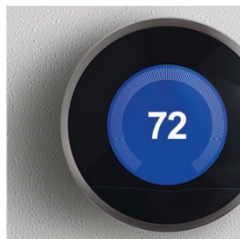


**PROTECT  
CONTROL  
SENSE**



# Finding Relays

Digital Campaign Materials  
July – September 2016



Expertise Applied | Answers Delivered

# Finding Relays Digital Campaign

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- Objective

- Integration of two acquired websites with over 1000 new products into Littelfuse.com
- Drive traffic to the new website pages
- Educate customers where they can find new resources

- Goals

- Increase page views to new pages
- Achieve greater than average landing page conversions for tools
- Exceed email benchmark averages
- More than half of participants exploring all 10 strategic pages to find clues

- Strategy

- Create a fun, interactive Scavenger Hunt to encourage users to explore the new web pages and tools
- Hide an icon on 10 strategic new pages and develop email campaigns to deliver customer focused assets related to the new pages
- Use clues in the email and the promotional landing page to lead users to find the hidden icons
- Offer a sweepstakes entry for a chance to win a drone for each icon found
- Integration timing in the summer months lends the creative to water, diving, and vacation feel
- Utilize digital workflows to keep people engaged and increase number of page views and sweepstakes entries

# Finding Relays Digital Campaign Results


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- Increased page views to the new website pages **3286%**
- Achieved landing page conversion rates of **28% to 40%**
- Target list participation **10%**
- **80%** of participants went to all 10 pages to find the clues
- Exceeded email benchmark averages
  - Opens: **31%** (benchmark 23%)
  - Clicks: **3%** (benchmark 2%)
  - Click Thru: **11%** (benchmark 9%)
- Added **57** new contacts

# Finding Relays Digital Campaign Elements

## Home and Landing Page

### Home Page Hero Banner



[Language](#) | [Find Authorized Distributors](#) | [Contact Us](#) | [About Littelfuse](#) | [Partner Login](#)

[PRODUCTS](#)
[INDUSTRIES](#)
[SERVICES](#)
[TECHNICAL RESOURCES](#)
[Competitor Cross Reference](#)
[Order Sample](#)
[Check Distributor Stock](#)


## Find Relay Treasures

The acquired SymCom and SSAC websites are now part of Littelfuse.com! Dive into our Finding Relay Scavenger Hunt Game, check out the newly added products, and win a drone!

[Dive In >](#)

### Archived Littelfuse Webcast


Windows Media Player Required



Archived Q1 2016 Littelfuse Earnings Conference Call

Thursday, May 05, 2016, 10:00 am CDT

### NEWLY ACQUIRED PRODUCTS



Introducing PolySwitch®, PolyZen®, 2Pro® and more.


Our Latest Acquisition

[Learn More](#)

View Press Release

[Read Now](#)


### Littelfuse Acquires member's



Littelfuse has expanded their global product portfolio and engineering resources by acquiring Italian company, Member's.

[Learn more](#)

### Finding Relays is easier than ever.



Over 1000 parts from our MotorSaver, PumpSaver, and SSAC lines join the Littelfuse lineup! Get information on all your Littelfuse relays and controls in one place.


[See what's added](#)

**LATEST NEWS**
Littelfuse Achieves Platinum Level Status in the TTI Americas Supplier Excellence Award Program

#### Connect with Littelfuse

Sign up to receive special offers and news

For more details about how we use your information, check our [Privacy Statement](#).



[Mobile Site](#)

#### About Littelfuse

About Littelfuse

Conflict Free Statement

History

Investor Relations

Legal

Press Room

Privacy Statement

Supply Chain Transparency

Website Feedback

#### Explore Littelfuse

Capabilities Brochures

Careers

Check Distributor Stock

Competitor Cross Reference

Industries

Order Samples

Products

Services

#### Technical Resources

Application Designs

Education

FAQs

iDesign™


Littelfuse University

Product Catalogs

Quality Documents

Technical Documents


## Finding Relays Scavenger Hunt



### Dive Into our Updated Website and Find Relay Treasures

SymCom and SSAC the names you know and trust for Motor Protection, Pump Protection, and Trunk have officially become part of the Littelfuse Family. To announce the integration of the newly added SymCom and SSAC product lines into the Littelfuse website we are hosting a scavenger hunt to find the Relays!

