

Generate High Quality & High Volume Sales Leads Using 3D CAD Files



Reach industry's most active, qualified audience of engineers and procurement professionals in search of CAD files on the Thomas TraceParts Network.



Engineers are your first chance to get specified into a project and 3D CAD files are the best asset you can provide to support them in their search for new suppliers. CAD file downloads create a valuable win-win for both engineers and your sales and marketing team; engineers are able to download the files and quickly determine if a component is right for their project, all while providing actionable sales information including their contact information and early project details.

To put your CAD assets in front of the right audience at the right time, Thomas and TraceParts have teamed up to provide access to two of the most powerful industrial audiences in the world.

The Thomas TraceParts Network

- Thomas has been North America's top industrial sourcing platform since 1898 and has grown to a network of 940,000+ registered users and 500,000+ manufacturers.
- TraceParts is the world's leading provider of 3D digital content for engineering professionals with offers that include hundreds of supplier catalogs and more than 100 million CAD models.

Get spec'd in today for as little as \$10 per lead
800-879-6757 Thomasnet.com®

THOMAS
For Industry.

traceparts
Product Content Everywhere™

The right data. CAD files are your best assets for creating timely, actionable sales leads.

CAD files

Effectively support engineers and design professionals in their search for new components.

A Resource for Your Customers.

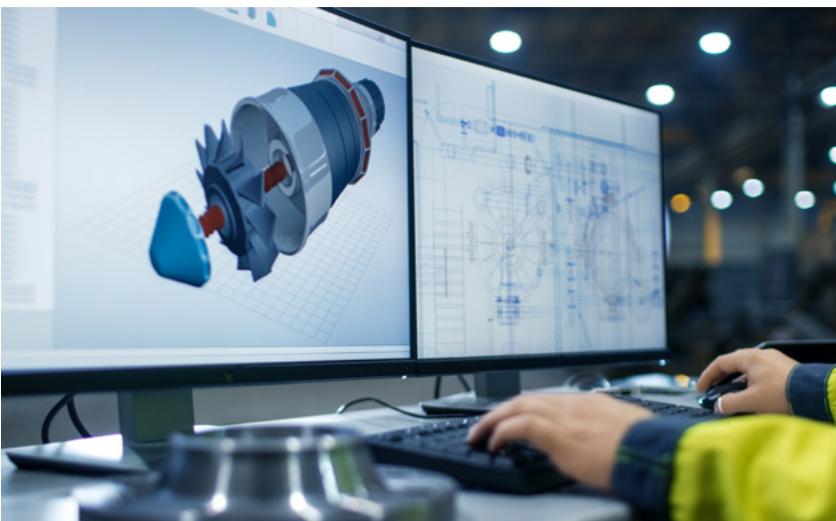
3D CAD files are highly valuable lead generation tools for manufacturers looking to engage engineers in the industrial marketplace and generate high-quality sales leads. These assets are critical during an engineer's research and **create sales leads at a 2.5x greater rate** than text-based product information. By creating and offering rich 3D CAD catalogs, you can add value and establish yourself as a resource for the most valuable segment of decision-makers: Design Engineers.

Key Stats:

- 89% of designers only select components from manufacturers who provide CAD models online
- Up to 88% of businesses ultimately buy a part after downloading a CAD file
- 94% of designers will also specify the same part for future projects again

Content Title	Views	Submissions	Submissions Rate	New Contacts	New Contacts Rate
Product 1 Catalog	1,138	158	13.88%	55	4.83%
Product 2 Catalog	14,937	2,405	16.10%	1,259	8.43%
Key Benefits Whitener	93	28	30.11%	4	4.30%
CAD Library Access	15,864	12,567	79.21%	1,150	7.24%
Product Installation Guide	1,099	295	26.84%	146	13.26%
Company Certifications	599	160	26.71%	38	6.34%
Fluid Compatibility Guide	798	265	33.21%	89	11.15%
Hydraulic Swaging Unit Guide	73	24	32.88%	4	5.48%
TOTAL *	44,990	17,706	39.36%	4,487	7.75%

* CAD files create actionable sales leads at a much higher rate than traditional assets, with higher rates of download from both new and existing customers.



