

HAMMER INCENTIVE CAMPAIGN OVERVIEW

September 1, 2023 - December 31, 2023



DETAILS & OVERVIEW

OBJECTIVE: Increase sales of B- & H-series hammer attachments

TARGET: Owners of SSL, CTL, MHE, & BHL

PRODUCT COVERAGE: B-Series & H-Series Hammers

OFFER: Customers receive \$200 Cat credit with purchase of eligible hammer package

TIMELINE: September 1 - December 31, 2023 with a grace period through January 15, 2024 (15 days to file sales, cannot add customers during grace period)

ELIGIBILITY: The program is available for any customer purchasing any new, eligible hammer (B- & H- series) excluding Governmental, municipality, corporate and national account customers

STEPS TO FOLLOW

1. Sell eligible B or H series hammer to customer
2. Send Amy an email with the Quote # and/or Opp # as well as customer # in saleslink (if contains all necessary info – email, first/last name, business name, mailing address)
3. Amy files sale *note that the same attachment cannot be filed for both Conquest AND Hammer campaign but the machine+ other attachments can be filed in Conquest with the Hammer filed separately
4. Customer receives Cat prepaid credit via email within 10-14 days

MARKETING MATERIALS

TACTICS: Direct Marketing (direct mail + email), Media Program (SEM), Fulfillment portal/customer incentives)



MACHINE CLASS (TONS)	Less Than 1-1	1-2	3-4	5-6	7-8-9	10
HIGHEST POWER HYDRO-SPLIT TO-SUSPENSION MOUNTED MODULAR MOUNT	H25s	H45s	H55s	H55s	H85s	H95s
SUSPENSION MOUNTED MODULAR MOUNT	B1s	B2s	B4s	B6s	B8s	B9s
MODULAR MOUNT	B1	B2	B4	B6	B8	B9
DELEGATED MOUNT	B1 CME & Pneumatic Mount	B2	B4	B6	B8	B9

LANDING PAGE

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