

# Complementing Direct Marketing Strategy to Reach Qualified Buyers



Challenges	Solutions	Results
<ul style="list-style-type: none"><li>• Finding ways to more efficiently target qualified buyers and generate solid leads from around the United States and in Mexico</li><li>• Broad base of customers—from Fortune 500 companies to individuals</li><li>• Direct marketing and inside sales efforts generated interest and inquiries, as well as requests for catalogs, but C&amp;H wanted to enhance that by gaining more opportunities to connect with those who are ready to buy</li></ul>	<ul style="list-style-type: none"><li>• After using the Ariba® Network for several years, C&amp;H became aware of the Ariba Discovery™ service as a complementary solution focused on facilitating connections between buyers and sellers</li><li>• Ariba Discovery registration process took minutes—within days, received a request to bid on a large project from a prominent university</li><li>• University posting arrived directly in inbox where C&amp;H used Ariba Discovery to clarify requirements and other order details. Within three weeks after the initial buyer request, C&amp;H was awarded the project</li></ul>	<ul style="list-style-type: none"><li>• Consistently receiving bid requests from interested buyers on Ariba Discovery—putting C&amp;H sales staff directly in touch with the right contacts</li><li>• The ability for a buyer to find a good match on the commodity list, send information directly to C&amp;H, and correspond through Ariba Discovery is a great starting point for any sales effort</li><li>• C&amp;H values the opportunity to supplement traditional marketing tools—such as trade shows and direct mail—with online efforts like Ariba Discovery</li><li>• Future opportunities could include having additional sales people use the search functionality on Ariba Discovery to proactively identify qualified buying organizations around the United States and in Mexico</li></ul>

**Profile**  
A leading distributor of industrial supplies, C&H carries over 40,000 products, in its catalog and thousands more on its website, including storage products, material handling equipment, and maintenance and shipping supplies. This 74-year-old company, headquartered in Milwaukee, Wisconsin, has 350 employees serving customers in commercial, industrial, government, and institutional businesses in all industries across North America.

**Ariba Commerce Cloud Features**

- The Ariba Discovery service
- Ariba Network

