



Grow your business with  
**A Custom Targeted Thomas Program**

Get in front of in-market buyers  
at every possible touchpoint in  
the buying process.



Thomas Solutions are engineered to work together throughout the buying process, to keep you top-of-mind with in-market buyers in all stages and drive them toward a purchase.



Industrial/B2B Buying Process

# Thomas is the leading platform for product sourcing, supplier selection and actionable information for industry.

We sell data-driven advertising, product management software, and intelligence that allow in-market buyers to find the right products and services when they need them. Thomas products and services are engineered to work together to help you grow your business.

## Thomas Audience

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## Targeting the Buying Process

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## Tracking the Buying Process

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## Penetrate key industries.

Whether you're looking to expand into a new industry, or just need more customers from the industries you serve today, the Thomas Network at Thomasnet.com<sup>®</sup> is where you can reach your targets.

### 75% of our active registered users represent SMBs

Many of the suppliers in the Thomas Network prefer to work with small and mid-sized businesses. We help you reach them.

### 93% of Fortune 1000 source suppliers in the Thomas Network

These 30 top users alone average 322 supplier evaluations per day in the Thomas Network:



### Our 1,000,000+ active registered users identify themselves from within the following industries:

- Aerospace & Defense
- Agriculture
- Automotive
- Biotech
- Construction
- Consumer Goods & Services
- Education
- Energy & Utilities
- Engineering Services
- Food & Beverage
- Government
- Manufacturing
- Medical & Healthcare
- Mining
- Printing & Publishing
- Retail & Distribution
- Telecommunications
- Textiles
- Transportation & Logistics
- And others

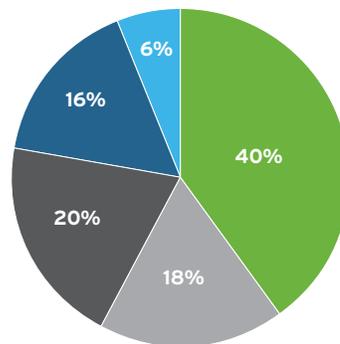
## Connect with the new generation of buyers.

The Thomas Network at Thomasnet.com<sup>®</sup> has been embraced by Millennials in industry. In fact, forty percent of our users are in that age group. They are purchase decision makers and other influencers, and they are the fastest growing segment of our audience.

**1,000,000+ Active Registered Users in the Thomas Network<sup>‡</sup>**

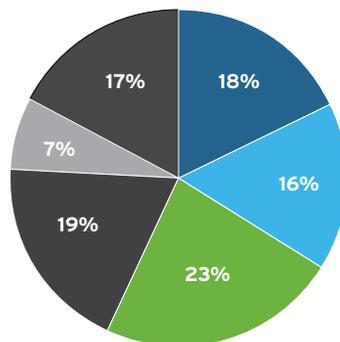
**10,600+ New Registered Users Added Every Month**

**1.25M+ Visits By Buyers on Average Every Month**



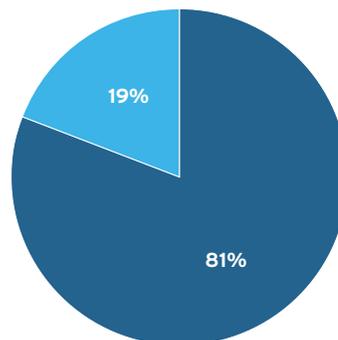
### From Millennials to Boomers

18-34	40%
35-44	18%
45-54	20%
55-64	16%
65+	6%



### Purchase Decision Makers

Purchasing/Procurement	18%
MRO	16%
General Management	23%
Engineering	19%
R&D	7%
Consulting	17%



### A Global Audience

81%	North America
19%	International

## Give buyers the information they need.

We speak to thousands of industrial/B2B buyers every year, staying on top of their needs through surveys, research, facility visits, tradeshows, conferences, association memberships, and feedback on our platform. This enables us to ensure that Thomasnet.com<sup>®</sup> serves their needs when they are actively seeking new suppliers.

On Thomasnet.com<sup>®</sup>, buyers look for your:

- Capabilities
- Detailed Product Specs
- Quality Certifications
- Ownership/Diversity Status
- Contact Info
- Product Images
- CAD Models
- Catalogs
- Line Cards
- White Papers
- Case Studies
- Brands Owned/Distributed
- Job Samples
- Photos & Videos
- Key Personnel
- Sales Data
- And much more

“I use Thomasnet.com<sup>®</sup> almost every day in search of suppliers. Compared to generic search engines, the platform has an enormous advantage in filtering by things such as supplier type and geography. It helps narrow the search and makes it easier and faster to source.”

—Thomas Araya, Automotive Aftermarket Parts Distributor

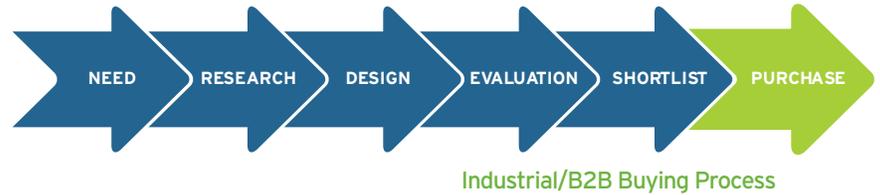
“I’ve been in manufacturing my whole life. When it comes time to look for raw materials or a particular supplier for something, Thomasnet.com<sup>®</sup> is far superior to Google. There’s no comparison at all.”

—Aaron Grimes, Supply Chain Manager



There are over 3.5 million pages of industrial content in the Thomas Network at Thomasnet.com<sup>®</sup>

## Influence buyers when they're close to a purchase decision.



The Thomas Network at Thomasnet.com<sup>®</sup> is effective in helping you reach more buyers, because they turn to us specifically to gather the information they need to solve their product sourcing and supplier selection challenges.

Our users are typically past the stage of researching the right solution they need, and are actively evaluating suppliers in our Network to provide that solution and become a part of their supply chain.

The data we collect on their online behavior in our Network bears this out.

- Our active registered users evaluate more than 3 suppliers on average per session
- They perform over 1 million supplier evaluations every month
- They spend nearly 4 minutes per session on our Thomasnet.com<sup>®</sup> platform

### Data plus engineering expertise make the difference.

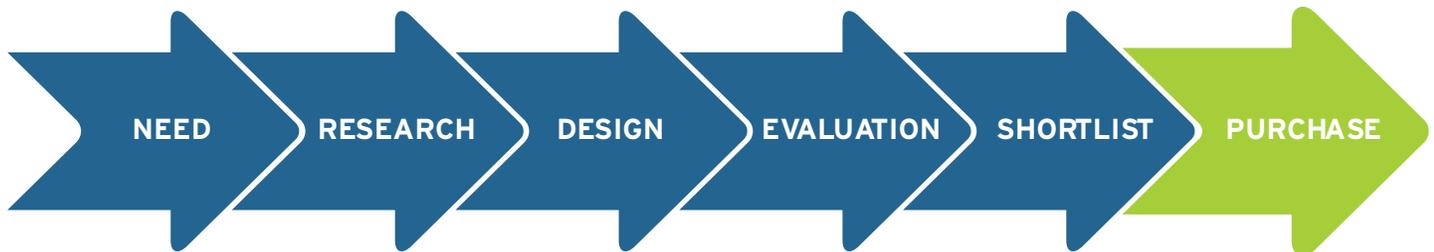
The tremendous amount of buyer behavior data we collect in the Network - literally petabytes of proprietary sourcing activity data - helps us identify who is in-market for specific products and services. A targeted Supplier Discovery Program in our Network helps you leverage that data and get in front of those buyers.

Thomasnet.com<sup>®</sup> is the only digital marketing platform that gets knowledgeable, experienced engineers directly involved in strategically crafting your program. They understand your industry, your business, your products and services, your materials, and your processes - so they can ensure that your presence in the Thomas Network delivers exactly the information your prospects are looking for, precisely how and where they're looking for it.

**Every 2 seconds a buyer, engineer or other purchase decision maker visits Thomasnet.com<sup>®</sup> to source products and services and find a new supplier.**

# 70%

of the buyer's journey is completed  
before the buyer talks to sales



Industrial/B2B Buying Process

Get more customers by reaching in-market buyers at every stage of their buying process. Today's industrial buyers are as much as 70 percent of the way through their buying process before they contact a supplier. Thomas solutions are engineered to work together to put you in front of those buyers throughout the entire process, from the early days before they even determine a need, right up to and through the sale. Read on to see how our products & services align with each stage of the buying process.



## Targeting the end of the buying process.



Start building your marketing at the most critical decision-making stage. Thomas excels at helping you reach and persuade in-market buyers that are close to making their purchase decision. Whether they are evaluating and shortlisting suppliers on our Thomasnet.com<sup>®</sup> platform, or learning more about you on your website, we help ensure that you have a powerful, compelling online presence.

Targeting the end of the buying process.



## Company Profile

**Reaching in-market buyers with a Supplier Discovery Program starts with your information-rich Company Profile, and accelerates with Premium Positioning.**

### Priority Company Profile

A Priority Company Profile gives you a much more compelling and competitive presence than a free Basic Profile. Built and written by our industry-knowledgeable Thomas Supplier Content Team, your Priority Company Profile will provide ALL the content buyers and engineers need when choosing a supplier. This gives you Priority exposure within category results pages (above all Basic listings), in ALL the categories relevant to your business. It includes a General Brand Ad (**300x250 rectangle**) customized for your business.

