



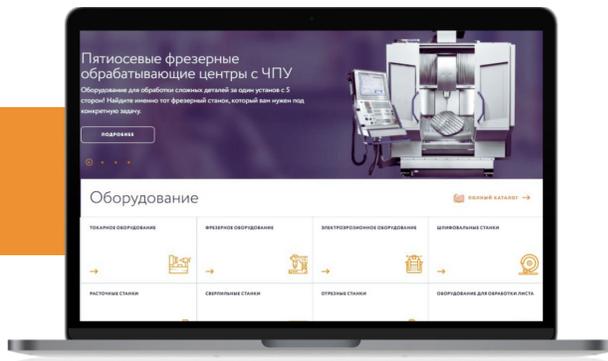
Marketplace and smart search system for machine tools

Information and trade marketplace for effective
interaction between machine tool
manufacturers and users on a single online platform.

www.stankoteka.ru

Stankoteka

the first machine tools portal



We would like to introduce our innovative project to you. **STANKOTEKA** is the first machine tool internet portal and marketplace in the CIS region. It is your interactive contemporary guide to the world of machine tool building. Nowadays, it is very difficult to maintain the required level of sales, brand awareness and marketing activity in the current market and epidemic situation in the world, under the increasing competition and decreasing demand for industrial products.

STANKOTEKA marketplace provides you with an excellent opportunity to sort out these issues. Analytical information gaps in the market and target audience's knowledge, lack of transparency, difficulty of entering the market or maintaining one's market share, problems in promoting products, lack of feedback from consumers - all this remains in the past!

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STANKOTEKA marketplace allows:

- to increase the awareness of the brand you represent;
- to increase the number of views of your equipment by the professional target audience;
- to receive more requests and requirements specification for your equipment;
- to get contacts of "warm" potential customers;

As a result, you expand the scope of equipment supply. STANKOTEKA marketplace is always here to help you! It is a modern and effective marketing tool in the fight for a contemporary customer.

STANKOTEKA is:

- informing the target consumers about your equipment, its features / specifications / options;
- providing with up-to-date statistics of the market;
- advertising your equipment and delivering the best solutions to the consumer;
- an efficient use of the marketing budget and substantial saving;
- direct and effective channel of interaction with consumers (unified communication platform);
- technological support for sales promotion.

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Machine tools international portal



Unified guide
manufacturers
and machines tools



Availability of Russian
equipment according to the
register of domestic products



**Collection and
systematization
of information** machine
tool equipment



**Conclusion and execution of
deals within the portal**



Unified call-center
engineering and
technological support



**Single aggregator of
information and services** for
the engineering industry in
Russia and the CIS



**Information,
engineering,
marketing support**



Related industrial services

35+
countries

30+
equipment types

400+
manufacturers

10000+
machine tool models



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Affordable and effective (for manufacturers to increase their sales)



Sales support Sales

- Engineering and Technology Support Center
- Full online and offline sales support



Effective use of marketing budget

- Paid service packages specially designed to promote your products



Direct and efficient interaction channel with customers

- Full interaction with potential buyer – full integrated service (correspondence, reviews, comments, ratings) avoiding long searches for disparate information



Up-to-date market statistics: equipment, participants, partners, specialists

- The possibility to analyse interest to the equipment on the basis of statistical data



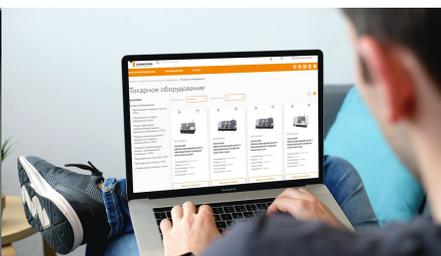
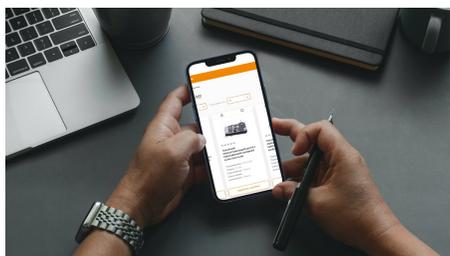
Equipment advertising and informing the consumer about the best solutions, increasing brand popularity

- Product promotion packages (advertising on the portal) with tracking results in your personal account
- Rating system participation
- The equipment is displayed in the smart search as soon as added to your personal account
- Receiving inquiries through the portal function based on customer technical requirement



Informing the consumer about the equipment and its data / characteristics / options, etc.

- Adding equipment / specifications, available options, media files and a full description in your personal account
- Useful technical materials and news on the machinery market – blog and news, e-mail newsletters, Telegram and Youtube channels, etc.



Benefits

(Affordable and effective to increase sales)

**Time saving:**

no more boring phone calls and hours of research

**Increased visibility:**

personal branded page with simple administration

**Cost cutting****Integration into search engines:**

your company profile is immediately indexed by Google, Yandex and other engines

**Safe:**

communication with the site is established via encrypted communication channels (SSL)

**Additional services and packages:**

additional service packages increase your brand popularity

**Manufacturer card:**

Placing company information. Dynamic map. Company pictures. Equipment presented (description, specifications, documentation, photos, videos)

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Sales generator



Specialized and targeted telemarketing services

Based on the profile of equipment potential customers we offer to call them according to a pre-agreed script to sell a machine tool (or other services / invitations to events, etc.)



Providing a personal administrator-manager

The administrator receives inquiries from potential buyers and replies to their questions in a qualified manner. Once a week, a full work report is generated (with the provision of telephone conversations records)



Video recording/equipment video-presentation –

Author's design / Portal scenario / Rotation / Advertising on the Stankoteka channel



Photo review of the equipment with author's technical article

Rotation on Stankoteka channel



Statistics

Stankoteka audience, personalised kit



SMM

Social networks publications

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