

SUCCESS STORY



How Encoder Products Takes Product Data from Leads to Sales

Integrating CAD downloads with sales automation and rapid follow-up, Encoder Products converts engineering interest into revenue and deeper engagement.



ENCODER PRODUCTS AT A GLANCE



55 years in business:
Encoder Products was
founded in 1969



1,000+ CAD downloads
per year



85 %+ conversion rate
from CAD download to
purchase



20-second response time:
Industry-leading customer
responsiveness



Global reach, made in
the USA: Serving
customers worldwide
from Idaho



#1 Originators of square
and digital output
encoders

OVERVIEW

Encoder Products Company, a leading manufacturer of motion feedback devices such as incremental and absolute encoders, has discovered a powerful advantage by combining engineering-grade digital tools with responsive human engagement. Leveraging CADENAS' eCATALOG 3Dfindit platform, the company engages engineers at the precise moment they're specifying components into their machines.

THE CHALLENGE

Encoder Products serves a broad spectrum of OEM and MRO customers across sectors including packaging, automation, defense, and infrastructure. Engineers, product managers, and maintenance teams all interact with the brand, each with their own urgency, from replacing a failed part to designing a new machine from the ground up.

This diversity of needs presented a marketing challenge: How do you efficiently capture and act on digital interest across such varied buyer journeys?

THE SOLUTION



We're not selling iPhones. We have **multiple personas**, each with different technical needs and buying triggers. Our website and our salespeople need to **work together** to handle both the MRO urgency and OEM design cycles."



Tim Kelley

Global Marketing
Manager
Encoder Products

Encoder Products partnered with CADENAS to build a comprehensive digital product catalog using eCATALOG 3Dfindit, which powers CAD downloads on the Encoder website as well as within the 3Dfindit portal. Engineers can configure and preview 3D models of encoders, access technical specifications, and download the part in native CAD formats for immediate use in their designs.

The company uses CADENAS' lead capture forms to feed workflows within their HubSpot marketing automation system. Every download triggers a structured follow-up process:

1. Online Product Configuration

Engineers browse Encoder's website to view and configure products to match their needs.

2. On demand CAD download:

Once configured, engineers download CAD models in their preferred native format, or PDF datasheet.

3. Immediate Routing:

Each download submission is automatically routed to sales, complete with contact details and product interest.

4. Rapid Response:

Sales follows up within minutes, offering help on part fit, application needs, and availability.

5. Automated Nurturing:

Marketing automation continues the conversation with personalized emails from the local rep and links back to the product.

“The highest return on investment is through CADENAS tools and forms. **They’re hot, hot leads.**”

Because if somebody downloads a 3D image, they’re either an existing customer, applying it to a new machine, or a new customer opportunity.

KEY BENEFITS

Qualified Leads That Convert

With over **1,000 downloads** per year, the platform serves as a consistent generator of sales-qualified leads. These aren't casual browsers.

"If they're downloading a CAD file, they're specifying the part for real. That's a hot lead" said Tim Kelley.

Marketing-to-Sales Attribution

Using HubSpot, the marketing team can map the full buyer journey, from the first ad view, to the download, follow-up, and final sale.

"We can show exact ROI. What CMO or CEO doesn't want that level of visibility?"

Fast Sales Engagement

Encoder's internal KPI is to respond to inquiries within 20 seconds, and they usually beat it. This agility sets them apart from competitors and accelerates deal cycles.

"You can't get that kind of responsiveness from most companies. We've won a ton of business just because of how fast we follow up."

Engineer-Preferred Experience

The ability to download parts in 100+ CAD formats and use them directly without converting them makes Encoder's products easier to adopt.

"Engineers don't always understand the value of what CADENAS is doing behind the scenes, but they definitely appreciate the result: they get what they need, fast,"



We close the loop between an **abstract online action and a personal follow-up."**

QUOTE

“Our conversion rate from CAD download to actual purchase is somewhere around 85-90%.”

With over **1,000 downloads** per year, the platform serves as a consistent generator of sales-qualified leads.



The highest-level leads that my sales team capitalize on, the highest return on investment, is through CADENAS tools and forms. Because if somebody downloads a 3D image, they're either an existing customer, applying it to a new machine, or a new customer opportunity. So, they're hot, hot leads."

HUMAN TOUCH STILL MATTERS

While digital tools are critical, Tim Kelley emphasized the importance of personal relationships by closing the loop between an abstract online action and a personal follow-up.

"The human connection still matters. Our reps build trust, not just close sales. We've had engineers come hug us at trade shows because of that connection."

He also credits the CADENAS team, including account managers and support engineers: "The speed at which the CADENAS team responds is incredible. If I ask Ryan Boyd for something, I have it in a day. That's why we keep coming back."

WHY IT WORKS

What makes Encoder Products' strategy so successful is the seamless alignment between digital tools and human follow-up. By embedding 3Dfindit into their website and sales process, they've turned what could be a passive catalog into a powerful demand generation engine. More importantly, they're not just collecting contacts, they're capturing intent.