### Category Specific Ad

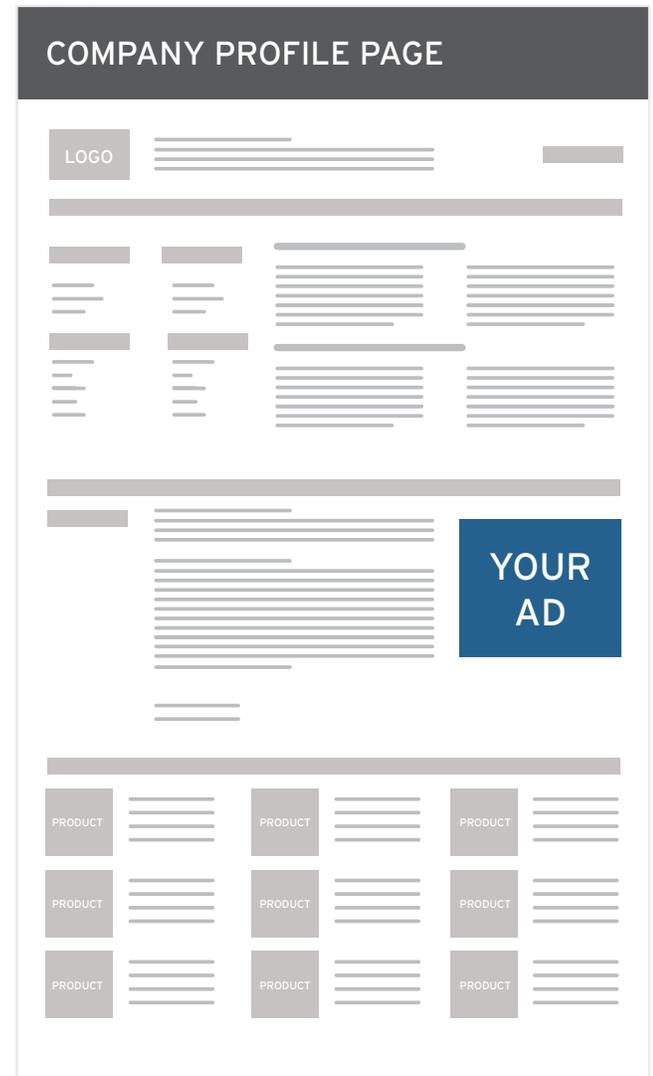
When a buyer lands on your Priority Company Profile from a relevant category results page, your Category Specific Ad replaces your Profile's General Brand Ad with an ad related to the product or service the buyer was sourcing. This is an ideal way to deliver highly targeted messaging to a buyer that's in-market for one of your key offerings. You can specify a Category Specific Ad for as many categories as desired, and we'll create the ad (**300x250 rectangle**) for you, customizing the message, image and contact info specific to the relevant products or services.

**"We've had thousands of requests for quotes come over through the Thomasnet.com<sup>®</sup> website, so much so that I had to hire an assistant at the beginning of this year."**

– Charlie Burke, Vice President of Sales, Swift Glass

Quotes available for all budget sizes.  
Contact us today. 800-879-6757

Company Profile



300x250 Ad

On your Company Profile, buyers look for your:

- Capabilities
- Detailed Product Specs
- Quality Certifications
- Ownership/Diversity Status
- Contact Info
- Product Images
- CAD Models
- Catalogs
- Line Cards
- White Papers
- Case Studies
- Brands Owned/Distributed
- Job Samples
- Photos & Videos
- Key Personnel
- Sales Data
- And much more

Targeting the end of the buying process.



# Premium Positioning

**Accelerate your Supplier Discovery Program to promote the key products and services most vital to your success.**

## Premium Positioning

Buyers are significantly more likely to evaluate you on Thomasnet.com® when you have a Priority Company Profile + Premium Positioning, versus a Basic Profile. Our platform is an industrial marketplace driven by competitive demand; your investment in Premium Positioning will vary based on the number of Premium Positioning Points required to position your company among the top listings in your key categories (the more companies vying for this exposure, the more Points required). This program acceleration solution includes:

- Strategic allotment of Points to best increase your exposure across all of your key categories
- Monthly readjustment of Points when appropriate, to ensure continued maximum exposure
- National and/or Regional targeted exposure for your Premium Positioning Listings

## Priority Company Profile Positioning

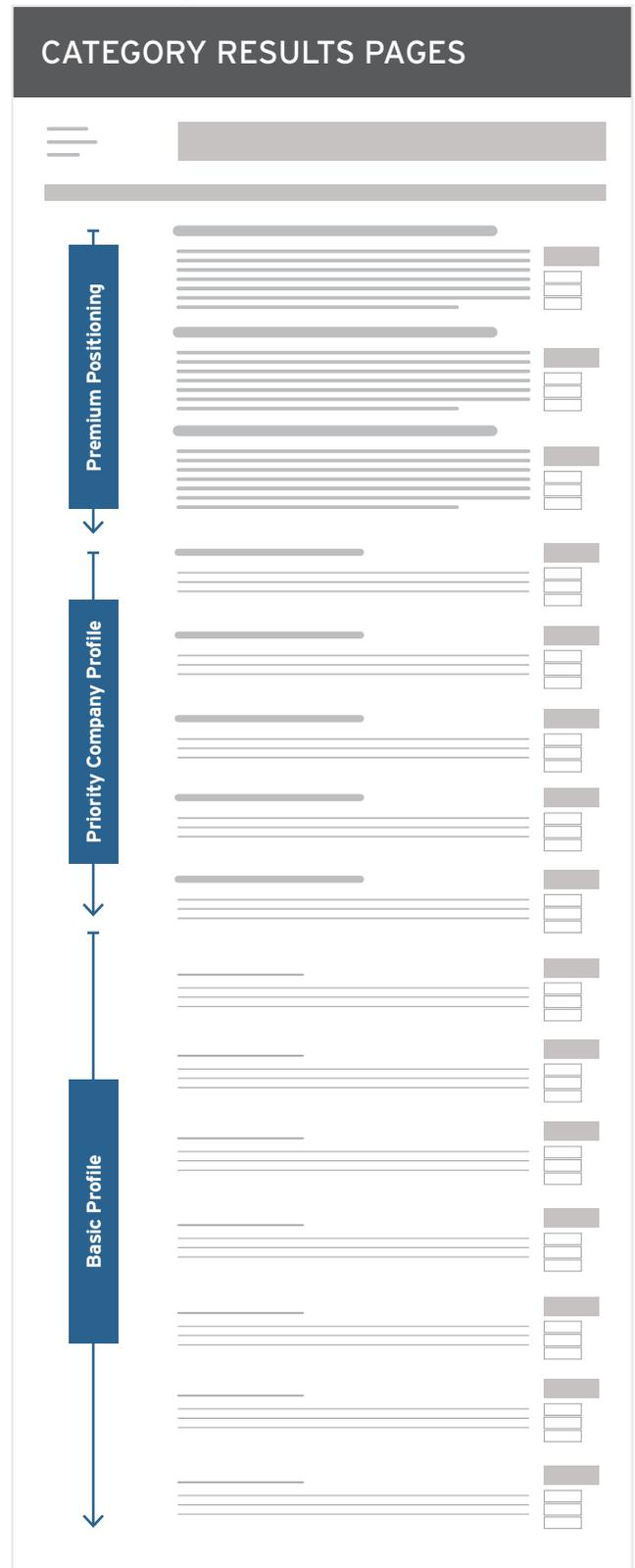
Without Premium Positioning, your company will appear below all Premium Positioning advertisers, and above all Basic Profile advertisers, on all category results pages relevant to the products and services you offer. Depending on the competitiveness of the category, there may be many pages of Premium Positioning advertisers before the category results page on which you appear.

## Basic Profile Positioning

You may consider this option if you are a supplier in extremely non-competitive niche categories. Your company will appear below ALL Premium Positioning advertisers, and below ALL Priority Company Profile advertisers, in a limited number of categories relevant to your business. Depending on the competitiveness of the category, there may be dozens of category results pages (or more) before the page on which you appear.

Quotes available for all budget sizes.  
[Contact us today. 800-879-6757](tel:800-879-6757)

Premium Positioning



Targeting the end of the buying process.



## In-Market Targeted Display Advertising

Stay top-of-mind with buyers that are actively in-market for what you offer, both on and beyond our platform.

### Premium Vertical Sponsorship

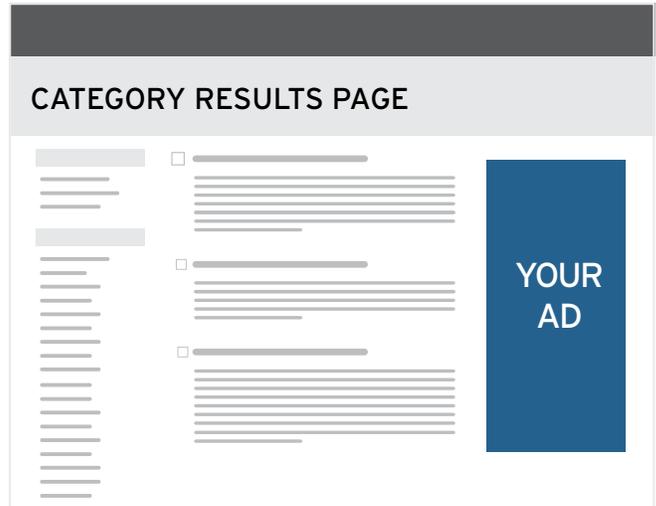
Own the dominant visual presence within the most valuable real-estate on Thomasnet.com®, right alongside the top results on category search result pages. Choose the product/service vertical that best aligns with your goals for growth, and your ad will appear on the category results pages for every related product/service within the vertical. Your “sticky” ad will always appear on the screen as buyers scroll down the category results page. Inventory is limited; your **300x600 skyscraper ad** will be one of just three ads rotating within your selected vertical(s).

### Program Ad Targeting

Stand out and engage in-market buyers while they are evaluating your competitors in all of your product/service categories†. Your ads will rotate throughout competitor Basic Profiles (**300x250 rectangle**) and in category results pages (**160x600 skyscraper**) where competitors have basic profile positioning.

