

**This new skid steer changes everything**

**Versatility!**  
Over 20 types of attachments in a variety of sizes.  
<http://vip.riggscat.com/PaulStrack2>

**Improved comfort**

- Seat mounted, adjustable controls allow a customized operator environment
- Stuffed and pressurized cab means no more dust and noise
- Optional air ride seat means more comfort after long periods of use
- Optional ride control means a smoother ride

**Improved productivity**

- Increased breakout and lift forces mean more work capacity
- Electronic Torque Management means higher torque at lower RPMs and saves fuel

**Improved safety**

- Cab redesigned for better visibility in all directions
- Wheelbase extended for better stability

**Paul,**  
The all new C model skid steers from Cat<sup>®</sup> are changing the game. Safer, more productive and more comfortable than ever, so you'll feel the difference on your job site.

Visit your personalized web page to learn more!

<http://vip.riggscat.com/PaulStrack2>

**Riggs CAT**  
Riggs Cat  
PO Box 1399  
Little Rock, AR 72202

Little Rock • El Dorado • Ft. Smith • Harrison • Hot Springs • Jonesboro  
McGehee • Morrilton • Osceola • Springdale • Texarkana • West Memphis

19-12  
Paul Strack  
Custom Printing  
1724 Pike Ave  
North Little Rock, AR 72114-2009

**RIGGS CATERPILLAR CAMPAIGN**

**Introduction**

Founded in 1927, RiggsCAT is the first and largest Caterpillar dealership in the state of Arkansas. RiggsCAT employs over 400 people statewide and operates 12 facilities throughout Arkansas. RiggsCAT provides sales, parts, and rental services on construction or agricultural equipment as well as truck engine and power generation.

**Challenge**

RiggsCAT was searching for a lead generation system to supply its outside representatives with appointments that would decrease wasted time and drive sales. The program would need to touch diverse market segments over a statewide area. Each industrial segment uses different equipment and there were several tiers of customers represented in each. Based on various criteria, there needed to be different copy, art, graphics, and offers which varied by industrial segment.

**Solution**

RiggsCAT chose CustomXM to meet these requirements. Variable data postcards were customized to new business prospects and mailed to their business locations. The copy and offers were tailored to each lead's market segment (i.e. - Industrial, residential, landscape, heavy machinery). CustomXM developed personalized landing pages which included a survey form and variable data fields throughout. Every piece of information was variable and was based on the same demographics as the postcard. The call to action was to fill out a survey for a chance to win various prizes.

**Results**

Every prospect that visited the web page triggered a real time alert to the appropriate sales person. Combined statistics were available to each branch on line and on demand. The campaign generated a consistent flow of actionable leads. Many were prospects in the buying cycle.

**"This campaign yielded qualified leads to sales reps in the field. We saw a three-fold increase in measured responses. This technique makes you money."**

Jon Bryant, Marketing Manager  
RiggsCAT

**Riggs CAT**

The most Versatile tool on the farm.

**NOW is the time to buy.**  
Act now for 0% financing for 3 years on a Skid Steer Loader! Offer ends April 30th, 2008.

Welcome Paul

**0% Financing for 3 Years!**

**Act Now & Save!**  
Contact us today to get 0% financing for three years on any Skid Steer Loader purchased between now and April 30th, 2008.  
**Contact Us Today!**

Put us to work: dig trenches, drill post holes, load and unload your trucks, clean out your chicken houses. There's no end to what you can do with a Cat Skid Steer on your farm. Never owned a skid steer? You'll be amazed at the work you can do with the attachments available. Make an investment in your farm that will now pay back for...

What type of machinery do you use today?  
 Tractor  
 Skid Steer Loader  
 Other  
 None  
 Other

How many units do you currently own?  
 0  
 1-2  
 3-4  
 5 or greater

What equipment brand do you prefer?  
 Caterpillar  
 Deere  
 John Deere  
 Case