



2021 parts.cat.com
'The Easy Part'
campaign

parts.cat.com





2021 parts.cat.com ‘The Easy Part’ campaign

DPR&Co was briefed to develop a campaign to increase awareness and communicate the benefits of ordering genuine Cat parts online via parts.cat.com. Targeting Cat machine owners throughout Australia and New Zealand, the campaign needed to respond to the needs of time-poor owner-operators seeking faster, more convenient parts and product support.

Demonstrates.

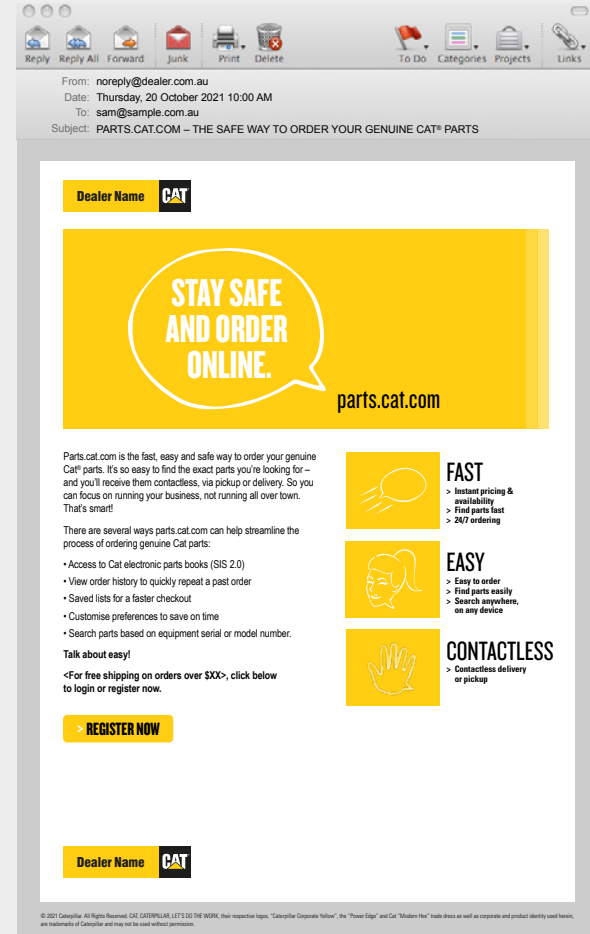
- **B2B communications expertise**
- **Ability to build brand and product recognition**
- **Digital media strategy capability**
- **Highly refined audience targeting**

The challenge.

Parts.cat.com is Caterpillar’s online parts ordering platform. With an inventory of 1.4 million Cat parts, machine manuals, self-service options, and frequent order lists, it provides customers with the ease and convenience of online ordering and access to valuable information about their equipment.

Our challenge was to create and deliver a captivating campaign that educated retail customers about the benefits of ordering genuine Cat parts online (as opposed to in-store purchasing or buying from third-party suppliers) and that would drive traffic to the parts.cat.com website.

In addition, we needed to support Cat dealers to directly communicate to their existing customer database – targeting those who have never ordered online or do so infrequently.