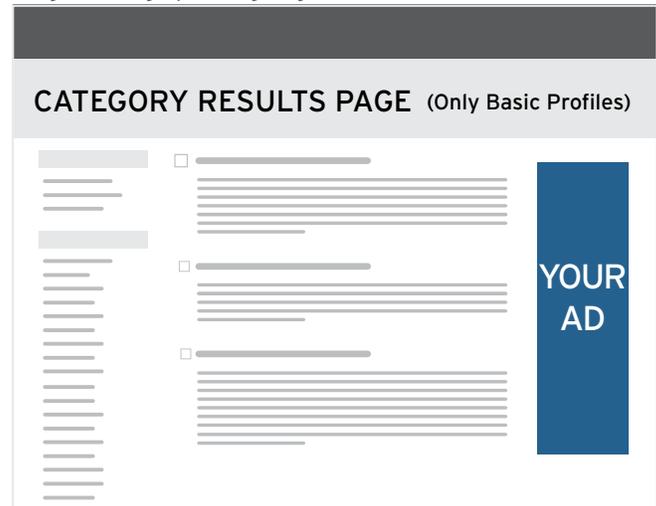
† When you have a Priority Company Profile, your competitors’ ads will NEVER appear on your Profile pages.

Premium Vertical Sponsorship Ad



300x600 Ad

Program/Category Ad Targeting



160x600 Ad

Quotes available for all budget sizes.  
Contact us today. 800-879-6757

Targeting the end of the buying process.



## Category Ad Targeting

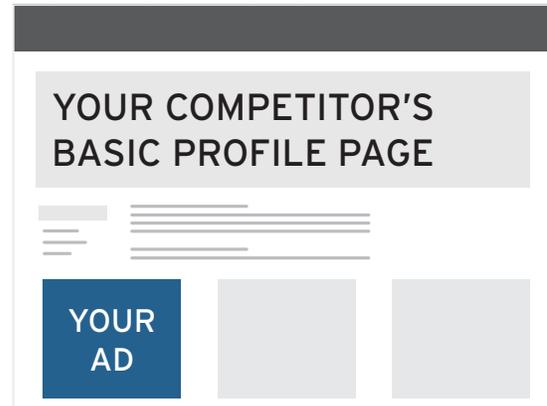
Grab the attention of in-market buyers while they are evaluating your competitors in the categories that matter most to you - your Premium Positioned categories<sup>†</sup>. Your ads will rotate throughout competitor Basic Profiles (**300x250 rectangle**) and in category results pages (**160x600 skyscraper**) where competitors have basic profile positioning.

## Category Audience Retargeting

Stay in front of buyers that are in-market for what you offer, even after they leave Thomasnet.com<sup>®</sup>. Your Ads appear to users that performed a search on our platform, whether or not those users viewed any of your content. This includes guaranteed impressions on other websites, with your Thomas co-branded ad linking directly to your Priority Company Profile.

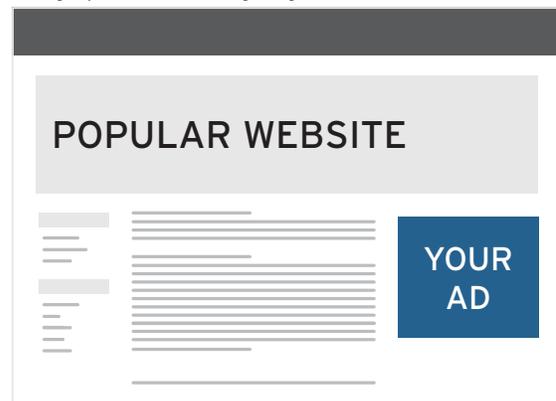
<sup>†</sup> When you have a Priority Company Profile, your competitors' ads will NEVER appear on your Profile pages.

Program/Category Ad Targeting



300x250 Ad

Category Audience Retargeting Ad



300x250 Ad

“I would not have a business today if it weren't for Thomasnet.com<sup>®</sup>. They changed the playing field completely. I don't take a penny of my company and advertise any other way than through my Thomasnet.com<sup>®</sup> program.

– Aero Industries, Orlando, FL

Quotes available for all budget sizes.  
Contact us today. 800-879-6757

Targeting the end of the buying process.



## Website Development

### Power all of your online marketing with a solid foundation.

Your website is the center of your online presence. Leverage our experience of 5,000+ industrial website builds to enhance your brand, impress prospects and increase sales. Our experts work closely with you to deliver a modern design, up-to-date content, and user experience that fits your business' vision.

All websites are built with responsive designs, to the latest SEO standards on the WordPress platform that powers over 30 percent of all websites in the world. This open source tool offers 30,000+ plugins for added functionality to your site and grows with your business. Editing is made easy with over 35 million tutorials and how-to videos available on YouTube, allowing you to have full control of your website now and into the future.

**“Thomas completely revamped my website. It was dated and they brought it modern.”**

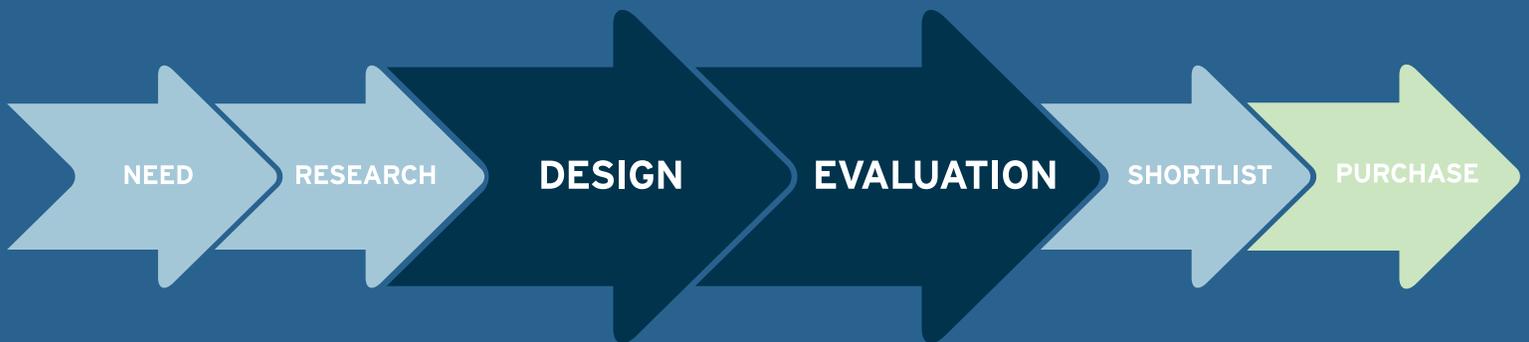
—Dennis Orr, Marketing & Sales Manager, Inline Plastics

#### Responsive Website Design



Quotes available for all budget sizes.  
Contact us today. 800-879-6757

## Targeting the middle of the buying process.



Thomas helps you deliver the detailed product specs and in-depth company information buyers and engineers need as they narrow down solutions and suppliers. We put your product data and CAD/BIM files to work for you to generate extremely high-value leads.

Targeting the middle of the buying process.



## Product Data

**Turn your product data into high value assets that deliver actionable market data and leads.**

### Products & Services Showcase

A Products & Services Showcase lets your company stand out on category results pages in the specific product/service categories that are most important to your goals for growth. Prominent visual links drive buyers to detailed specifications and attributes on your products, and thorough descriptions of your capabilities. Includes:

- Cataloging of up to 200 pages of PDF product source material, or
- Engineer interview and creation of up to 10 capabilities/services pages
- Content maintenance for duration of program

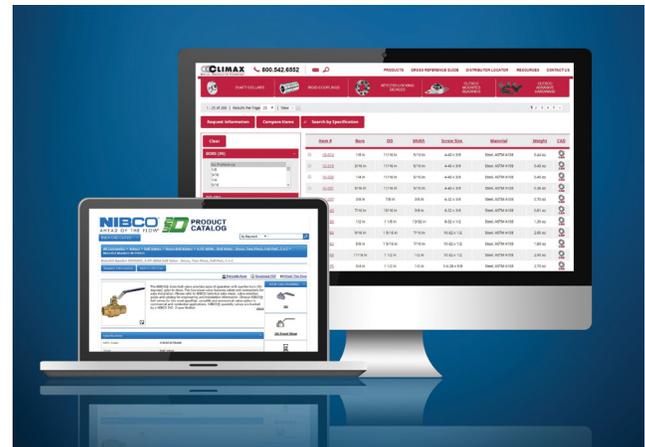
### Navigator Platform

Thomas will seamlessly integrate our dynamic eCatalog solution with your website, giving you a complete database of your product data on an intuitive, easy to use platform. We will collect, organize, digitize, and design all of your detailed product content, and publish it to your website. By giving users the ability to search, sort, compare and download your product data, and submit RFQs, we enable you to capture high-value actionable market data on activity and projects relevant to the products you offer. Optional capabilities (quoted) include solutions for Custom Configuration, eCommerce, White Label Data, Advanced Search and more.

### Products & Services Showcase



### Navigator Platform



Quotes available for all budget sizes.  
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Targeting the middle of the buying process.