89% of designers only select components from manufacturers who provide CAD models online

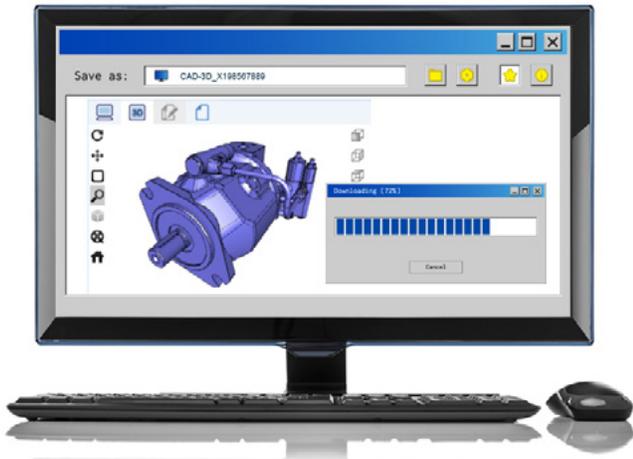
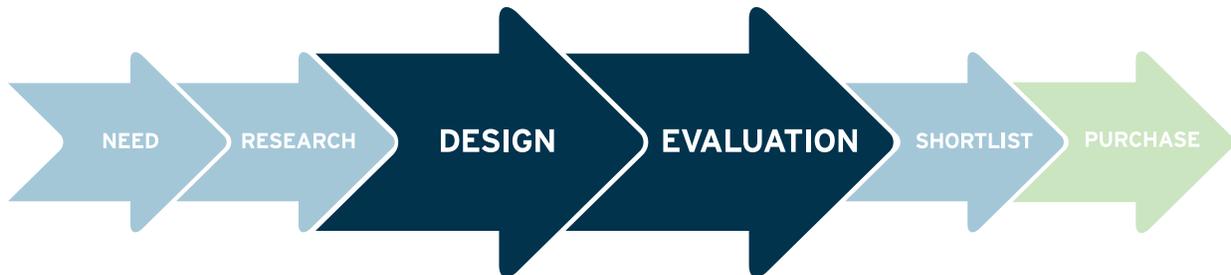
Get spec'd in today for as little as \$10 per lead
800-879-6757 Thomasnet.com®

THOMAS™
For Industry.

traceparts
Product Content Everywhere™

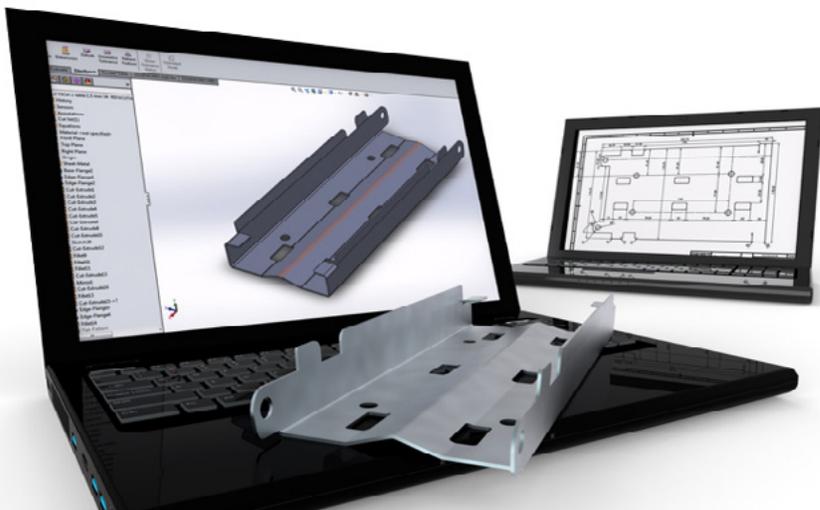
The right time. Reach design engineers in the critical stages of their product search to compete for specification.

Help your sales team get an early start on sales opportunities with advanced notice on future projects.



CAD downloads are some of the highest-quality leads because they provide manufacturers with information about projects in their critical stages. This information allows organizations to reach out to the design engineers who have downloaded the assets in order to begin discussions around how their product may be the best fit for the project. It also allows them to offer a stronger customer experience by providing additional insight in the project's most critical stages to help the design engineer make the most informed product decisions.

The earlier you can learn about a project, the better positioned you are to put your best foot forward to get spec'd in.



Up to 88% of businesses ultimately buy a part after downloading a CAD file

Get spec'd in today for as little as \$10 per lead
800-879-6757 Thomasnet.com®

THOMAS
For Industry.

traceparts
Product Content Everywhere™

The right place. The Thomas TraceParts Network offers direct access to design and procurement professionals in their active search.

The Thomas TraceParts Network -

Engage 27 million buyers and engineers from Fortune 1000, Mid-Market, and SMBs.



The Thomas Network Audience

93% of Fortune 1000 source suppliers in the Thomas Network

Over 940,000 design engineers and sourcing professionals trust Thomas to provide the most complete and accurate listings of suppliers in industry. Our users leverage the platform every day to find suppliers, source products, and request custom quotes directly from manufacturers like you.

The TraceParts Network Audience

A global network of design engineers seeking 3D CAD files and drawings

TraceParts provides access to over 4.3 million unique visitors each year that includes in-market engineers and design professionals who are actively seeking 3D CAD files in order to specify components during the design phase. TraceParts also syndicates your data out to 44 additional sites with a reach of 27 million design engineer professionals.

Get spec'd in today for as little as \$10 per lead
800-879-6757 Thomasnet.com®

THOMAS
For Industry.

traceparts
Product Content Everywhere™