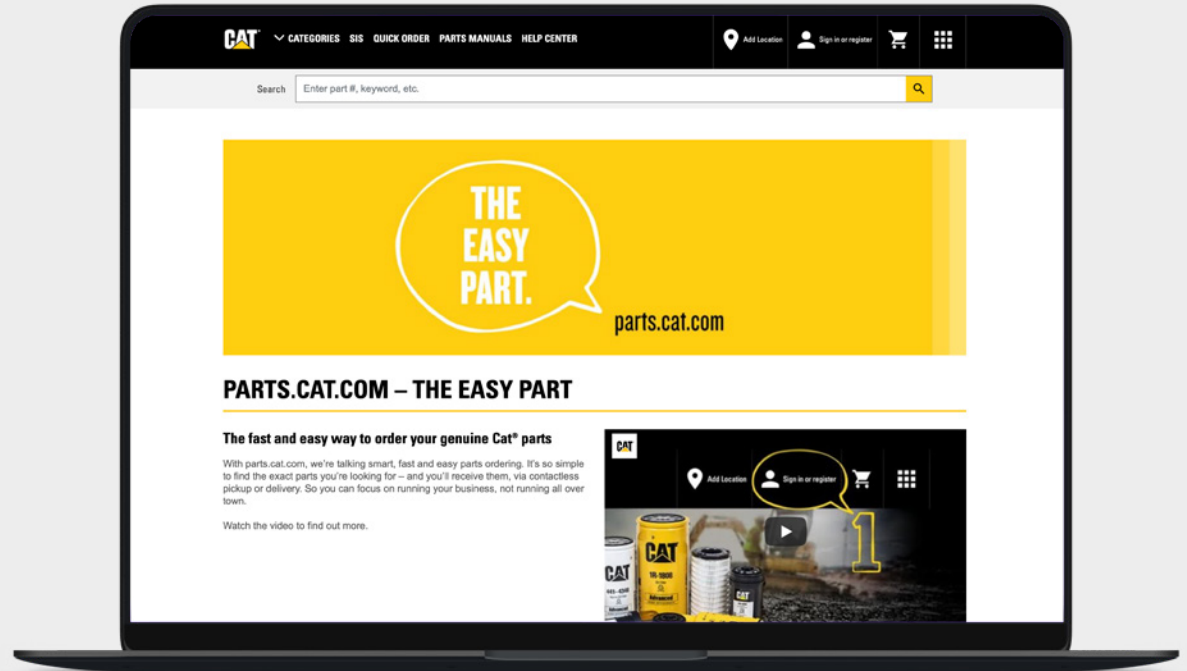
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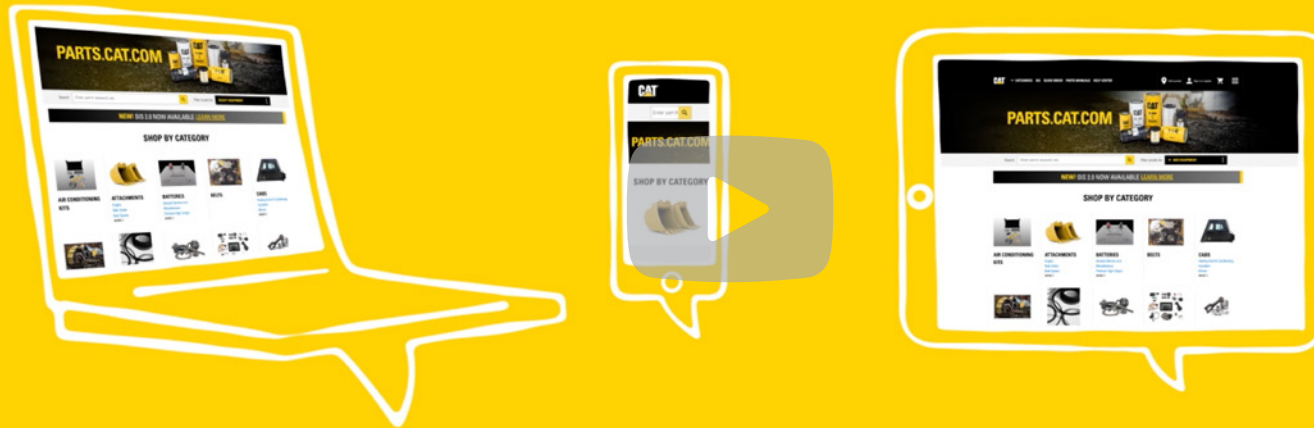
Our response.

Our multi-channel strategy was tailored to both Australia and New Zealand, and included programmatic digital display, paid social, direct display partners and paid search.

The campaign, 'The Easy Part' was aligned to the customer buyer journey to ensure the most effective conversion over the campaign period. Campaign response was directed to a customised campaign landing page on the parts.cat.com website, where visitors could engage with video content that demonstrated how easy it was to get started. From there they could register and order from their relevant Cat dealer and explore the comprehensive product information related to their machinery.

A suite of eDM communications and POS material was developed to support dealer-led promotions.





parts.cat.com

Online video
<https://vimeo.com/676948197>



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The result.

The parts.cat.com media campaign exceeded industry benchmarks across all channels. Through efficient and targeted media buying, we successfully delivered over 2 million impressions and a cross-channel average CTR of 0.4% over a campaign period of just 2 months. Dynamic paid search activity achieved a CTR of 7% against the industry average of 5.34%.

There was a notable increase in registrations and sales during the campaign period, delivering a conversion rate of 6% for a ROAS of 1,900%.





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The result continued.

Due to its success, the campaign has been extended and continues to deliver strong registration and sales results. 'The Easy Part' creative concept was seen as being so compelling, it has subsequently launched in regions across the world.

Client	Caterpillar
Product	Parts.cat.com
Audience	Customers in the construction industry (owing 1-3 machines)
Channels	Paid search, paid social, direct display and programmatic display
Deliverables	Creative campaign and digital media
From brief to first delivery	1 month (media)
Performance	CTR 7%+ with a conversion rate to sale of 6% and ROAS of 1,900%.