## Dynamic CAD Engine

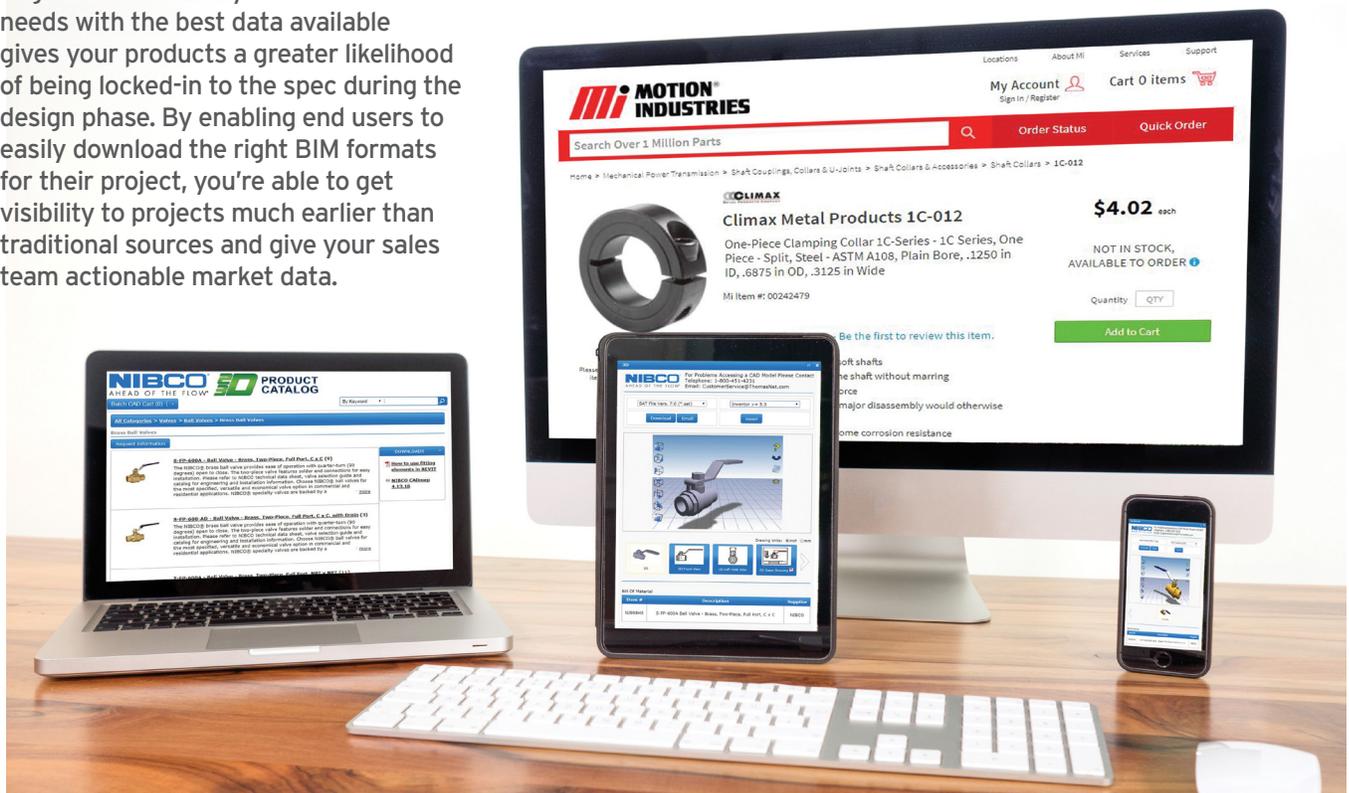
Our data shows that **CAD models create sales leads at a 2.5x greater rate than text based product information.** Thomas CAD solutions are optimized to help you generate those leads. We turn your CAD data into high value downloadable 2D and 3D assets compatible with all major CAD systems, to give your end users instant access to the dimensional and performance data they need. Using our CAD Engine, Thomas can deploy your product data to your website, to the Thomasnet.com<sup>®</sup> platform, and to the websites, platforms and portals of your distribution channels, where your customers can confidently spec your products knowing they have the most up-to-date data.

## Dynamic BIM Engine

Design engineering firms working on large commercial buildings require BIM to specify products and build the project model for construction. Thomas has a proven expertise in leveraging your existing CAD drawings or model files to generate the highest-quality BIM files containing all the necessary geometry, metadata and performance characteristics needed by engineers. The ability to meet these needs with the best data available gives your products a greater likelihood of being locked-in to the spec during the design phase. By enabling end users to easily download the right BIM formats for their project, you're able to get visibility to projects much earlier than traditional sources and give your sales team actionable market data.

## Data Syndication

Thomas will syndicate your product information to your full complement of sales channels, in the appropriate file formats for each one, to ensure your customers receive the highest quality product data wherever they find your products. **This includes additional exposure with a Products & Services Showcase on your Thomasnet.com<sup>®</sup> Priority Company Profile** (see page 10). When sharing your data with your national distribution partners, we ensure the data is normalized to meet each distributor's system needs. For your regional/local distributors, we enable you to maintain control of your data and publish to all from a single location to ensure data consistency, with content that integrates seamlessly with the design of all websites.



Navigator Platform, Dynamic CAD Engine, Dynamic BIM Engine & Data Syndication

Quotes available for all budget sizes.  
Contact us today. 800-879-6757

Targeting the middle of the buying process.



## Thomas Connect<sup>™</sup> for OEMs

Increase market reach by delivering current, accurate product data and CAD/BIM files to your distributors, your website, and your Thomasnet.com<sup>®</sup> profile. Thomas Connect<sup>™</sup> is an easy and effective way to create and maintain detailed product information, publish it online, and syndicate it to your sales partners. It is built upon the proven Navigator industrial product platform that has been used by major OEMs to sell millions of products and components since 2003.

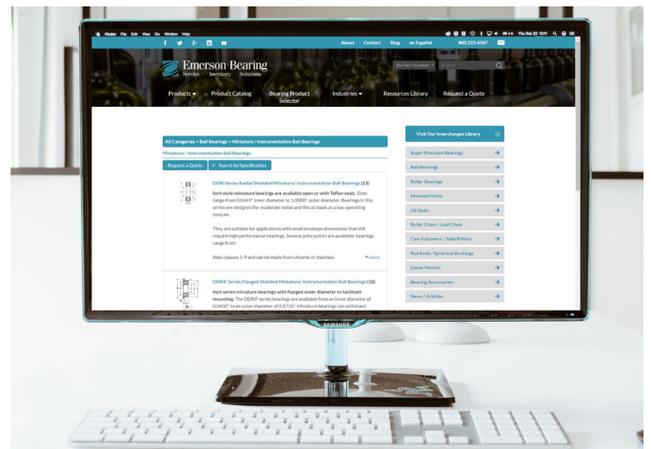
## Thomas Connect<sup>™</sup> for Distributors

Level the playing field with larger distributors by giving buyers and specifiers an optimal user experience on your website. Thomas Connect<sup>™</sup> is a simple, powerful way to have your OEMs automatically populate your online catalog with the detailed product data today's buyers are looking for. Our industrial online catalog solution seamlessly integrates with your website, and enables you to centralize and manage all product data from your many OEMs and present it in a consistent manner.

Thomas Connect<sup>™</sup> for OEMs



Thomas Connect<sup>™</sup> for Distributors

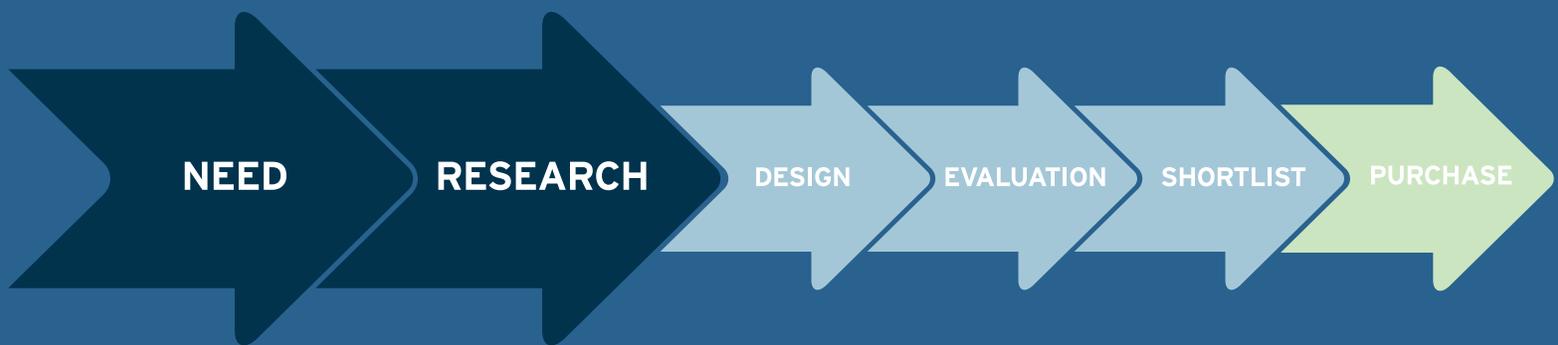


“Partnering with Thomas has helped us become the vendor of choice for everything PEX. We’ve been winning sales, we’ve been winning specs, because we’re giving our customers what they need to do the job.”

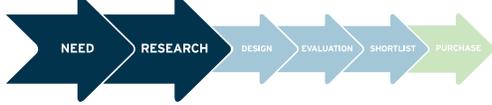
—Mike Rivers, Design Services Manager, Uponor

Quotes available for all budget sizes.  
Contact us today. 800-879-6757

## Targeting the beginning of the buying process.



Thomas can help you stay “top of mind” with buyers even before they’ve defined the need for a new product or service. Our solutions promote your high-value content to engage buyers and design engineers as they’re researching possible solutions, and position your sales team as the trusted advisor throughout the buying process.