#### Find the Relays for a Chance to Win a Drone!

We've hidden 10 symbols within the new product pages. Each time you find a symbol or make a purchase a drone will be added to a list of awards. We want to help you navigate your way through the new website pages to find the symbols. Simply click on the  when you locate a clue enter your information. That's it. You are awarded to win. First all 10 clues, get 10 entries to win!

Our website is swimming with new product information including updated technical documents, images and catalogs. Dive in today to find all the Relays you need for every application!

#### Scavenger Hunt Clues

Below are 10 clues to help you discover when the 10 clues are hiding. Click in and solve each clue on your own or click Go Fish to be taken right to the page.

Clue #1: This enhanced overload relay offers the best motor protection. If you're playing it safe in Vegas, a triple lucky number 7 like the series number would be a winner. [Go Fish](#)

Clue #2: Pump it up! If you have a pump, Littelfuse PumpOver relays are here to protect it. [Go Fish](#)

Clue #3: You've SAVED! Intermittent faults, that's the fish! [Go Fish](#)

Clue #4: These relays can do it all! They are reliable, multi-functional products to have in stock to be ready for many customer applications. [Go Fish](#)

Clue #5: I need sensors we need you! Make it or break it. [Go Fish](#)


Clue #6: This product is 10! If you add the three numbers that represent this line of MotorSaver relays together, the next is 10! Tick, tick, splash! [Go Fish](#)

Clue #7: These relays won't subside. They love to alternate back and forth between loads. [Go Fish](#)

Clue #8: This voltage member gets her "SUV" from our customers for how well it protects 3 phase relays from damage. [Go Fish](#)

Clue #9: Remember that Sammy Hagar classic, "I can't drive 450"! [Go Fish](#)

Clue #10: These products know the "UP" and "DOWN" of controlling liquid levels. [Go Fish](#)



[See promotional details](#)

Promotional Landing Page With Animated Banner

See it [here](#)

### Finding Relays is Easier Than Ever

Over 1000 MotorSaver, PumpSaver, and SSAC parts have been added to Littelfuse.com.

### See What's New:

[Motor and Pump Protection](#)

[Pump Controls and Liquid Level Controls](#)

[Voltage Monitoring Relays](#)

[Current Monitoring Relays and Transducers](#)

[MotorSaver Relays](#)

[Intermittent Fault Relays](#)

[Trunk Drive Relays](#)

[Cathodes and Tower Lighting Controls](#)

### Promotional Details


Promotion runs from July 13th through September 14th, 2016. Winner will be drawn on or about September 14th, 2016 from all the entries. Open to legal residents of one of the 50 US United States, District of Columbia or Canada (excluding Quebec) who are eighteen (18) years of age and reside as of July 13, 2016, and who is employed in a capacity that uses relays and/or trunk, or is the owner of a business that uses relays and/or trunk.

Prize details: one winner will be chosen at random from all entries submitted to win one drone valued at approximately \$400 USD/390 CDN.

# Finding Relays Digital Campaign Elements

## Landing Page and Web Page

### Strategic Product Landing Page Example




Expertise Applied | Answers Delivered

## Good, Better, & Best Motor Protection Checklist


Use our new motor protection checklist to select your relay...fast

At the speed of business today, you can't afford to order the wrong motor protection relay for your application. Our checklist explains features and applications of each class of relay, so you immediately know which relay best meets your needs. For example:

- Over/under voltage
- Current overloads/underloads
- Contact failure
- Fault history
- Remote communications



777-FT    615    Inverter MS    640    2H A-AU



**Request the Good, Better & Best Checklist**

First Name\*

Last Name\*


Email\*

Industry\*

**Get the Checklist**

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### Web Product Page Example with Clue



Expertise Applied | Answers Delivered

Language | Find Authorized Distributors | Contact Us | About Littelfuse | Partner Login


