

Watching Engagement Grow

Cost-effectively upgrading a client's email marketing



Spee-Dee
Packaging Machinery Inc.

Spee-Dee. No worries

Listen, SET, Go!

First-Class Quality and On-Time Delivery
See how we're delivering better fillers even faster!

Listen, SET, Go! is our new customer-centric manufacturing strategy. Our video explains how having three manufacturing cells fuels continuity to improve product quality, support on-time delivery and create stronger customer connections.

[WATCH NOW](#)

Spee-Dee
Packaging Machinery Inc.

Listen, SET, Go!

FASTER CUP CHANGEOVERS
Improved fill rates for popcorn, rice, nuts, pet food or coffee beans

Visit us at **PACK EXPO East Booth 1044**

Boost output and reduce operating costs with a Spee-Dee volumetric cup filler:

- Dependable servo drive system and minimal number of parts
- Simple design means less maintenance and faster cup changeovers
- Quickly accommodates the density and weight standards of different products
- Accurately fills containers up to 20 pounds
- Reach up to 150 fills per minute

Reduce downtime and surpass your operational demands with a volumetric cup filler from Spee-Dee. Learn how at PACK EXPO East booth 1044.

Company | Spee-Dee Packaging Machinery, Inc.

The Goal

Spee-Dee wanted to make a bigger splash with its e-mail marketing to drive more traffic to their website...but without the big price tag. They wanted to increase customer engagement, but knew the messaging needed to be timely, relevant and brief.

The Execution

LePoidevin knew the use of video can triple the average click-through rate and reduce unsubscribe rates by up to 75%. We refreshed Spee-Dee's email marketing to its customers and OEM partners by integrating a series of video e-blasts into the campaign. Viewers were invited to click on short videos highlighting ways to reduce downtime, increase line speeds and improve product fill accuracy.

The Results

Spee-Dee's video e-blasts made 10,400 customer connections in four months. The average open rate for e-newsletters in the manufacturing industry is 22.08% with a click thru rate of 2.4%. Spee-Dee's 23.61% open rate beat the industry average and their average click thru rate of 20% was almost 10 times the norm.