# Search Marketing Campaigns

**Leverage Google to generate opportunity from in-market buyers.**

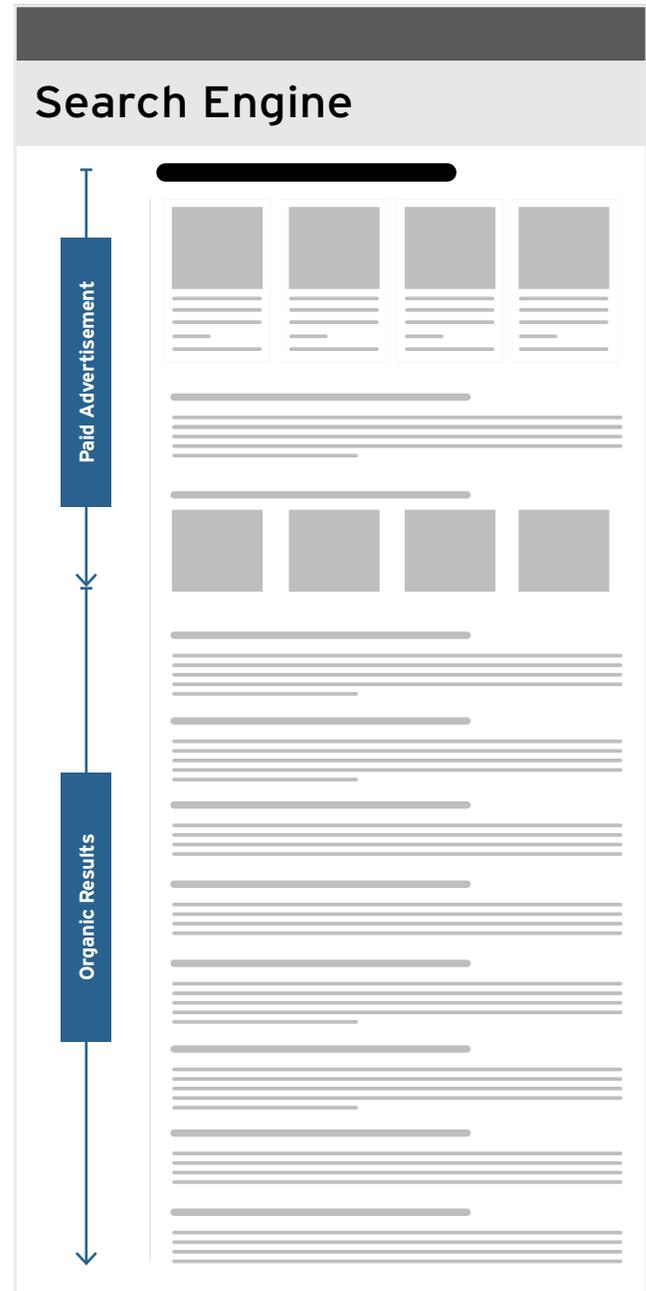
## SEO

Get found on Google with the help of a winning team of SEO specialists experienced in driving traffic for manufacturing companies. Our organic SEO package partners you with a dedicated search specialist who performs an in-depth analysis of your business and market. From there, we'll develop a strategy based on proprietary Thomas data, platform keyword usage and user quality, then implement Google best practices and optimizations based on the latest algorithm changes. Updates are made to both your website and the Thomasnet.com® platform to drive the traffic you want— including new monthly content, videos, articles, onsite and offsite link development, and regular reports and findings.

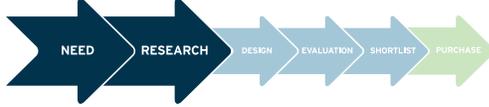
## Google Pay-Per-Click

Target in-market buyers on Google as they search for your products and services. Our search marketing experts leverage proprietary Thomas industrial marketing keyword data and tested Adwords best practices to build targeted campaigns that deliver traffic and leads from your highest valued prospects. The team wins market share from your competitors, increases your keyword opportunities for targeted terms, and breaks into new areas that are extremely competitive in organic results. Paid search campaigns on Google are a perfect compliment to traditional SEO and provide for a faster, more complete search marketing strategy.

Search Engine Marketing



Targeting the beginning of the buying process.



# Content Marketing Campaigns

**Promote your unique content to generate more quality leads and exposure.**

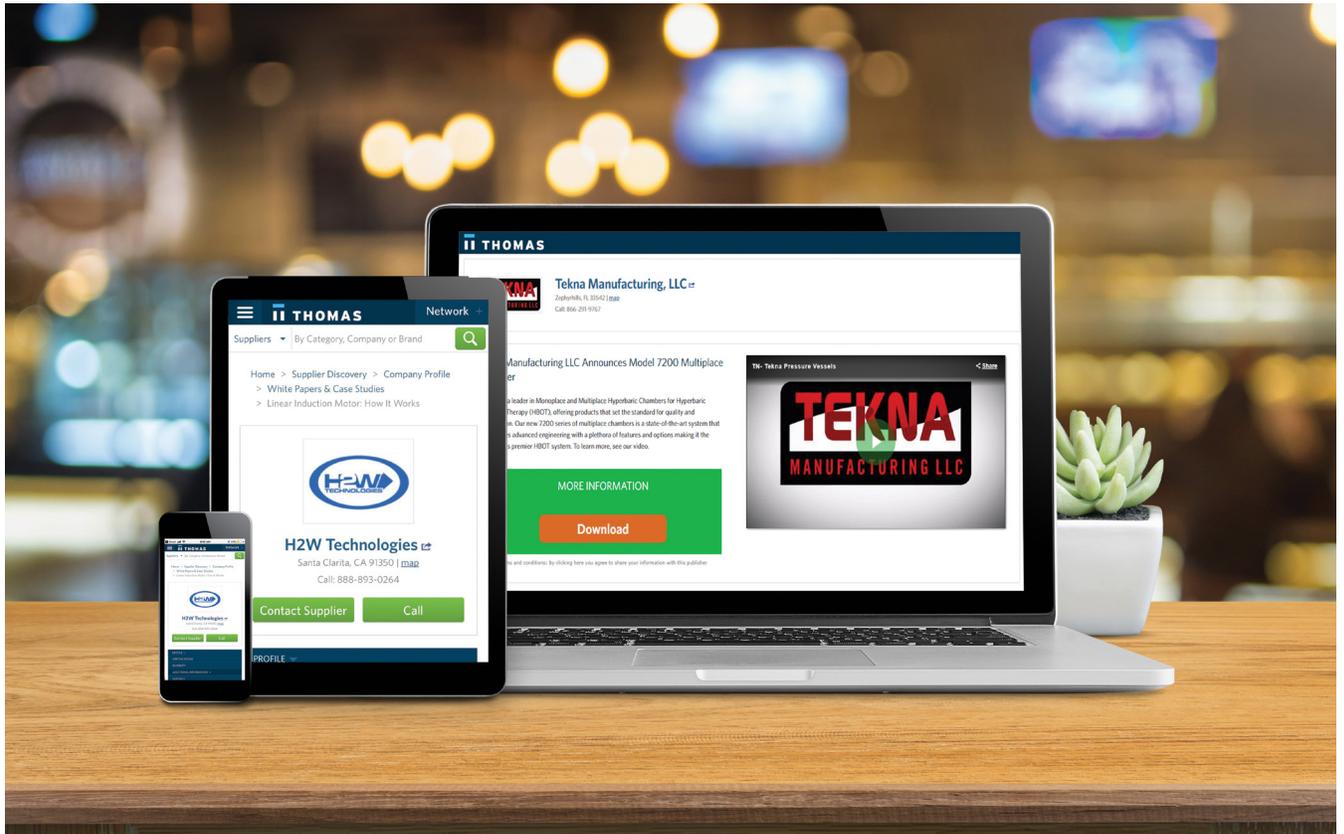
## Marketing Qualified Leads Campaign

Generate a guaranteed number of MQLs with your existing whitepapers, eBooks, design guides, or with unique content Thomas creates for you. Specify leads filtered by Industry, Job Function, Company and Geography, and only pay for MQLs that meet your specified criteria. All MQLs include first name, last name, email, phone number, company name, company size, job title, and industry information.

## Video Promotion Campaign

Build awareness of your company, products and services with a professionally produced video, delivered across multiple Thomas channels, including IEN®. Promotion will drive viewers to a landing page featuring your video, downloadable content (spec sheet or brochure), your logo and contact information. In addition to exposure to a broad industry audience (145,000 impressions guaranteed), you'll receive all MQLs generated by any user downloading your content.

Marketing Qualified Leads Campaign & Video Promotion Campaign



Quotes available for all budget sizes.  
Contact us today. 800-879-6757

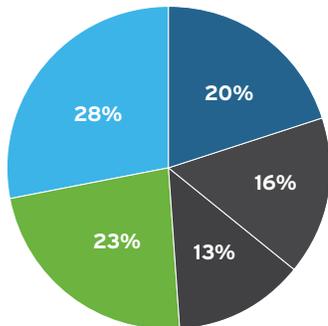
Targeting the beginning of the buying process.



# Thomas Industry Update Newsletter

Thomas Industry Update is a daily email newsletter to 300,000+ active subscribers, delivering industry news and trends, product announcements and information on the latest innovations. In addition to personalized news content, Thomas Industry Update Newsletter

features original daily stories and videos about trending topics in the manufacturing and industrial space. This includes everything from additive manufacturing and the digital industrial economy to supply chain, reshoring, STEM and much more.



## Our Audience of Purchase Decision Makers

- Engineering/Design.....20%
- Supply Chain/Procurement/Logistics .....16%
- Manufacturing/Operations.....13%
- General Management .....23%
- Sales & Marketing.....28%

Targeting the beginning of the buying process.



*Thomas Industry Update* Newsletter (continued)

**Reach decision makers that have specifically identified an interest in the product/service categories, industries, or job functions you offer.**

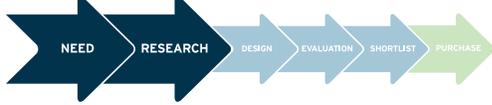
Subscribers to *Thomas Industry Update* Newsletter customize their experience by selecting attributes of interest to them, choosing from:

<b>52</b>	<b>Product/Service Categories</b>
-----------	-----------------------------------

<b>23</b>	<b>Industries</b>
-----------	-------------------

<b>5</b>	<b>Job Functions</b>
----------	----------------------

Targeting the beginning of the buying process.



**THOMAS** Industry Update

Brought to you by **TRIAD**  
MAGNETICS



Thomas Index Report

Sourcing activity for  
**Medical Contract Manufacturing**

Featuring Tony Uphoff  
President & CEO | Thomas

Sponsored by:  
**Industrial Exchange**



**As Startups Look to Cut Costs, Sourcing for Medical Contract Manufacturing On the Rise**

As medical device startups continue to drive the industry forward, many of these companies are turning to contract manufacturers to keep down costs and speed up time to market. [Read More >](#)

Company Name | Advertisement

**The Ultimate Guide to Marketing for Manufacturers**

Marketing isn't a new practice (actually it has been around for centuries) but for some companies in the industrial space, there is still an opportunity to completely embrace its effectiveness. [Read More >](#)



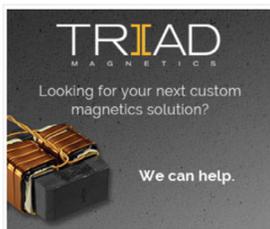
Daily Bite

**Ada Lovelace, the First Computer Programmer**

Ada Lovelace, a British mathematician and writer in the 19th century, became known as the first computer programmer after her work on the Analytical Machine was discovered in the 20th century. [Read More >](#)



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Targeting the beginning of the buying process.



