

Case Study

Carroll Technologies Group





The story of Carroll Technologies Group

Founded in 1977 in Kentucky, US as Carroll Engineering, Carroll Technologies Group now incorporates Delta Electric, and provides safety products and services from over 70 manufacturers to 800 mines across the US. They have experience in mining technology, equipment and services and have since expanded into industries including factories, material handling facilities, tunneling projects and transit authorities.

Carroll Technologies Group's offering includes bespoke system designs, disaster recovery solutions, 24/7 mine safety consulting, and a range of services and solutions including troubleshooting, distribution, repair facilities and specialty products that can make working conditions safer and more efficient.

Tom Bannister, President and CEO, Carroll Technologies Group:

"We have five generations of family in the coal industry. From an early age, there were frequent discussions about how miners could work more safely. This led to many of the solutions that we offer, both for mining and other industries."

The Challenge

Tom Bannister, President and CEO, Carroll Technologies Group:

"We needed a marketing campaign for our company that would increase leads and expand our customer base. We wanted to improve brand awareness around our business expansion into other sectors, develop our ecommerce platform, and use the GlobalData Marketing Solutions team to drive traffic to our content."



We began working with GlobalData, and have been using GlobalData Marketing Solutions and other solutions for approximately 5 years.



**Digital radio technology for industry:
Seven essential tips when buying a
new system**

What story did we help you to tell?

Tom Bannister, President and CEO, Carroll Technologies Group:

"We're working to increase awareness of a full range of safer solutions and working conditions. Accidents and major incidents can be avoided. We want people to know about options for a safer workplace that just weren't possible previously."

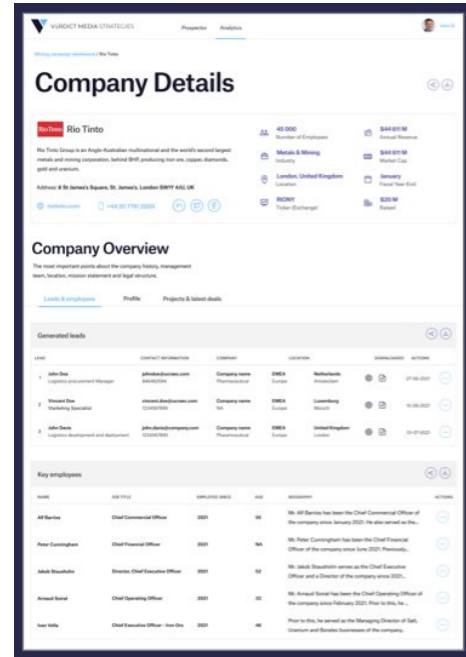
What is GlobalData Marketing Solutions?

GlobalData Marketing Solutions uses the latest AI to position content on Verdict's established journalistic websites. GlobalData Marketing Solutions can micro target decision makers and specific audiences by job title including over 500,000 companies globally. Analysts, data scientists, awardwinning journalists and technology specialists take complex information and create engaging content journeys.

The GlobalData Marketing Solutions Dashboard

Activity across all the sites is tracked in real time. Your dashboard will tell you which companies are engaging with your content, as well as the location, size, turnover, sector, key personnel, and deal information from these companies.

This at-a-glance information shows you which content is engaging which audiences so you can develop your strategy and increase effectiveness.



The Results



The impact data proves to us that GlobalData Marketing Solutions works. We know it's working because we track our results across the entire customer journey. And we're achieving our goals.

Tom Bannister

President and CEO, Carroll Technologies Group



We have been tracking new customers by source starting in Q1 2021 (our fiscal year end is September 30th through Q3 2022.) Since Q1 2021 our CQGR has increased by 28%.

Greg Wolfe

CFO, Carroll Technologies Group

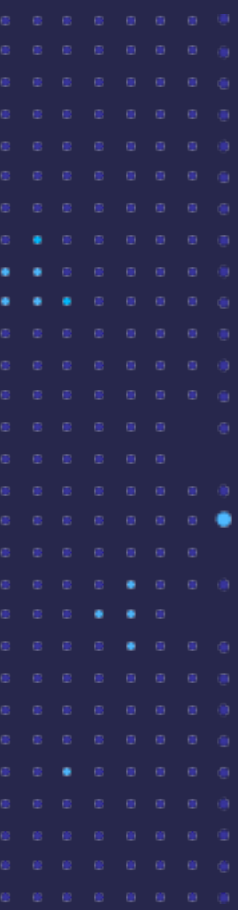


In the past year Carroll Technologies have received over 400 targeted leads, which has helped accelerate their business. This includes some of their more significant sales totaling over seven figures. Their impact data is clear, and their results speak for themselves.

Sam Hall

Director, GlobalData
(parent company of GlobalData Marketing Solutions)





GlobalData Marketing Solutions is a GlobalData business, giving it access to best-in-class technology, unmatched data and audience reach.

GlobalData employs 3,500 developers, data scientists, analysts, award-winning journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

Powered by  GlobalData.

