



Building an Extensive Network for Strategic Product Outreach

The International Centre for Trade Transparency (ICTTM) has been strategically expanding its outreach and building a robust network of contacts across the globe. This concerted effort over the past eight months has enabled ICTTM to connect with nearly 900,000 companies in 176 countries. By effectively utilizing various platforms and events for opt-in subscriber acquisition, ICTTM has cultivated a vast repository of contacts that plays a crucial role in the dissemination and promotion of products like ADAMftd.

Strategic Contact Collection and Utilization:

Diverse Industry Reach: ICTTM's contact database spans a wide range of industries, with significant representation in manufacturing, finance, transportation, IT, legal services, and more. This diversity allows for targeted communication and marketing strategies for ADAMftd and other products.

Effective CRM Utilization: The sophisticated CRM system at ICTTM's disposal is not just a repository of contacts but a dynamic tool for engagement. It allows for drip-feeding content, tracking correspondences, and analyzing engagement metrics like opens and views. This strategic approach ensures that information about ADAMftd and other services reaches the right audience at the right time.

Tailored Content Distribution: The ability to categorize contacts by industry and interest ensures that updates and information shared are relevant and tailored to each segment. This targeted approach increases the effectiveness of marketing campaigns and enhances user engagement.

Statistics and Industry-Specific Outreach:

Total Number of Contacts:	892,167
Industry-Specific Contacts:	
Manufacturing:	216,197
Finance, Banking & Venture Capital:	108,871
Transportation, Supply Chain, and Logistics:	35,946
Information Technology:	18,243
Legal Services:	15,714
Chambers of Commerce, Industry Associations, and Societies:	12,616
Accounting, Audit, and Taxation:	7,170
Retail:	2,134

Impact on ADAMftd and Future Product Launches:

- **Enhanced Product Visibility:** With such a vast network of contacts, ICTTM can significantly boost the visibility of products like ADAMftd, ensuring they reach a wide and relevant audience.
- **Feedback and Engagement:** The varied industry representation within the contact list allows for collecting valuable feedback and engagement, which can be instrumental in refining ADAMftd and tailoring future product offerings.
- **Building Long-term Relationships:** The ongoing engagement through the CRM system helps in building long-term relationships with companies and industry leaders, fostering a sense of community and loyalty towards ICTTM's offerings.
- **ICTTM's strategic approach to contact collection and CRM utilization is a key asset in promoting products like ADAMftd.** By leveraging this extensive network, ICTTM is well-positioned to enhance its product outreach, garner valuable industry insights, and establish a strong foothold in various sectors. This expansive and well-managed contact network is a testament to ICTTM's commitment to innovation and excellence in the field of trade transparency.