**THOMAS** Industry Update



Thomas Index **Report**

Sourcing activity for **Aluminum**

Featuring **Tony Uphoff**  
President & CEO | Thomas

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International 2018



**U.S. Needs More EV Battery Plants**

The output from a new, 2,000-person strong facility will be "a drop in the bucket" compared to demand. [Read More >](#)

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**CNC Machine Dealer Announces Veterans Scholarships**

CNCMachines.net will award \$1,000 toward a veteran's manufacturing degree in February, March, and April. [Read More >](#)



Advertisement

**Multi-Sensor Modules Ease Indoor Agriculture Design Challenges**

Multi-sensor modules, such as TE Connectivity's AmbiMate, are simplifying the engineering involved in the global enterprise of controlled-environment agriculture (popularly known as vertical farming). [Read More >](#)



Daily Bite

**Ada Lovelace, the First Computer Programmer**

Ada Lovelace, a British mathematician and writer in the 19th century, became known as the first computer programmer after her work on the Analytical Machine was discovered in the 20th century. [Read More >](#)



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Software

**Micro-Epsilon Offers New Laser Scanner 6.0 Software for Smart Scanners**

Micro-Epsilon - Raleigh, NC [Read More >](#)



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Thomas Index **Report**

Sourcing activity for **Trucking Services**

Featuring **Tony Uphoff**  
President & CEO | Thomas

Sponsored by:  
**TOP Worldwide**  
Troy, MI



Thomas Index **Report**

Sourcing activity for **Valves**

Featuring **Shawn Fitzgerald**  
VP of Marketing

Sponsored by:  
**SSP Fittings Corp.**  
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Thomas Index **Report**

Sourcing activity for **Rubber**

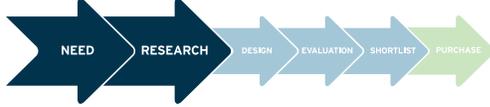
Featuring **Tony Uphoff**  
President & CEO | Thomas

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**Cumberland Rubber Supply**  
Nashville, TN



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Targeting the beginning of the buying process.



## Brand Display Advertising

**Build awareness of your brand among our audience of purchase decision makers.**

### Contextual Ad

Grow your brand and stay in front of our active and engaged buying audience wherever they are in the Thomas Network at Thomasnet.com®. We'll create your company brand ad in two sizes (**300x250 rectangle** and **160x600 skyscraper**), which will rotate on the pages for the categories you specify to achieve your guaranteed number of impressions.

### Complementing Ad

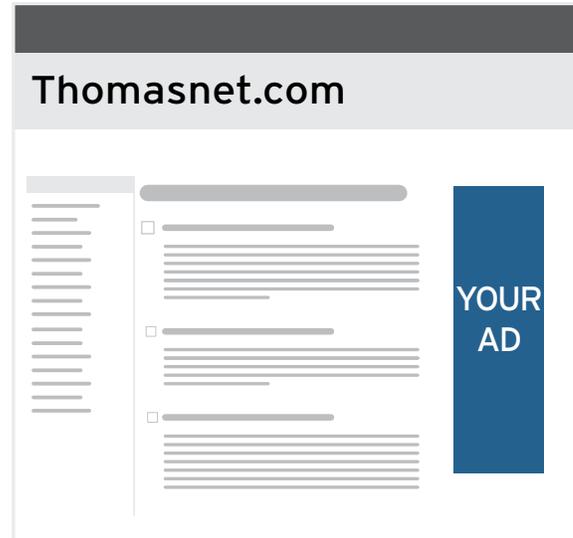
Promote your products or services in categories related to what you offer (for example, if you sell valves, you might run a Complementing Ad in a category for pipes or actuators). This is also an ideal way to introduce new innovations to targeted "look-alike" audiences for what you offer. We'll create your ad (**160x600 skyscraper**), which will rotate on the pages for the categories you specify to achieve your guaranteed number of impressions.

All of your ads are Interactive Advertising Bureau (IAB) standard sized.



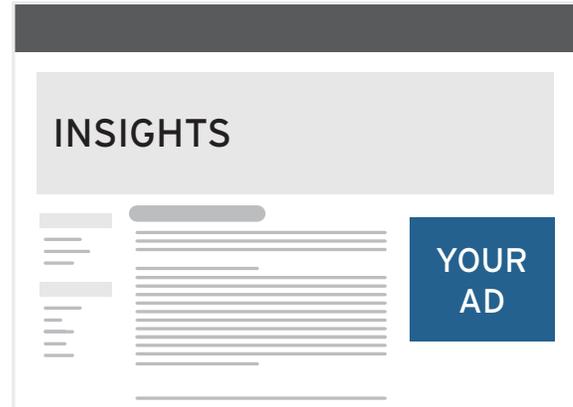
Quotes available for all budget sizes.  
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Contextual Ad



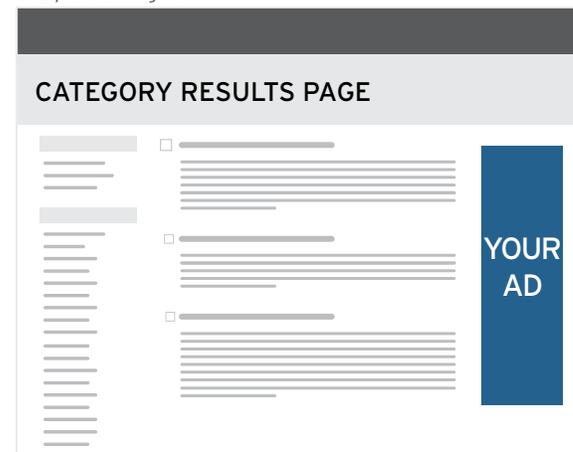
160x600

Contextual Ad



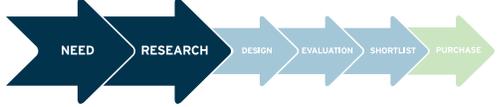
300x250

Complementing Ad



160x600

Targeting the beginning of the buying process.



## International Advertising

**We help industrial marketers boost worldwide brand recognition and sales through targeted global publications.**

Leveraging the channels that today's worldwide industrial buyers and decision makers use, including e-newsletters, destination websites, Thomas International elevates market recognition and brand awareness.

### World Industrial Reporter

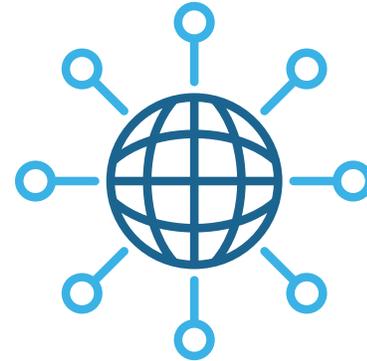
The World Industrial Reporter website and newsletter deliver the latest innovative technologies and materials, new industrial products, enhanced manufacturing processes and plant openings from around the world. Its global audience includes engineers, managers and other professionals looking to drive their business forward.

### IEN Europe

Industrial Engineering News Europe reaches an unsurpassed pan-European audience of design engineers, decision-making executives, specifiers and buyers across all manufacturing sectors. IEN Europe is the absolute leader in delivering the most cost efficient digital media to major European industrial markets including UK, Benelux, Scandinavia, Central and Eastern Europe, Germany, France, Italy.

### Processing & Control News Europe

PCN Europe provides solutions to process and control engineers and management. PCN Europe covers every aspect of process engineering including: process and plant design, plant operation and quality control, maintenance, energy, safety and environmental issues.



**Audience: 200,000 worldwide**  
**Language: English**  
**Countries: Global**



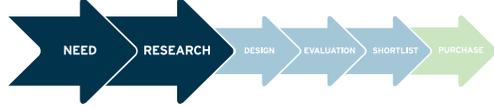
**Audience: 60,000 across Europe**  
**Language: English**  
**Countries: Pan-European**



**Audience: 40,000 across Europe**  
**Language: English**  
**Countries: Pan-European**

Quotes available for all budget sizes.  
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Targeting the beginning of the buying process.



### PEI France

Delivers exclusive readership in the multi-tiered French industrial sectors of middle to high technologies. PEI targets key design and engineering management within local and French subsidiary companies as the most responsive industrial publication serving the country.



Audience: 50,000 | Language: French  
Countries: France, French-speaking regions of Switzerland, Belgium & Luxembourg

### IEN D-A-CH

IEN D-A-CH is the most reliable media source of industrial decision makers when searching for new products and solutions. IEN D-A-CH reaches the most influential design engineers and manufacturing executives across Germany, Austria and Switzerland.



Audience: 50,000 | Language: German  
Countries: Germany, Austria and German-speaking region of Switzerland

### IEN Italia

IEN Italia is the reliable source that Italian industrial decision makers choose when searching for new products and solutions in the industrial field. IEN Italia reaches industrial designers and manufacturing executives across the spectrum of Italian industry.



Audience: 30,000 | Language: Italian  
Countries: Italy and Italian-speaking region of Switzerland

### Endüstri Dünyası Turkey

Endüstri Dünyası is a leading industrial product & technology news publication serving the Turkish market.



Audience: 15,000  
Language: Turkish  
Countries: Turkey

### NEI Brazil

NEI reaches the most complete current and qualified audience of engineering, specification, plant operations, corporate, and purchasing management who are looking for new technologies, products and suppliers.



