

Banyan Technology

LEAD GENERATION

Advertising

Banyan Technology has developed a proprietary software application that enables Less-than-Truckload carriers to optimize routes and negotiate pricing in near real time. Founded in 2001, the company has steadily gained a customer base with both shippers and 3PL's. In 2015, the company began a broader based marketing initiative tasked with generating qualified leads for their sales organization.

Attendance at key trade events and print advertising were determined to be the primary channels to communicate the Banyan value proposition. Our campaign used fractional ad placements in **Transport Topics**, the lead publication to reach our target audience.

The magazine conducted performance research on each ad in the April 11, 2016 issue. **Banyan Technology advertising outperformed all competitors in our category*** and the magazine average in action taken after reading the communication.



Our creative outperformed all competitors in measurable activity.

- **41% TOOK ACTION**
Compared to 33% of the category average (+24% rating)
- **12% VISITED OUR WEBSITE**
Compared to 8% of the category average (+50% rating)
- **29% TOOK OTHER ACTION**
(+93% rating)

Our ad unit size: 1/8 page outperformed the nearest competitive advertising (a 2 page insert) by 28% of readers who “took action” after reading the respective ads.

Performance within our category (Response to our ad vs our competition)

INFORMATION SYSTEMS AND MOBILE COMMUNICATIONS Category

	Took Action	Visit Website	Other Action
Banyan Technology 1/4 page 10	41%	12%	29%
Epicvue 1/2 page 14	29%	5%	10%
Lytx 1 page 19	29%	10%	7%
MacroPoint 2 page (insert)	32%	4%	14%
Average for Category	33%	8%	15%

Verbatims (Understanding of the advertising creative)

Eight of 25 respondents understand our advertising with specific quotes regarding our message.

- **Called and got a demo of the program, already working with a sales agent from Banyan.**
Job Title - Not Specified
Company's Operations - Not Specified
- **It's trying to encourage those looking for a TMS to consider them; it's not readily apparent they're LTL only until you see the fine print.**
Information Technology
Company's Operations - Other
- **A TMS provider with an available whitepaper.**
Fleet/Operations Management
- **Transportation Management software - perhaps just for LTL companies? Maybe also including EOBR technologies?**
Job Title - Not Specified
- **Maybe trying to sell their TMS platform. Possibly specialized in the LTL segment. Too basic, can't tell enough what the product is, but just showing 'LTL' may make it seem limited to that area - or maybe it is, can't tell much about it.**
Job Title - Other
- **It's trying to sell you new software for a TMS system.**
Job Title - Not Specified
Company's Operations - Not Specified
- **The color draws my attention; I would look at this ad and maybe take action, if I was interested in a TMS. I do think TMS should be spelled out somewhere for those who don't know what that means.**
Senior Management (President, VP, CEO, COO, CFO)
3PL/Freight Forwarder/Broker
- **The FREE Whitepaper is a hook but triggers a call from their marketing department which may be unwanted.**
Sales/Marketing Management
3PL/Freight Forwarder/Broker