



# KEPLER & WILDE

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EXPLORE THE EDGE OF MARKETING

# MANN+HUMMEL

## THE 30,000 FT. VIEW

After 77 years, MANN+HUMMEL leveraged its core competency in air filtration and expanded its service offerings to include digital products. The flagship of the company's digital transformation was SenzIt, the first predictive maintenance platform focused on increasing uptime for heavy-duty fleets.

\$5B REVENUE | GLOBAL LEADER IN AIR FILTRATION

#B2B BRAND, #SALES & MARKETING ALIGNMENT, #DIGITALTRANSFORMATION, #IOT CORPORATE, #SMALL BUSINESSES LOOKING TO SCALE, #CEO, #CMO, #SALESSUITE

## THE SOLUTION

There's an old saying -- "If you put Band-Aid on a bullet wound, you attempt to deal with a serious problem in an inadequate way." Revamping the brand was just beginning -- the core of SenzIt, its initial go-to-market strategy needed a facelift as well.

## SO WHAT WAS THE PROBLEM?

Underdeveloped brand

Lack of visibility into the sales cycle

B2B SaaS product with a B2C business model

Channel partners lacking education in digital services

Non-existent sales and marketing alignment

# MANN+HUMMEL

## SUCCESS

We gained visibility into a complex sales cycle and onboarding process, secured a global strategic account, and achieved the largest single product sale.

## MARKETING STRATEGY

Implemented a 6-month hyper-targeted marketing program focused on gaining visibility into the sales cycle and testing new business models, service offerings, and market acceptance criteria for future feature development.

Successfully proved the product can be sold in bulk with a B2B business model targeting accounts vs individual users

Launched the first targeted digital marketing and account-based campaigns in the company

56%

Achieved a 56% ROI from the account-based marketing campaign

451%

Increased prospective customers by 451%

260%

Exceeded digital impression goal by 260%

130%

Increased online traffic 130% QoQ with targeted advertising and media buying

## SALES STRATEGY

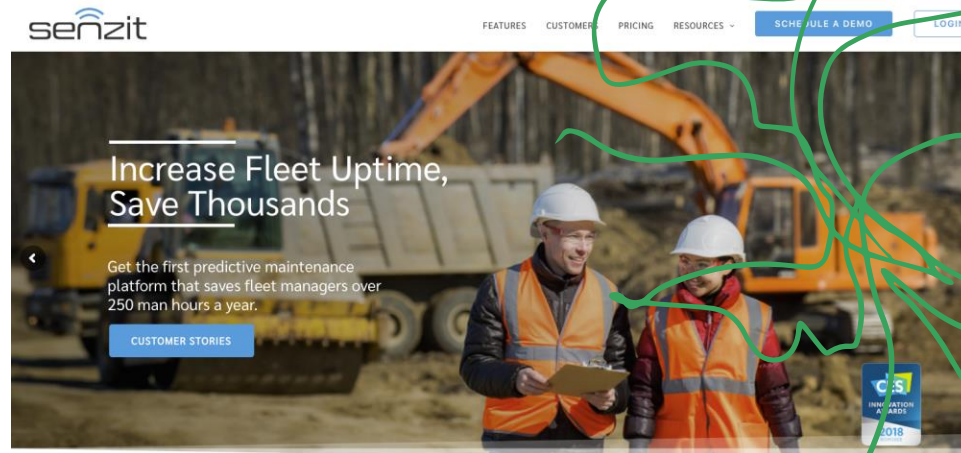
Collaborated with channel partners to create Senzit Success Manager initiative and ongoing education programs

Aligned primary channel partners and created a new sales team

## BRAND CREATION

Developed a fresh brand identity, website, and messaging communicating value and addressing the customer's pain points

Rebranded to communicate value proposition and target audience



### Keep your fleet running smoothly with these features

- Air Filter Monitoring**  
Remotely monitor your air filter's dustload percentage and remaining hours of use.
- Advanced Engine Hours**  
Know the engine hours of each machine from your desktop or phone.
- Location Services**  
See every piece of equipment on every job site with GPS.



- Trip History**  
Optimize routes and prevent theft with machine trip history.
- Digital Log Book**  
Record service and maintenance with notes and photo documentation.
- Reporting and Analytics**  
Get actionable insights so you can predict maintenance and avoid emergency repairs.



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