Audience: 90,000  
Language: Portuguese  
Countries: Brazil

### SeihinNavi Japan

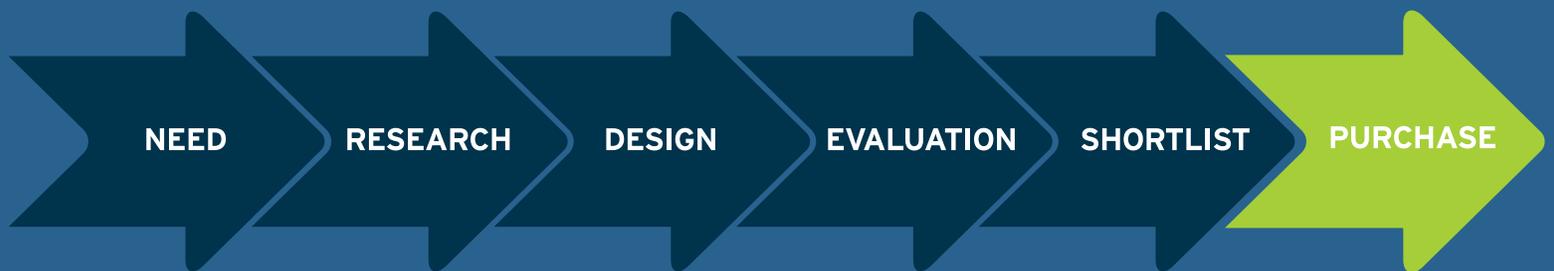
SeihinNavi is the most effective digital medium for reaching top decision makers within Japanese industrial and engineering companies. It is the leading source of new industrial and electronic products from Japan and around the world.



Audience: 150,000  
Language: Japanese  
Countries: Japan

Quotes available for all budget sizes.  
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# Targeting the entire buying process.



Thomas supports everyone from SMBs to Fortune 1000 with customized strategy, audience, content, technology, deployment, measurement, and optimization of full marketing campaigns to target the entire buying process. This fully customized engagement will bring in the leads you desire most and nurture them to sales opportunities to help you grow your business.



# Custom Marketing Solutions

**Target prospects you want with complete marketing plans.**

**SEO + Lead Gen + Thomasnet.com®**

Target the beginning, middle and end of the industrial buying process. Generate more targeted traffic from Google, guaranteed marketing qualified leads to power your sales team, A/B testing of your website to improve conversions, and Thomasnet.com® advertising to keep you in front of in-market buyers as they are making purchasing decisions.

## Full Inbound Marketing Package

Work with Thomas marketing specialists in this 14-in-1 service. The program hits all 6 stages of the buying process with the most effective marketing tactics from your website - eBooks, website content, blog posts, emails, SEO, A/B testing, social media, video, HubSpot marketing automation, lead generation, nurturing. We also measure RFQ routing and advertising to active in-market buyers on Thomasnet.com®.

## Custom In-Market Buyer Targeting

Work with a Thomas Solutions Engineer to develop a custom engagement to target your highest value in-market buyers across the Thomas ecosystem. Leverage our proprietary up-to-the-second in-market buyer data to customize targeting to the 1.25M monthly users of the Thomasnet.com® platform, 300,000 active subscribers to the *Thomas Industry Update* Newsletter, and power your sales teams with actionable real-time opportunities.

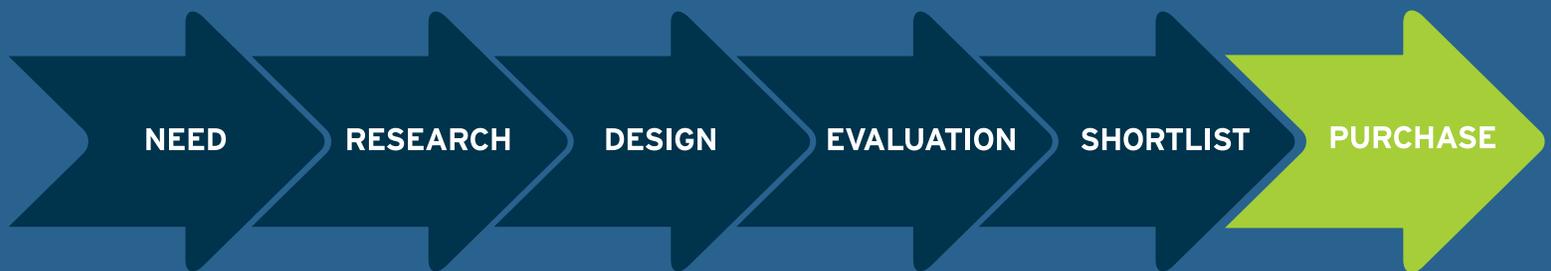
Example only

- Profile:** Mike Gordon, Design Engineer, Raytheon. First seen: 10/16/2018
- Globe:** Visited the "Omnidirectional Audio Sensors" page and 4 other pages. 10/16/2018
- Envelope:** Opened and clicked on "How To Overcome 7 Common Aerospace Audio Design Challenges" email. 10/19/2018
- Calendar:** Downloaded "The Complete Guide to Aerospace Audio Design". 10/23/2018
- Envelope:** Opened "Selecting The Right Audio Sensor For Your Application" email. 10/26/2018
- Globe:** Visited "Sensor Selection Tool" page. 11/1/2018
- House:** Submitted Audio Sensor RFQ. 11/3/2018

**"It's been a dramatic difference. My team has more than doubled in size, and that's a direct result of the amount of work that's coming in and there's no question it's directly attributable to what Thomas is doing for us."**

-Scott Roudebush, Vice President of Operations, Hudson Technologies

## Tracking the entire buying process.



Go beyond analytics with Thomas WebTrax™ to see who is in-market for what you offer, how they're interacting with your online presence, and where they are in the buying journey - no matter where they are. Get access to your Opportunity Intelligence, using real-time data from your website, Thomas Network profile, CAD files, and phone calls – combine it with Thomas in-market buyer intelligence data to turn more anonymous visitors into real opportunities and organize it into one comprehensive dashboard to track, identify, and engage your high-value opportunities.

Tracking the entire buying process.

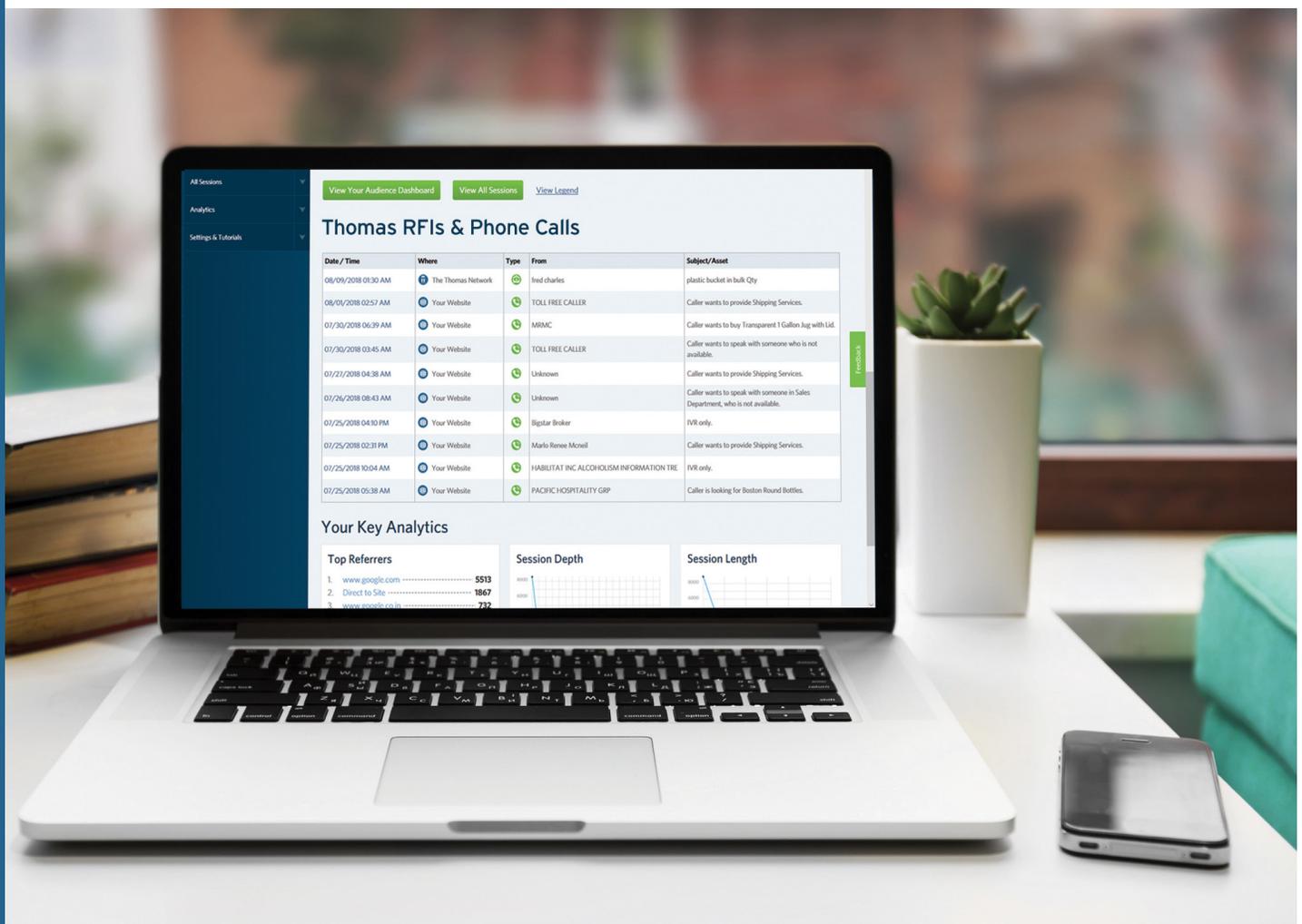


## Thomas WebTrax<sup>TM</sup>

**Turn anonymous in-market buyers into sales leads for your sales team to engage.**

Data indicating a buyer's interest early on in their buying process is priceless. Without it, they could be as much as 70 percent of the way through their buying journey before you find out they're interested in products and services like yours - if you ever find out at all. Thomas WebTrax<sup>TM</sup> gives you that data, on a platform that bridges the gap between marketing and sales, and delivers actionable opportunity intelligence for both.

