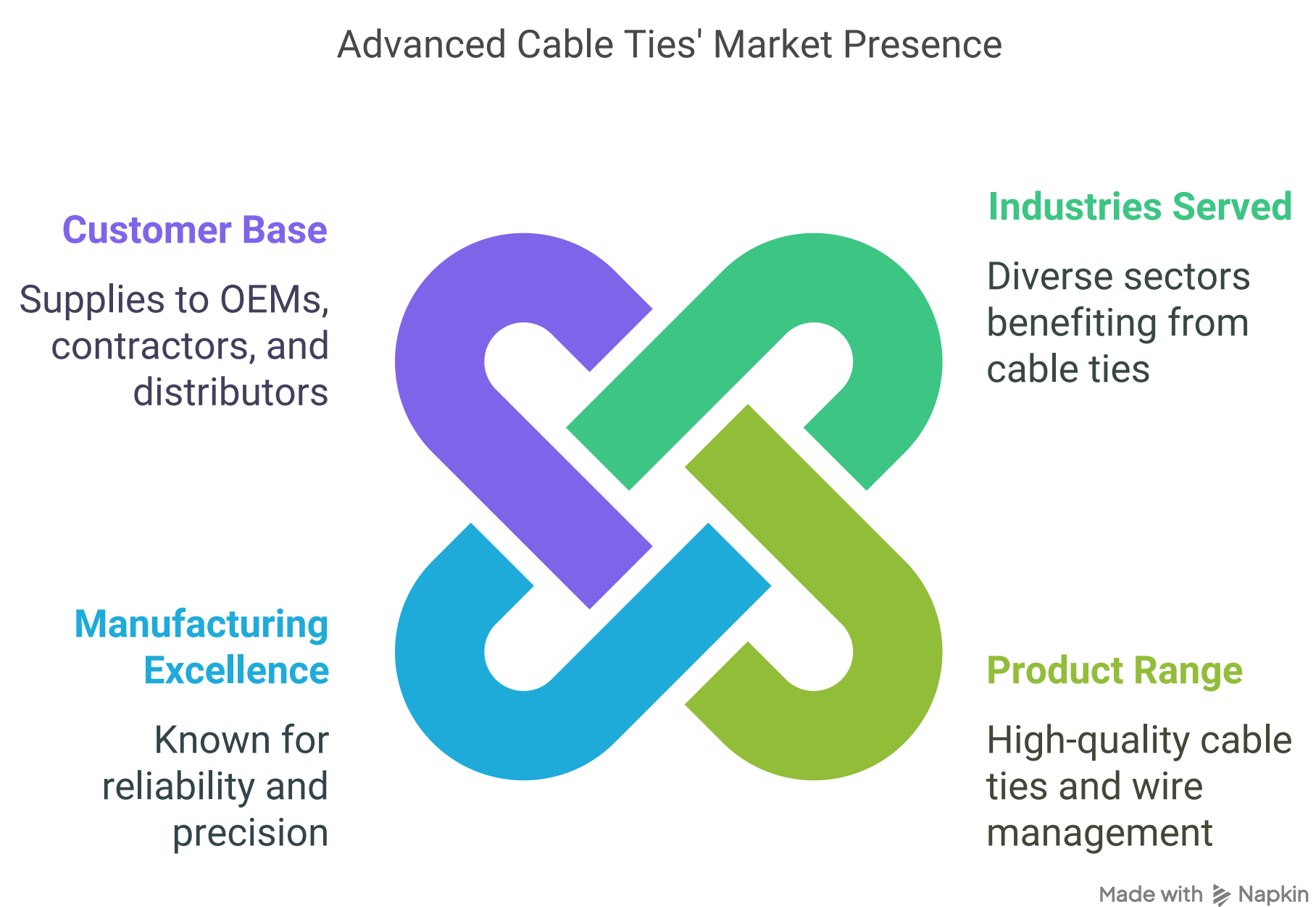


Case Study: How Advanced Cable Ties Boosted Industrial Outreach Through Niche Tradeshow Attendee Lists

This document explores the strategic partnership between Advanced Cable Ties and Prospects Shop, which enabled the company to enhance its outreach efforts in specialized industrial sectors. By leveraging a targeted tradeshow attendee contact list, Advanced Cable Ties successfully connected with key decision-makers in the HVAC, packaging, and energy industries, resulting in significant improvements in sales conversations and marketing ROI.

1. Client Overview

Advanced Cable Ties is a leading U.S. manufacturer of high-quality cable ties and wire management solutions, serving industries from HVAC to solar to logistics. Known for reliability and precision manufacturing, they supply to OEMs, contractors, and distributors nationwide.



