

Optimization + Efficiency = Sales Success for Kubota

Who is Kubota?



Kubota is a global manufacturer of agriculture and ground care products, as well as utility vehicles, construction equipment and much more. The company is headquartered in Japan with operations around the world. Their mission 'For Earth, For Life' is a commitment to engineering excellence and continuous product innovation. That promise of quality makes consistency and efficiency key to their customers' satisfaction and success.

The Challenge

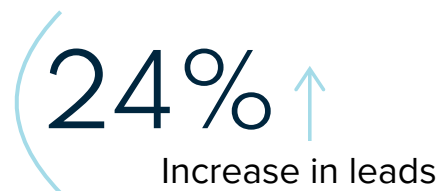
Managing nearly 600 dealer websites across Europe presented Kubota with a significant challenge: inconsistent brand messaging, a fragmented customer journey, and a lack of coordinated digital marketing efforts. With varying content and imagery, and a decentralized approach to online advertising, optimizing marketing spend and accurately tracking ROI became nearly impossible. This lack of centralized lead tracking meant potential customers were slipping through the cracks, hindering brand integrity and sales growth, while also preventing Kubota from maximizing the effectiveness of its digital investments.

The Ask


In August 2018, Kubota Europe initiated a strategic digital transformation by partnering with PowerChord, Inc. This collaboration empowered nearly 600 dealers across seven countries with locally branded websites, fueled by a data-driven digital marketing strategy. Integrating targeted paid search and social media campaigns, coupled with PowerChord's advanced platform technology, enabled precise lead tracking and seamless dealer follow-up, revolutionizing Kubota's online presence and sales funnel.

The Result

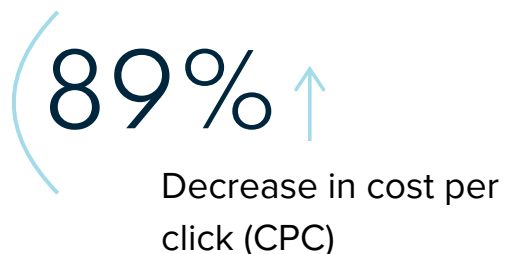
Kubota revolutionized its dealer network's online presence through locally branded websites and a data-driven digital marketing strategy. To empower its dealers further, Kubota worked with PowerChord to develop a comprehensive dealer package that streamlined lead generation, collection, and management. The PowerChord Platform's robust lead tracking capabilities provided actionable insights, transforming website traffic into valuable first-party data collection and sales opportunities. This strategic integration of brand consistency, targeted marketing, and precise ROI measurement delivered a tangible increase in leads and sales, ultimately creating a powerful win-win scenario for Kubota, its dealers, and their customers.



24% ↑
Increase in leads



41% ↑
Increase in click-through rates



89% ↑
Decrease in cost per click (CPC)