Thomas WebTrax<sup>TM</sup> makes it easy for your teams to track, identify, and engage opportunities generated by your online presence, and provides detailed data on who they are, what they're doing and when they're doing it - all in one place. This gives you the ability to surface high-value opportunities based on the actions of in-market buyers, and engage them to drive revenue growth.



Quotes available for all budget sizes.  
Contact us today. 800-879-6757

Tracking the entire buying process.



## Track all your opportunities

Thomas WebTrax™ enables you to thoroughly track in-market buyer activity across your various digital marketing efforts. Whether buyers are visiting your website or your Thomasnet.com® profile, viewing your eCatalog, downloading your CAD files, or even calling you by phone, our platform tracks, stores and presents that data to you on one comprehensive and intuitive dashboard. Thomas WebTrax™ allows you to follow the entire buyer journey seamlessly from the Thomasnet.com® platform, to your website, to their most recent touch with your business - including an RFI or phone call. By having real-time data showing you everything from their first interaction with your online presence up through their most recent activity; you'll never miss another opportunity.

## Identify your high-value opportunities

Thomas WebTrax™ identifies in-market buyers at all stages of the buying cycle, and lets you prioritize the highest value opportunities for your sales team to pursue. Our platform allows you to automatically define and identify the opportunities that provide the best growth path for your business, using demographic and firmographic filters to specify criteria such as industry, geography, company size, and revenue range. To further identify your best opportunities, you can also specify high-value pages and buyer actions from across the entire data pool collected by Thomas WebTrax™. All settings and filters are easily adjustable and update in real-time to coincide with your evolving business goals.

## Engage your opportunities

Thomas WebTrax™ gives your marketing and sales team the opportunity intelligence they need to engage in-market buyers, whether they are marketing qualified leads (MQLs) early in the buying process, or sales qualified leads (SQLs) closer to the purchase. By allowing you to see each buyer's activity and engagement that led up to their current stage of the buying process, Thomas WebTrax™ gives your sales team valuable insight and enables them to craft more meaningful outreach calls. Thomas WebTrax™ even has the ability to feed your Thomasnet.com® RFIs directly into your marketing automation system, to fuel your pipeline and keep your sales team inspired and engaged.



Quotes available for all budget sizes.  
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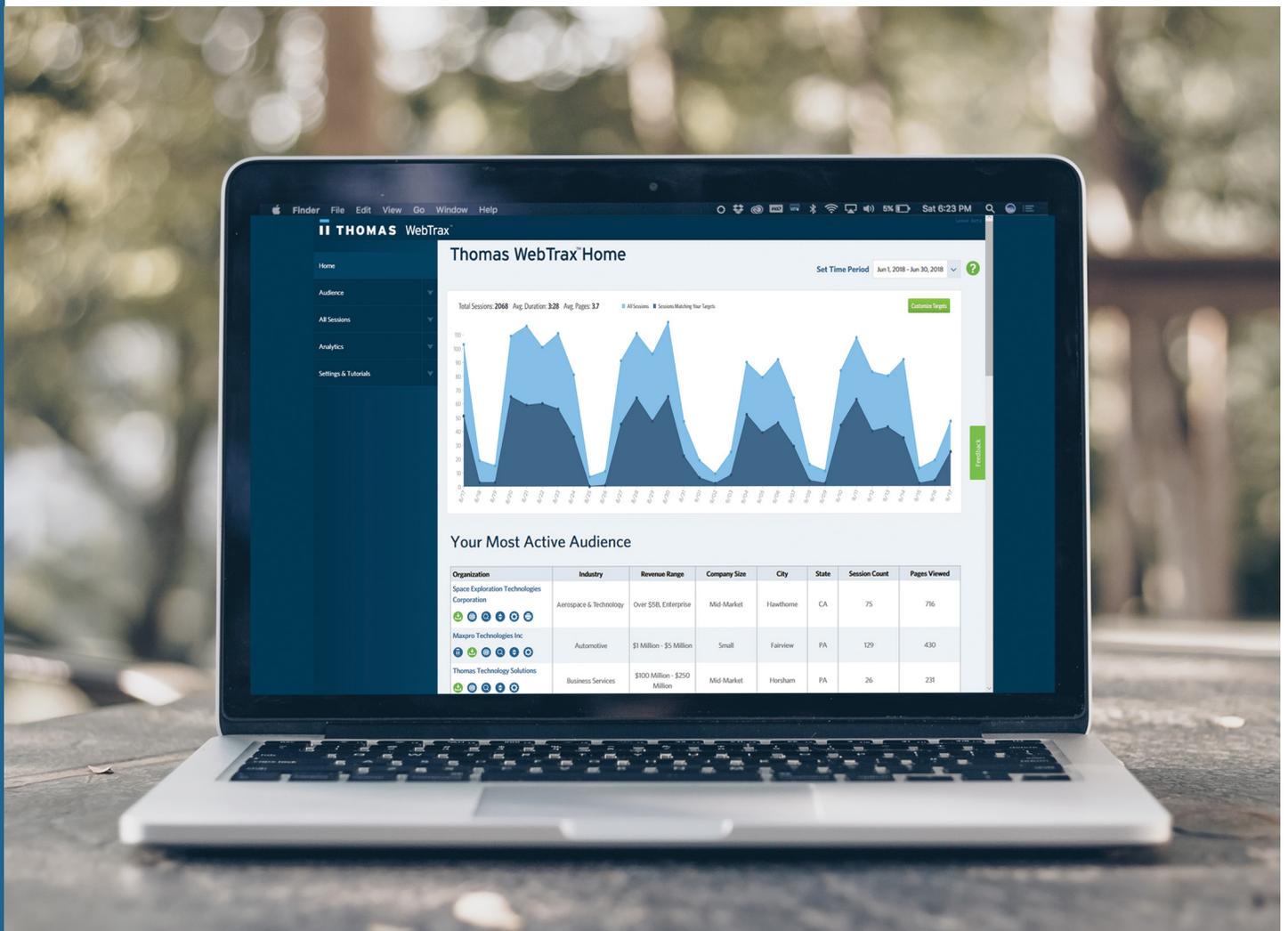
Tracking the entire buying process.



## See activity from buyers, not bots.

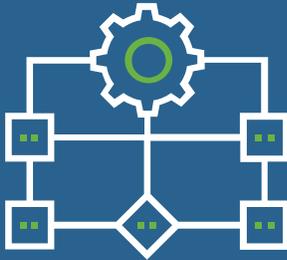
It's estimated that at least 52 percent of all web traffic today is worthless, non-human activity, otherwise known as "bots." Thomas WebTrax<sup>TM</sup> users benefit from sophisticated efforts by Thomas to identify and remove bot activity from our reporting. We do this through a combination of internal detection mechanisms and third party services, and this intelligence is extended to user activity displayed in the Thomas WebTrax<sup>TM</sup> platform.

# An estimated 52% of all web traffic today is worthless, non-human activity, otherwise known as "bots."



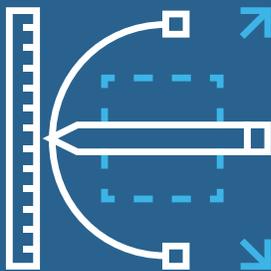
Quotes available for all budget sizes.  
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## Utilize industry's largest and most active buyer/supplier network to grow your business.



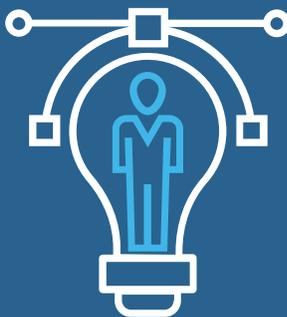
Thomasnet.com® connects active B2B buyers and engineers with 500K+ North American suppliers. If you tried to replicate all of the supplier evaluation activity on the platform that happens in a single month, it would take you 7.5 years – without sleeping. In fact, every 2 seconds, a supplier is evaluated by a buyer on the platform. For 120 years we have served the needs of B2B buyers. In doing so, we support the industrial supplier that needs to reach, engage, and sell to them. Today's Thomas is a data, platform and technology company that has become the leading resource for the industrial marketplace. Our solutions inform, support, and empower industry, from the half-million suppliers that rely on us to help them grow their businesses, to the million-plus buyers, engineers, and other purchase decision makers that turn to us each month for tools and information that help them find exactly the supplier they need.

## Maximize the market intelligence and selling power of your detailed product data.



Detailed product data is the highest-value lead conversion asset for OEMs and distributors. With dynamic eCatalog solutions built on our Navigator platform, Thomas can help you put that data in front of design and sourcing professionals early in their decision making process – and make you aware of projects and opportunities months before the competition. Our expert team will assess your target audience, cleanse and consolidate your product data, and help you deliver the formats and details your distributors and customers need for optimal productivity. We'll then help you manage and leverage that information to generate leads, get specified, and grow sales.

## Leverage the power of the web to generate high quality leads.



Industrial buyers are typically 70 percent of the way through their purchase decision process before they reach out to a supplier. When your website is able to engage those buyers throughout their entire buying process, you're in a better position to achieve the growth you are targeting. The Thomas Marketing Services (TMS) team has developed more than 5,000 websites, powering Fortune 1000 and small-midsize companies alike. We specialize in getting your website to produce more opportunities and leads through increased targeted traffic, content marketing, A/B testing, email marketing, social media, and marketing automation. Our marketing strategists will team up with you to power your business to the growth you desire by deploying, measuring, and reporting on the performance of all tactics.

## Identify the buyers in-market for what you offer.

Before you invest in any marketing program, you want to be sure that it can deliver the customers you need. Thomas makes it easy. We'll send you a FREE custom In-Market Buyer Report showing you what companies are sourcing in our Network, specifically for the kinds of products and services you provide. Request your no-cost, no-obligation In-Market Buyer Report at [Thomasnet.com/BuyerReport](https://thomasnet.com/BuyerReport).

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