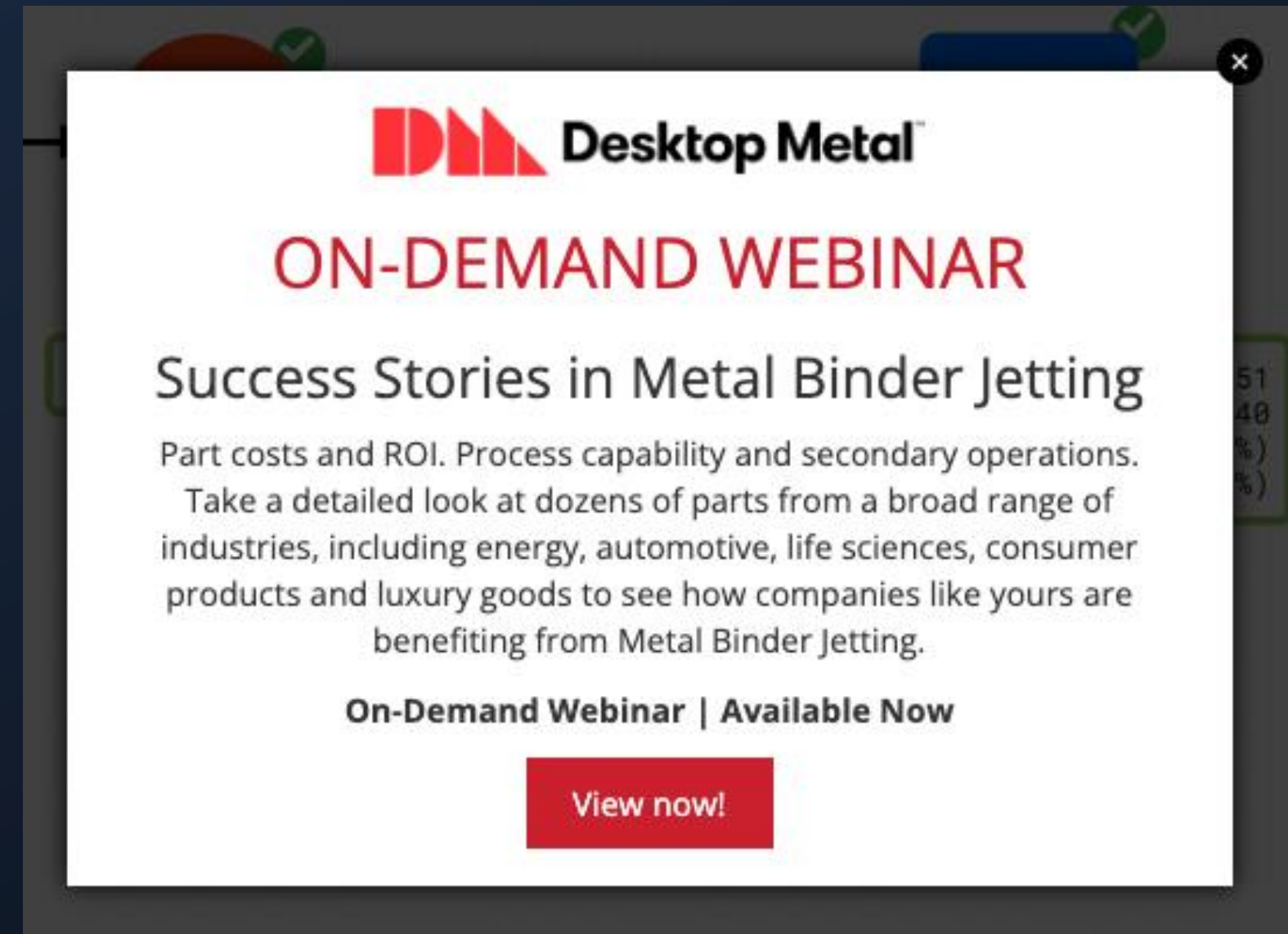
Leistritz
EXTRUSION TECHNOLOGY

Compounding of heat- and shear-sensitive bioplastics requires careful staging of unit operations and efficient system design. Relevant theory, tips and test results will be presented.

Expansion to Personalization

Targeted readers of: additive,
additive manufacturing,
metal, production

Impressions: 865
Clicks: 45 (5.2%)



The image shows a screenshot of a web browser displaying an advertisement for Desktop Metal. The ad is a white rectangular box with a red 'X' in the top right corner. At the top left of the ad is the Desktop Metal logo, which consists of a red stylized 'DM' icon followed by the text 'Desktop Metal'. Below the logo, the text 'ON-DEMAND WEBINAR' is written in red. Underneath that, the title 'Success Stories in Metal Binder Jetting' is displayed in black. The main body of the ad contains two paragraphs of black text: 'Part costs and ROI. Process capability and secondary operations. Take a detailed look at dozens of parts from a broad range of industries, including energy, automotive, life sciences, consumer products and luxury goods to see how companies like yours are benefiting from Metal Binder Jetting.' Below the text, there is a line that reads 'On-Demand Webinar | Available Now'. At the bottom center of the ad is a red rectangular button with the white text 'View now!'.

