



Launching products to high-quality potential customers worldwide



[Tersus GNSS Inc.](#) is a leading global navigation satellite system (GNSS) integrated solution provider. The company enables each centimetre in the world to be pinpointed accurately. Its offerings and services are used to make high-precision and dynamic navigation and positioning possible, providing accurate and reliable position, velocity and absolute orientation information anywhere, at any time.

The task

Over the last year Tersus introduced a lot of new products, such as its [BX316](#) GNSS RTK systems and [DAVID](#) GNSS survey receiver. With lots of relevant and valuable content like videos and case studies, there were a wide variety of opportunities to really make a difference during the campaign. The product launches had to be supported with worldwide exposure to high-quality potential customers and – where possible – targeted lead generation.

Our solution

Reaching a relevant worldwide audience

With an audience of over 80,000 professionals per month and a span of more than 160 countries, Geo-matching offers excellent, targeted worldwide exposure. At the start of the campaign Tersus added the new products to its Geo-matching Premium [account](#), enriched with relevant videos, case studies and brochures. With top listings in relevant categories such as [GNSS Receivers](#) and [GNSS Antennas](#) the products achieved a high level of product awareness among a large group of relevant potential customers.

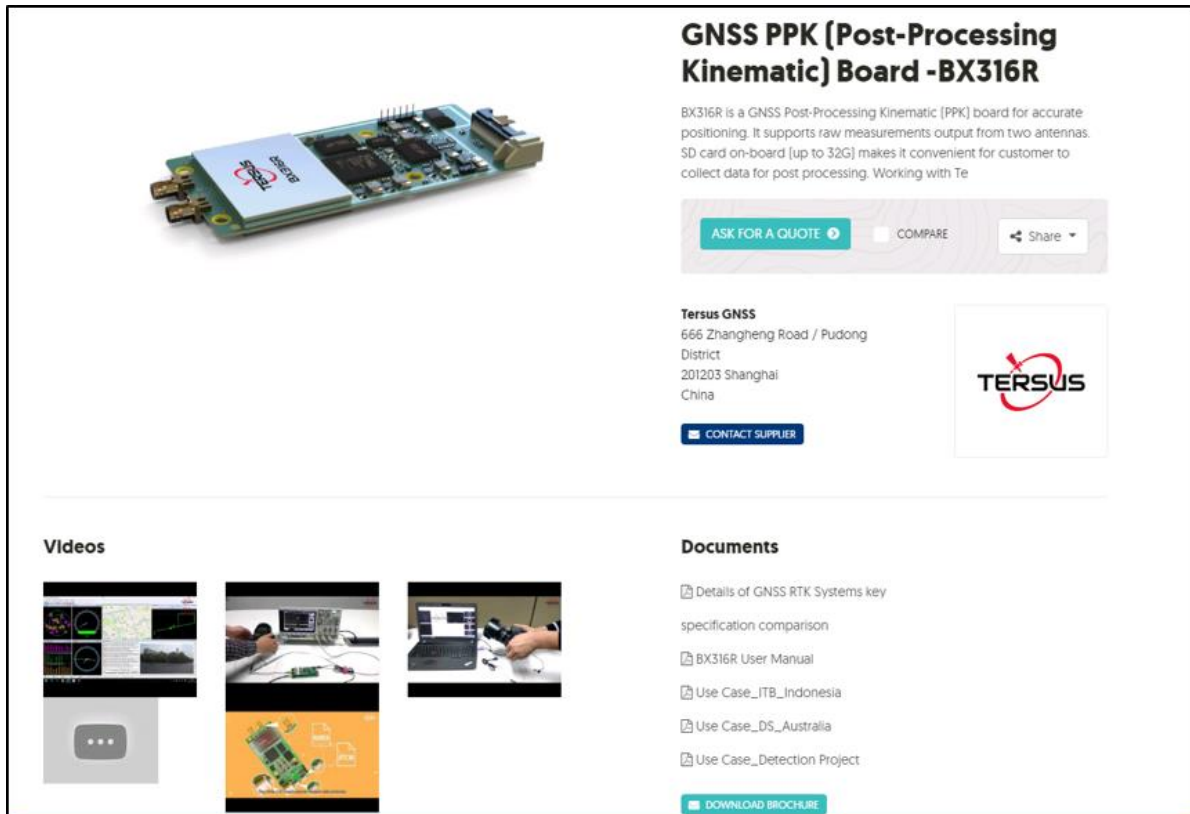
The power of direct email

Tersus had a lot of valuable content to share with its target group. To really make a difference with that content, it made sense to use a 'push' strategy in addition to the Premium listing. The campaign was therefore extended to include six direct emails to the Geo-matching database. The emails were designed in the Geo-matching style but only contained content from Tersus, and were therefore a unique way to create added value for a very relevant group of high-quality prospects.

Geomares is happy to support you wherever needed. Is your ideal solution not listed here or do you have any questions? Please don't hesitate to contact our marketing advisors!

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GNSS PPK (Post-Processing Kinematic) Board -BX316R

BX316R is a GNSS Post-Processing Kinematic (PPK) board for accurate positioning. It supports raw measurements output from two antennas. SD card on-board (up to 32G) makes it convenient for customer to collect data for post processing. Working with Te




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Videos

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Documents

-  Details of GNSS RTK Systems key specification comparison
-  BX316R User Manual
-  Use Case_ITB_Indonesia
-  Use Case_DS_Australia
-  Use Case_Detection Project

[DOWNLOAD BROCHURE](#)

The result

The combination of the online Premium account and direct emails not only supported some really successful product launches, but also resulted in thousands of case-study and brochure downloads, hundreds of click-throughs to specific landing pages and dozens of concrete product enquiries... and there is still more to come, because the campaign is not over yet.

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