

CASE STUDY: TRADE HOUNDS

Klein Tools Partners with Trade Hounds - Implements Campaigns Realizing 5x Prior Industry Performance



TRADE HOUNDS

Trade Hounds, made up of over 280,000+ skilled tradespeople, enables brands to deeply connect with a seemingly elusive & skeptical audience. Klein Tools, who partnered with Trade Hounds, delivered industry-leading Click-Through Rates (CTR) of over 36%.

CTR: >36%

Impressions/Viewer: 10.40

"We love Trade Hounds - we've found that the best time and place to serve up Klein offerings is when this highly skilled and passionate user is wearing their digital hard hat. We have very strong CTR on our owned channels, but we've seen unique user CTRs of 36%+ on Trade Hounds, which has exceeded all of our best performing platforms to date."

Greg Palese

VP Marketing, Klein Tools

Goal/Opportunity

Klein Tools, a leading provider of electrical tools and equipment, engaged Trade Hounds to help them better understand their customers, influence tradespeople, foster product engagement & loyalty through giveaways, and drive signups to their Klein Tradesman Club.

Results

Over the course of two weeks, the campaign was shared 1368 times and yielded 10.40 impressions per viewer. At 36%, click-through rates on Trade Hounds outperformed traditional paid social media channels by 5x. Additionally, Trade Hounds' ability to actively survey users helped Klein gain a much better understanding of their customers.

The Trade Hounds engagement was **so effective that it had to be shut down halfway through the campaign.**



TRADE HOUNDS

Challenge

Recent changes in IFDA regulations **on traditional digital advertising platforms** have significantly reduced targeting effectiveness, leaving marketers spending more to reach a smaller portion of their desired audience. **Trade Hounds' influencing and engagement platform** allows marketers to not only reach a large and highly engaged community, but it also provides blue-collar brands with a new channel to gain insights on their target customer.

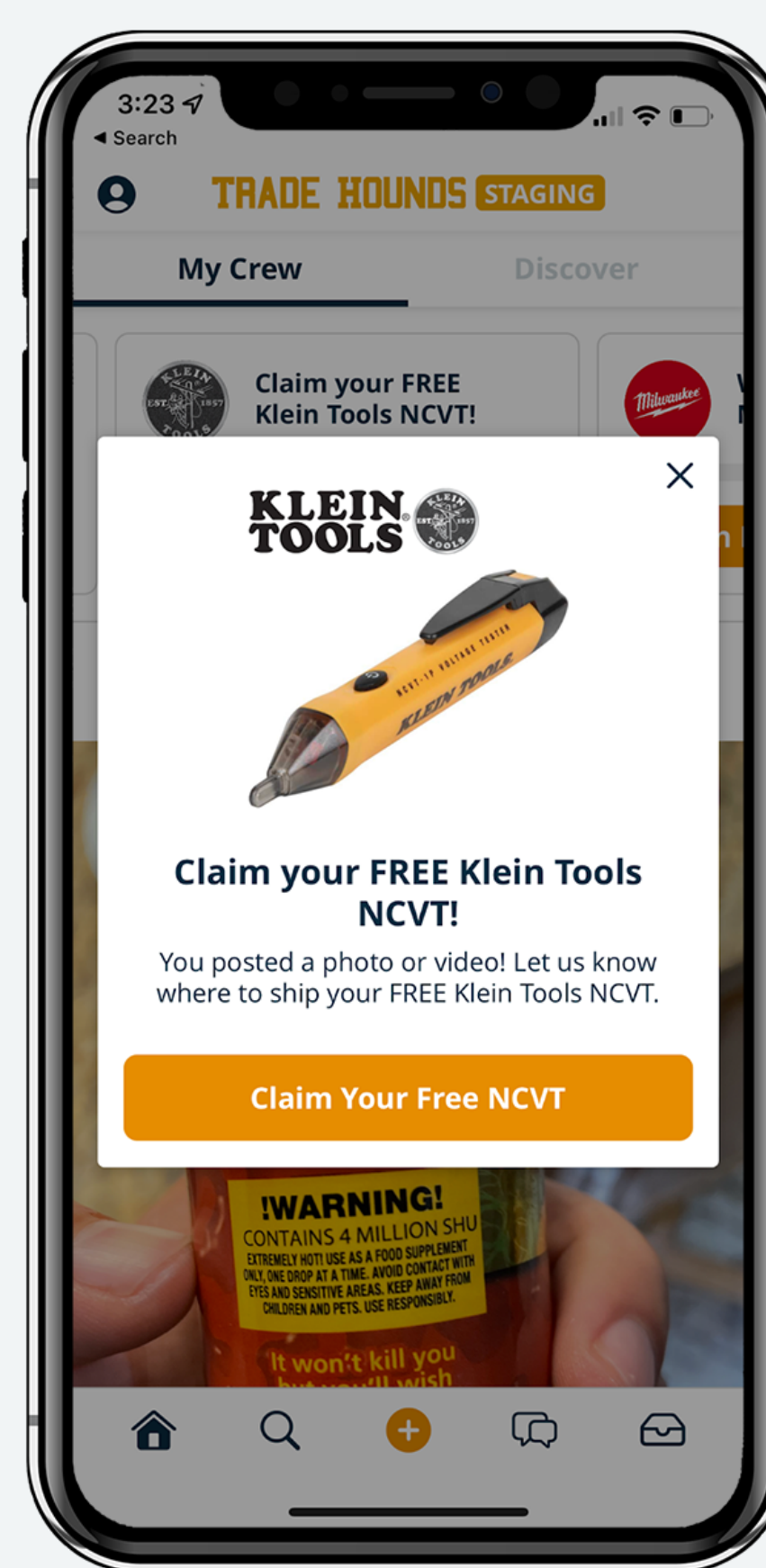
Strategy

Due to their extensive targeting capabilities, Trade Hounds was able to identify 55,000 tradespeople who matched Klein's exact customer profile. Trade Hounds then executed surveys to better understand this target user and created programs based on the data collected to tailor more effective initiatives. Pairing deep customer insights with giveaways that rewarded customers with seemingly high value products at no cost proved to be an exciting and effective method of driving virality.

Targeted audience of **55,000**

Increased Klein Club sign ups by **20%**

Outperformed traditional social channels **5x**



About **TRADE HOUNDS**

Looking to get in touch?

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Trade Hounds has built the world's largest professional community for the skilled trades – over 280,000 skilled tradespeople have joined Trade Hounds to showcase their work, build professional profiles and find jobs. Today, brands and contractors across the country are using Trade Hounds to connect with the workers they need to grow their businesses.