

## COMPANY BACKGROUND

Underwriters Laboratories® (UL) is an independent safety certification organization that has been testing products and writing standards for safety for more than a century. A household name in the United States, UL is one of the most recognized conformity assessment providers in the world.



*“Our customers are spread out around the world and it’s a challenge for us to be able to connect directly with who may be interested in UL certification”. “When we saw that our first webinar with WebAttract had participants from 25 countries outside the US, we knew we’d found the right way to connect with our audience.”*

**Amy Dolence, Marketing Specialist, Underwriters Laboratories**

## CHALLENGE

UL provides a valuable service to companies and consumers with respected independent safety certifications. Due to the company’s high standards and often highly technical testing procedures, this was sometimes seen as a barrier by companies seeking UL certification. With this in mind, representatives of the UL Thermoplastics Testing Center came to WebAttract to:

- Help educate potential customers about the UL process;
- Highlight companies and products that have successfully worked with UL for certification; and
- Introduce prospective customers to the resources available from UL that are available for their specific needs.

“Our customers are spread out around the world and it’s a challenge for us to be able to connect directly with who may be interested in UL certification,” said Amy Dolence, Marketing Specialist, Underwriters Laboratories. “When we saw that our first webinar with WebAttract had participants from 25 countries outside the US, we knew we’d found the right way to connect with our audience.”

## BACKGROUND AND THE WEBATTRACT APPROACH

“All of our conversations with customers start with us discussing their desired business outcomes,” said Mike Agron, WebAttract’s executive webinar producer. “We start with where they want to go, and who they want to reach, then figure out who can help us tell the story to reach those audiences.”

ULs challenge was to increase applications for testing to the UL Thermoplastics Center.



## Marketing Services Company Chooses WebAttract To Help Market Themselves with Webinars

Working closely with the staff of the UL Thermoplastics Testing Center WebAttract created a compelling, and helpful program that included;

- Introduction to UL and their Pre-Selection process;
- Case study from a UL customer that had achieved certification for their product;
- Demo of the UL IQ Database; and
- Panel of Experts available for questions from participants.

Over the course of two webinars, attendees were offered valuable information about the services offered by UL and shown how companies had worked with UL to achieve certification. Attendees then had the opportunity to directly ask their own specific questions regarding testing to a panel of experts.

### **SUMMARY: WINS, KEY REGISTRATION, ATTENDANCE AND POST WEBINAR METRICS**

The first webinar had 513 registrations covering 428 unique companies from 37 different countries representing 18 different industries. The difference being some companies registered multiple people, and in one case, a company registered 17 people. Despite there only being a month between webinars, the second webinar still produced 329 registrations from 292 unique companies with 29 countries representing 18 industries.

WebAttract closely monitors attendee participation and engagement

- 51% ratio of attendees to registrants for the first webinar, much higher than standard average of 30-40%
- Average attendance of over 53 minutes, showing high level of engagement by the audience
- Response rate of 78% for both seminars
- Survey response rate of nearly 40%, for the two webinars, 39.54% and 38+% respectively

### **CONCLUSION**

- Potential customers will engage for extended periods if the content is relevant
- Webinars can be effective tools for worldwide businesses in highly technical markets



WebAttract provides an End2End "Custom for Every Customer" turn-key solution for webinar demand creation and has offices in New York and California. [www.webattract.com](http://www.webattract.com)