Search All  **Search**

**PRODUCTS** | **INDUSTRIES** | **SERVICES** | **TECHNICAL RESOURCES** | Competitor Cross Reference | Order Sample | Check Distributor Stock

Home > Products > Protection Relays and Controls > Motor and Pump Protection > 777

## 777 Series - 3-Phase Current & Voltage Monitor

Series: 777



777 3-Phase Series Datasheet

Click Here

Product Literature

- 777 Series Datasheet
- Programming Guide 777-P2-MBON-B
- ES 777 575 TS A1 Engineering Specs
- ES 777 FT A1 Engineering Specs
- ES 777 HRIG P2 A1 Engineering Specs

For Technical Questions

Call +1 800-832-3873 or email us at [relays@littelfuse.com](mailto:relays@littelfuse.com)

All of the overload relays provide unsurpassed protection by combining overload, voltage, phase loss and reversal, voltage and current unbalance, power monitoring, and underload based on current in one package. For standalone applications, the units incorporate a 3-digit LED display that is used for programming, providing real-time operational information and displaying diagnostic codes to aid in troubleshooting a fault condition. The units also feature a communications port that can be used with communication modules listed in the 777 accessories section to form a Modbus, DeviceNet™, Profibus, or Ethernet network. Up to 99 units can be remotely monitored and controlled from a PLC, PLC, or SCADA system, and data logging through a PC with the optional Solutions software. This capability allows for a simple, cost-effective way to meet new requirements for arc-flash safety.

Electrical Characteristics | **Technical Resources**


Access specifications, certifications, check availability and order parts below



# Finding Relays Digital Campaign Elements

## Nurturing Campaign


### Email #1



Expertise Applied | Answers Delivered


Enouncement

## Dive Into Our Updated Website and Find Relay Treasures





### Finding Relays Scavenger Hunt Game. Win a Drone!

The acquired SymCom and SSAC websites are now part of the Littelfuse.com. Over 1000 MotorSaver, PumpSaver, and SSAC parts join the Littelfuse family and to celebrate we are hosting a Scavenger Hunt to Find the Relays!

Hidden inside our product pages are 10  symbols. For each symbol you find, you'll be entered for a chance to win a drone valued at approximately \$450 USD/\$590 CDN.

#### Finding Relays Scavenger Hunt > How to play

1. Go to our [Finding Relays landing page](#) for clues to find the 10  symbols.
2. Follow the clues to find the symbols.
3. When you locate the symbols, click on it and enter your information. Each entry is another chance to win a drone! Find all 10 symbols, get 10 entries to win!



Actual Prize May Vary


[▶ Play the Game](#)

Our website is swimming with new product information including updated technical documents, images and catalogs. Dive in today to find all the Relays!

[See what's new and play!](#)

Know Someone Else Who Would Like to Play? [Forward this email to a friend](#)


### Email #2



Expertise Applied | Answers Delivered

Enouncement

## Get The Motor Protection Checklist




"I had a customer who was burning up motors due to dirty power in the field. We suggested the Motorsavers and they have not burned up a motor since due to bad voltage, only Lightning." Bob H., Brandon and Clark

[Download the Good, Better, Best Motor Protection Checklist](#)

At the speed of business today, you can't afford to order the wrong motor protection relay for your application. Our checklist explains features and applications of each class of Littelfuse MotorSaver relays, so you immediately know which relay best meets your needs. Do you need:


- Over/under voltage protection
- Current overload/underload protection
- Contact failure monitoring
- Fault history
- Remote communications
- All the above?




[▶ Get the Checklist](#)

Download the [Good, Better, Best Checklist](#) today to help you enter the best solution for your needs.


### Finding Relays Scavenger Hunt




Have you found all the  symbols yet? Here's a clue to get you on your way for a chance to win a drone!