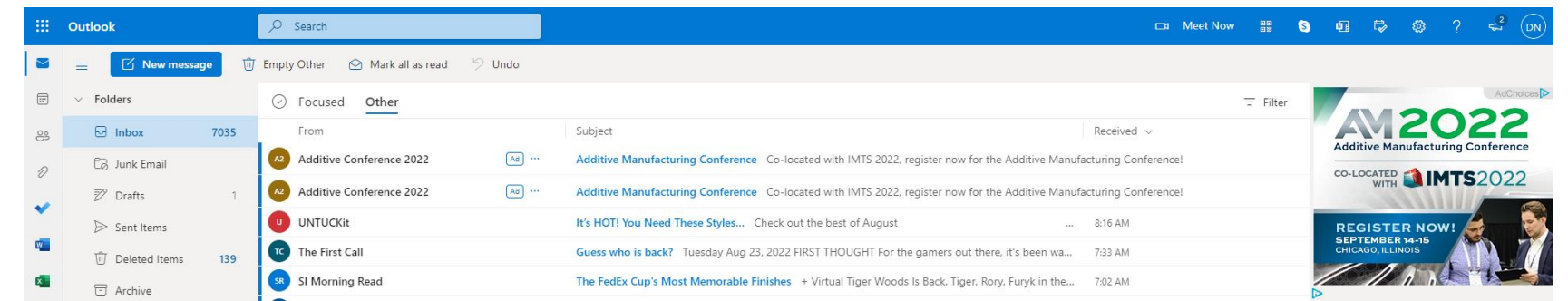


Event Promotion



Event Promotion


- Audience:
 - Visitors of additivemanufacturing.media
 - Visitors of additiveconference.com
 - Readers of 3D printing content across any of our sites
- Using Omeda's AdRoll integration to push anonymous audience to AdRoll for retargeting.



Audience Development

- Cross-selling magazine to readers of content relevant to the brand.
- Example: Promoting Additive Manufacturing to readers of 3D printing on Modern Machine Shop
- **1,700 conversions so far**

You may be interested in...



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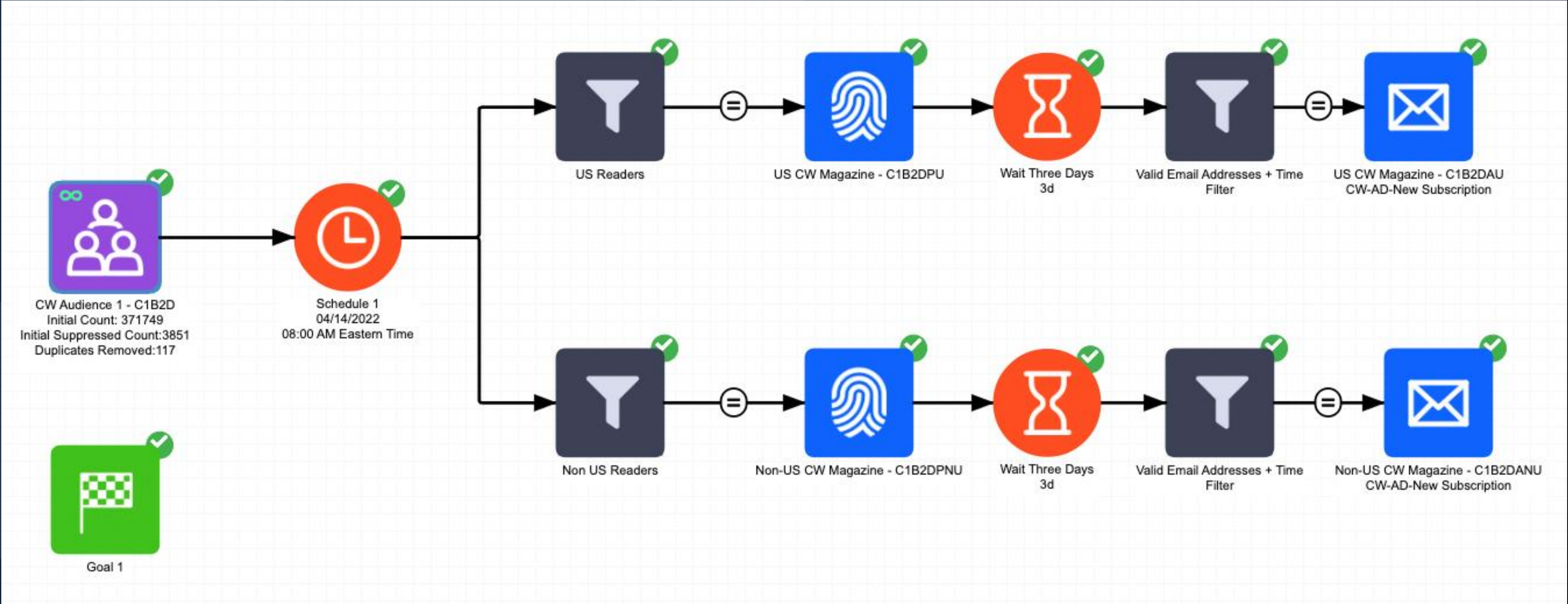


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Personalizations: 1.8% click rate
 Email: 46% open rate, 4.3% click rate



Thank you!
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