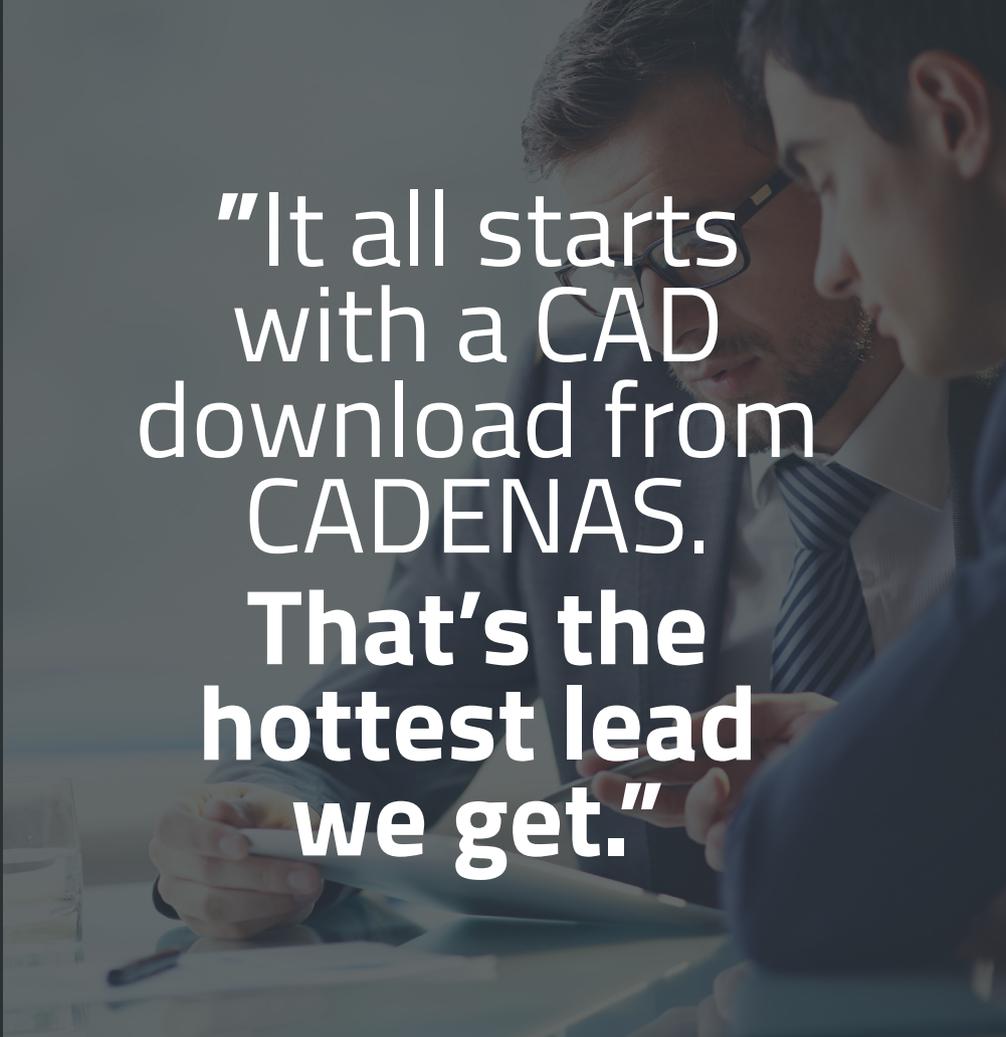
A CAD download isn't just a click. It's a signal of real engineering need, and with the right follow-up, that signal becomes revenue.

FINAL THOUGHTS

For manufacturers wondering how to turn digital traffic into real revenue, Encoder Products offers a blueprint; combine powerful **3D CAD delivery with marketing automation and responsive sales engagement.**

As Tim Kelley summed it up:

“You’ve got engineers designing our parts into machines. You’ve got our sales team closing those deals. **It all starts with a CAD download from CADENAS.** That’s the hottest lead we get.”



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**Encoder Products
Company**



Encoder Products Company (EPC) is a leading designer and world-wide manufacturer of motion sensing devices. EPC began operations in 1969, producing a line of custom encoders (the original Cube series) from a small, home-based shop.

Today, EPC is one of the largest privately-held encoder manufacturers in North America, producing the most complete line of incremental and absolute rotary encoders in the industry. Meeting the diverse needs of a wide range of global customers, EPC's core philosophy is that each and every customer deserves quality products, superior customer service, and expert support.

Adherence to these principals has enabled EPC to achieve its goal of maintaining long-lasting customer relationships.

[encoder.com](https://www.encoder.com)



CADENAS GmbH



CADENAS is a leading software manufacturer in the fields of strategic parts management and parts reduction (ENTERPRISE 3Dfindit) as well as electronic CAD product catalogs (eCATALOG 3Dfindit).

With its customized software solutions, CADENAS acts as a link between component manufacturers and their products and customers. CADENAS has been part of the KEYENCE Group since 2025.

3Dfindit is a global engineering platform developed by CADENAS. Registered users can access and download digital product catalogs free of charge. Manufacturers who have a digital product catalog from CADENAS can be found by customers all over the world.

[3Dfindit.com](https://www.3dfindit.com)



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