Clue #1 - This enhanced overload relay offers the best motor protection. If you're playing slots in Vegas, a triple lucky number like this series number would be a winner! [Get all the clues here.](#)

[Dive in today to find all the Relays!](#)




### Email #3



Expertise Applied | Answers Delivered

Enouncement


## Download the Case Study



"Having a PumpSaver® on your pump is like having a pump man watching your pump 24 hours a day, 7 days a week." Jim Blair, Company Owner of Bee Cave Drilling - BCD.

[Download the Case Study Utilizing Littelfuse PumpSaver®](#)

Pumps are often exposed to hazardous conditions and situations that can cause severe damage to the pump. Littelfuse PumpSaver® products will protect and disable a pump in these situations.





[▶ Read the Case Study](#)

The cost of a PumpSaver® is relatively small compared to the cost of replacing a failed pump and lost resources while it's down. In today's competitive markets, BCD uses any tools it can to keep loyal customers coming back and referring other customers their way. Littelfuse PumpSaver products will continue to be an integral part of ensuring their customers are happy and having running water for years to come.

[Download the Bee Cave Drilling Case Study today to learn more.](#)

### Finding Relays Scavenger Hunt




Have you found all the  symbols yet? Here's a clue to get you on your way for a chance to win a drone!

Clue #2 - Pump it up! If you have a pump, Littelfuse PumpSaver relays are here to protect it! [See all the clues here.](#)

[Dive in today to find all the Relays!](#)


### Email #4



Expertise Applied | Answers Delivered


Enouncement

## Increase the Lifespan of HVAC Equipment



### Explore the New HVAC Timer Application Guide

The Littelfuse SSAC time delay relays protect HVAC equipment from damage caused by rapid cycling of compressors. Our experts have created an application guide to assist technical engineers in their efforts improve product lifespan and reduce maintenance of equipment.




[▶ Explore HVAC Timers](#)


In this guide you will learn more about the following applications:

- Bypass Timing
- Debouncing - Demand Reduction Timers
- Exhaust Fan Delay
- Prepurge Gas Vapors
- A Dual Anti-Short Cycle Timer - Lockout Plus Random Start Delay
- and much more!

[Download and discover the benefits of HVAC Timers!](#)

### Finding Relays Scavenger Hunt



Have you found all the  symbols yet? Here's a clue to get you on your way for a chance to win a drone!


Clue #4 - These timers can do it all! They are reliable, multi-functional products to have in stock to be ready for many customer applications. [See all the clues here.](#)

[Dive in today to find all the Relays!](#)

# Finding Relays Digital Campaign Elements

## Nurturing Campaign


Email #5



Expertise Applied | Answers Delivered


Enouncement

### Dive Into Our Updated Website and Find Relay Treasures





**One Week Left to Win a Drone!**  
*Scavenger Hunt Ends on September 14th*

The acquired SymCom and SSAC websites are now part of the Littelfuse.com. Over 1000 MotorSaver, PumpSaver, and SSAC parts join the Littelfuse family and to celebrate we are hosting a Scavenger Hunt to Find the Relays!

Hidden inside our product pages are 10  symbols. For each symbol you find, you'll be entered for a chance to win a drone valued at approximately \$450 USD/\$590 CDN.

**Finding Relays Scavenger Hunt > How to play**

1. Go to our [Finding Relays landing page](#) for clues to find the 10  symbols.
2. Follow the clues to find the symbols.
3. When you locate the symbols, click on it and enter your information. Each entry is another chance to win a drone! Find all 10 symbols, get 10 entries to win!



**Actual Prize May Vary**


[▶ Play the Game](#)

Our website is swimming with new product information including updated technical documents, images and catalogs. Dive in today to find all the Relays!

**Hurry before it's too late. See what's new and play!**

Know Someone Else Who Would Like to Play? [Forward this email to a friend](#)


Email #6



Expertise Applied | Answers Delivered

Enouncement


### Dive Into Our Updated Website and Find Relay Treasures



**One Day Left to Win a Drone!**  
*Scavenger Hunt Ends on September 14th*

**Finding Relays Scavenger Hunt > How to play**

1. Go to our [Finding Relays landing page](#) for clues to find the 10 fish symbols.
2. Follow the clues to find the symbols.
3. When you locate the symbols, click on it and enter your information. Each entry is another chance to win a drone! Find all 10 symbols, get 10 entries to win!