2. The Challenge

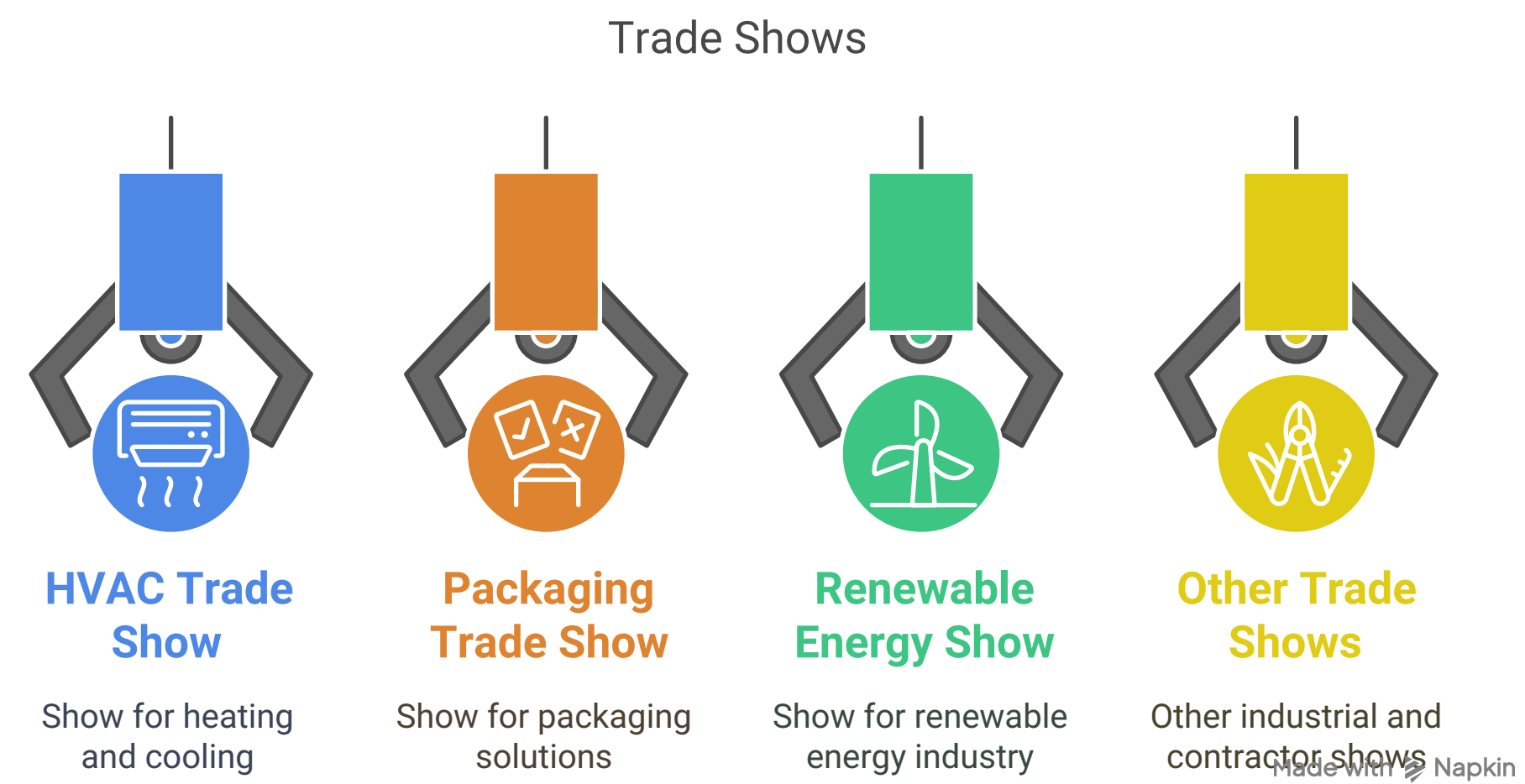
While the product quality and service reputation of Advanced Cable Ties were strong, they struggled to get in front of the right buyers in niche industrial segments. Their internal marketing lists were outdated and lacked specificity for key sectors like HVAC, solar, and packaging.

They needed a faster, more efficient way to connect with purchasing managers, engineers, and decision-makers actively seeking solutions like theirs.

