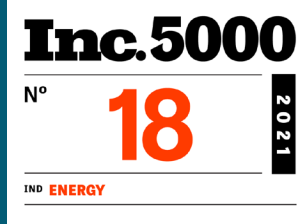


Ekotrope Data for Building Product Manufacturers



Introduction

AeroBarrier, a division of Aeroseal, is a product manufacturer that brings innovative, unique air sealing solutions to the construction industry. Its patented air sealing technology uses a non-toxic, water-based sealant vapor that seals the home. Unlike traditional air sealing methodologies, AeroBarrier can achieve any tightness target with guaranteed precise results. Air tightness can be monitored throughout the 1-2 hour process to ensure the final blower door test results meet the target levels.

Ekotrope is a software and data company that enables the residential energy efficiency industry to operate more effectively and make better decisions. Its flagship product, Ekotrope RATER, processes over 80% of HERS Ratings nationwide. The aggregated data from these HERS Ratings allows Ekotrope to provide Building Product Manufacturers (BPMs) with insights and business intelligence that assist with sales, marketing, and strategic corporate decisions.

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TROY WILBANKS
Sales Manager | Aero Barrier



Before Ekotrope: Sales and Marketing Processes

Like any other building product manufacturer, AeroBarrier invests in sales and marketing to find builders that are a good fit for their product, and helps those builders understand the benefits of AeroBarrier and whether it fits their needs.

Prior to leveraging Ekotrope, the process looked like this:

Step 1: AeroBarrier identifies a region or market where its solutions provide strong benefits for builders.

Challenge: There is no single, comprehensive guide to building standards and practices in various markets. This makes it difficult to identify the best markets to pursue.

Step 2: The AeroBarrier sales team identifies builders in that market that may be interested in its solutions. Typically, this means builders that care about the health and energy performance of their homes, or have difficult code air tightness targets to meet.

Challenge: Identifying the right builders is difficult. The best tools today are ENERGY STAR lists or simple Google searches, which are not at all targeted or robust enough, and therefore result in plenty of poor leads.

Step 3: AeroBarrier contacts these builders to schedule a meeting to review their solutions.

Challenge: It is not easy to get a builder's attention. Purchasing teams are busy and often inundated with product marketing communications.

Sales representatives often don't have intimate knowledge of construction practices in every market. Even with a great product and sales team, it is difficult to book meetings.

Step 4: AeroBarrier engages with specific builders to understand their construction process and performance needs, and then evaluate the benefit and cost of AeroBarrier solutions for that builder.

Challenge: Quantifying the benefit is not trivial. Builders often don't have comprehensive knowledge of how they build today, including their air tightness results. Even after establishing a baseline, determining the impact of a change requires running models of many different scenarios and house plans across a builder portfolio.

Even with all these challenges, AeroBarrier has seen tremendous growth and success — a testament to the quality of their product and their team. However, each challenge represents an opportunity to achieve more sales and a more effective use of resources.



Ekotrope Solutions

In order to overcome these challenges, AeroBarrier partnered with Ekotrope and leveraged three different Ekotrope solutions.

1. Ekotrope Market Intelligence Dashboard:

This interactive, filterable data exploration tool allows AeroBarrier to understand detailed construction practices across the U.S. to stay ahead of market trends, expand their market research, and develop better-informed sales and marketing strategies.

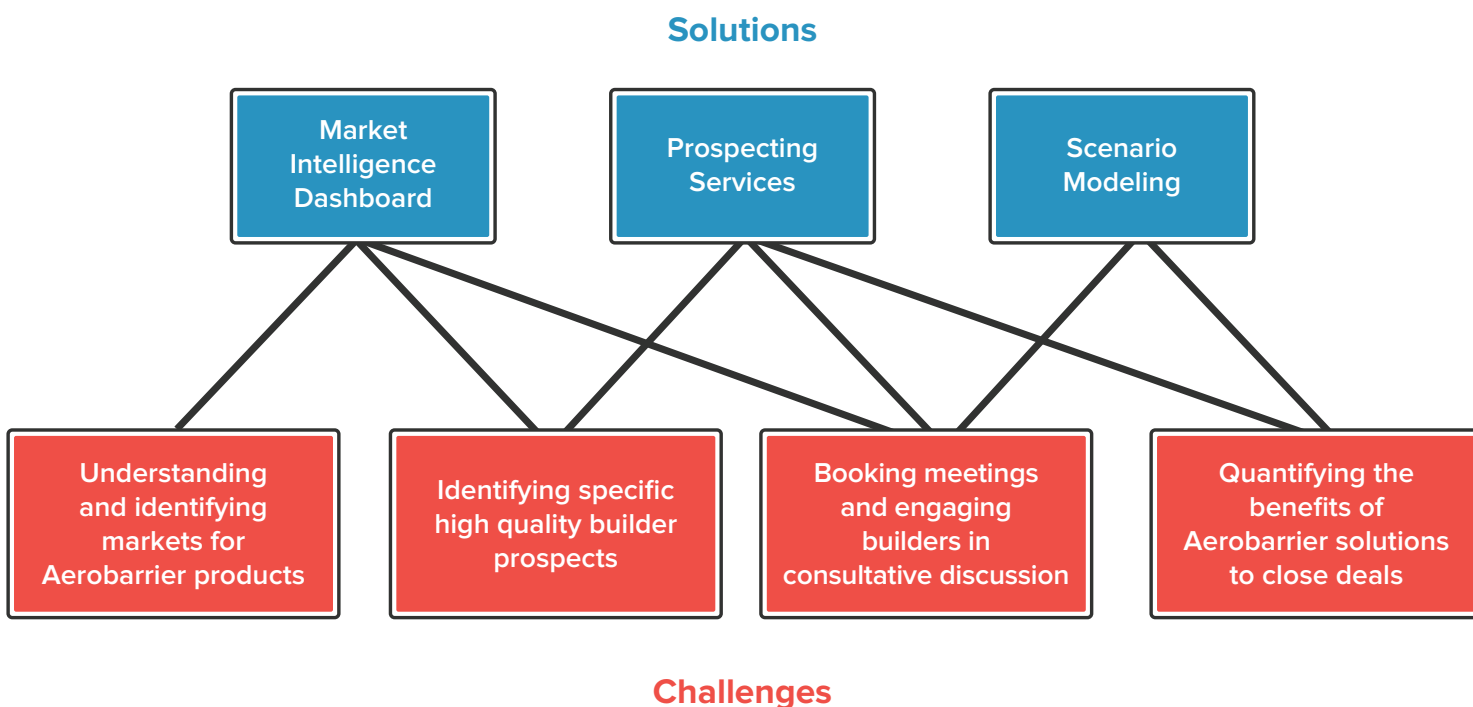
2. Ekotrope Prospecting Assistance Solutions:

A customized prospecting service allows building product manufacturers to define an ideal client. Once this profile is defined, Ekotrope scans its database to identify strong builder prospects.

3. Ekotrope Scenario Modeling:

This service allows a product manufacturer, with the builder's permission, to have Ekotrope run various virtual construction specification changes across the builder's portfolio. Doing so allows the manufacturer to quantify the impact of the product, taking into consideration any tradeoffs.

AeroBarrier used the Market Intelligence Dashboard to identify target markets and provide its sales team with insights about builders and construction practices within those markets. They then leveraged Ekotrope Prospecting Solutions to identify specific builders who would most benefit from its solutions. And, they used Scenario Modeling to get builders' attention, engage in a meaningful, consultative dialogue, and quantify the benefit of their products to increase close rate.



Overall Outcome

The AeroBarrier-Ekotrope partnership resulted in a stronger business for AeroBarrier, and a better experience elevated by more informed decisions for the builders: a true win-win.

In post-implementation interviews, the AeroBarrier sales team identified the following key benefits:

1. The AeroBarrier team found higher quality prospects in less time. According to Sales Manager Troy Wilbanks, “Before Ekotrope, much of our prospecting was done via Google searches, trying to identify builders that would be a good fit for our products. Ekotrope makes prospecting easier, quicker, and more accurate.”
2. AeroBarrier sales representatives became better equipped with knowledge about construction practices in target markets, which allowed them to build credibility more quickly and engage in more meaningful conversations with builders.
3. AeroBarrier engaged in a more consultative sales process with builders, and was able to provide value immediately as an industry partner.
4. For builders interested in the company’s products, AeroBarrier was able to increase the likelihood of closing a deal by providing a customized, quantified analysis of the benefits of their products.

The benefits for the builders were equally strong. By tailoring sales and marketing messaging to specific builders, AeroBarrier was able to trim down marketing “noise” and focus only on those builders they could help most. In turn, those builders received targeted consultation and valuable guidance from the AeroBarrier team, even before they closed a deal. Builders also received a detailed analysis of how their homes currently perform and how AeroBarrier solutions would impact their portfolio, which helped them make an informed decision.



In one example, Ekotrope helped AeroBarrier identify a Top 20 builder that would benefit from their solutions in some of their divisions and communities. With the builder's permission, AeroBarrier leveraged Ekotrope's data solutions to show a snapshot of how their homes perform today across various divisions throughout the country — an analysis that would have been prohibitively time consuming for the builder's busy purchasing team. This analysis helped the two parties engage in productive discussions to determine the best fits for their solutions, and then make performance projections based on recommended solutions.

Ekotrope's solutions helped build trust and ease the decision-making process.

All in all, the Ekotrope tools have proven invaluable to the AeroBarrier team. Mark Keeton, Vice President and General Manager of AeroBarrier, now confidently says, "If I tried to take these tools away from my sales team, I would be met with very strong resistance."

Conclusions

In our experience with AeroBarrier and other product manufacturers, we've identified a huge information gap in the construction industry. Builders want to build better, more cost effective homes, and they continuously search for the right products to help them do so. Product manufacturers are constantly innovating to create valuable new products, and working tirelessly to identify and engage with the builders that will benefit most from their products. But, finding the right match between builder and product, and running the analysis to ensure it is the right match, is time consuming, complicated and often not done at all.

Ekotrope's data solutions for Building Product Manufacturers close that information gap, help builders build better homes, and accelerate sales for manufacturers.

To learn more, visit our solutions page at ekotrope.com for Building Product Manufacturers