**Actual Prize May Vary**

[▶ Play the Game](#)


Our website is swimming with new product information including updated technical documents, images and catalogs. Dive in today to find all the Relays!

**Hurry before it's too late. See what's new and play!**

Know Someone Else Who Would Like to Play? [Forward this email to a friend](#)




Email #7



Expertise Applied | Answers Delivered

Enouncement


### Dive Into Our Updated Website and Find Relay Treasures



**We Have a Winner!**


Thank you to everyone who participated in the Finding Relays Scavenger Hunt. We had an overwhelming response with over 5500 entries!

The winner is **Mark M.** from **McNaughton-McKay Electric Company**. Congratulations to Mark on winning the drone.



**Actual Prize May Vary**

Remember Finding Relays is easier than ever. Find all of our new and updated product pages at [Littelfuse.com/protection-relays](#)



# Finding Relays Digital Campaign Elements

## Sales Flyer and Press Release

### Sales Flyer for Distribution Partners



**Dive Into Our Updated Website and Find Relay Treasures**

SymCom and SSAC the names you know and trust for Motor Protection, Pump Protection, and Timers have officially become part of the Littelfuse family. Visit [Littelfuse.com/protectiverelays](http://Littelfuse.com/protectiverelays) to see the new product pages, catalogs and technical data all in one location.



**Find the Relays for a Chance to Win a Drone!**

We've hidden 10 symbols within the new product pages. Each symbol you find is another chance to win a drone! We've crafted a list of expertly relayed clues to help you navigate your way through the new website pages to find the symbols. Simply click on the symbol when you locate it and enter your information. That's it. You are entered to win.

**Find all 10 symbols, get 10 entries to win!**

Our website is swimming with new product information including updated technical documents, images and catalogs. **Dive in today to Find all the Relays you need for every application!**


[Littelfuse.com/findingrelays](http://Littelfuse.com/findingrelays)



Actual Prize May Vary



### Press Release




**Littelfuse**  
Expertise Applied | Answers Delivered


**NEWS**

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[www.littelfuse.com](http://www.littelfuse.com)

**FOR IMMEDIATE RELEASE**



Marketing Contact: Debra Jeyson  
Commercial Marketing Manager  
Littelfuse, Inc.  
Tel: 773-628-0738  
[djeyson@littelfuse.com](mailto:djeyson@littelfuse.com)



**Littelfuse Launches Newly Integrated Website**

CHICAGO, July 12th, 2016 – [Littelfuse, Inc.](http://Littelfuse, Inc.), the global leader in circuit protection, announces its newly integrated website which combines acquired products from circuit protection companies SSAC and SymmCom. Littelfuse acquired these companies in January of 2013 but kept the existing website platforms until now. This newly integrated website now hosts over 1000 MotorSaver, PumpSaver, and SSAC parts plus technical datasheets and catalogs. Littelfuse has created an easily accessed and informative platform to help customers gain knowledge to all of its detailed product information all in one place.

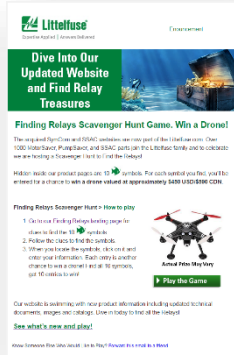
To announce the integration of the newly added SymCom and SSAC product lines into the website, Littelfuse is hosting a scavenger hunt with a chance to win a drone. The



# Finding Relays Digital Campaign Elements

## Nurturing Campaign Workflow Strategy Example

Email #1



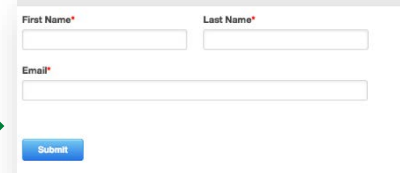
Promotional Landing Page With Animated GIF Banner



Web Product Page Example with Clue



After Clicking Clue, Complete Pop Up Form for Sweepstakes Entry



Thank you with link back to promotional landing page