3. The Solution

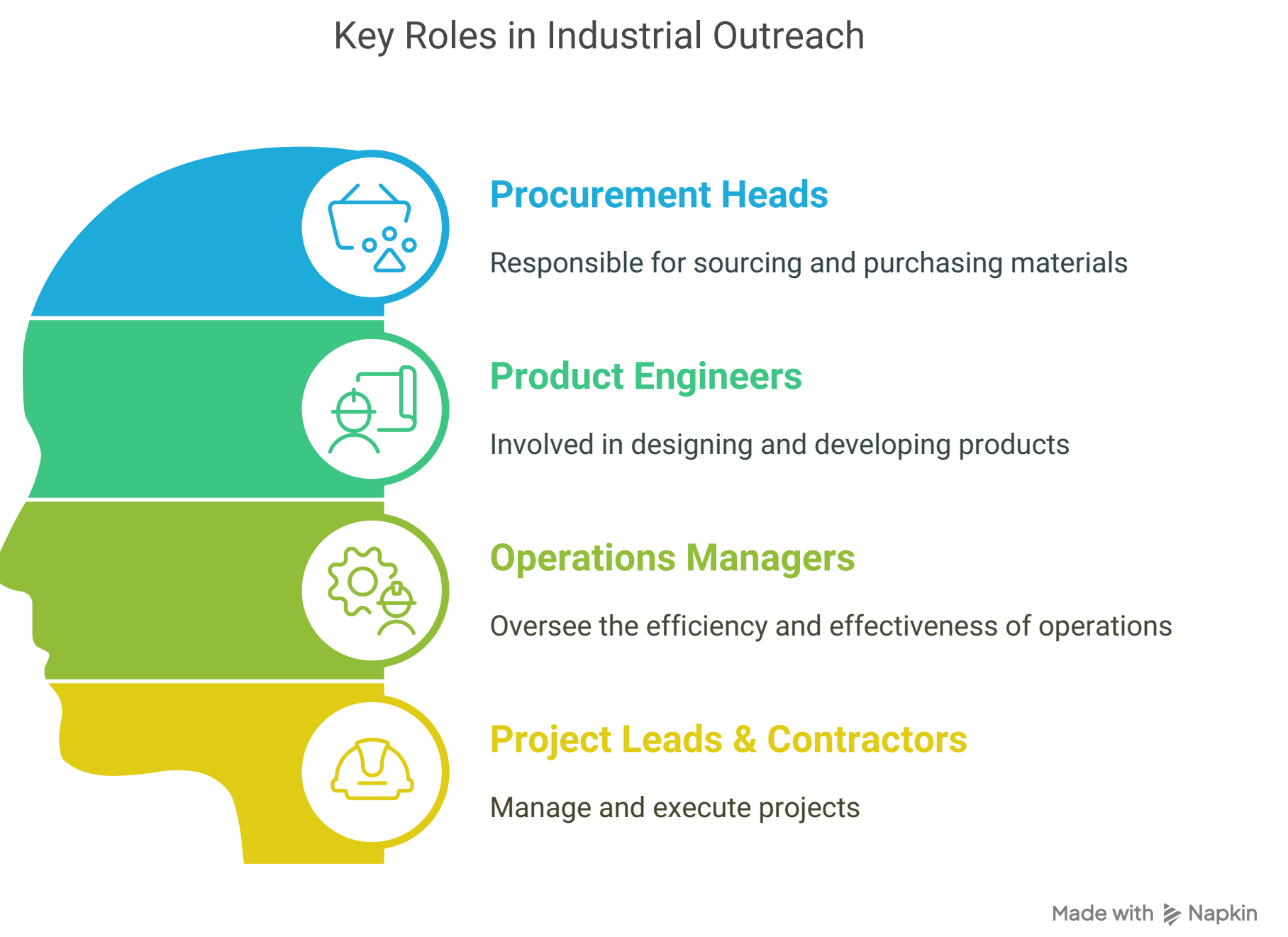
Advanced Cable Ties teamed up with Prospects Shop and purchased a custom list of 87,700 tradeshow attendee contacts, sourced from highly relevant events, including:

- AHR Expo (HVAC)
- Pack Expo (Packaging)
- RE+ (Renewable Energy)
- Other industrial and contractor-focused tradeshows



The contact list included vetted professionals with proven interest in industrial products, such as:

- Procurement Heads
- Product Engineers
- Operations Managers
- Project Leads & Contractors



4. The Results

- Opened new sales conversations in untapped sectors
- Higher-quality inbound responses
- Better ROI from email and outbound campaigns
- Increased awareness in the HVAC and Solar segments

This data-driven approach allowed Advanced Cable Ties to leap ahead of competitors still relying on generic lists and cold outreach.

