



marketplace and online exhibition of tool manufacturers

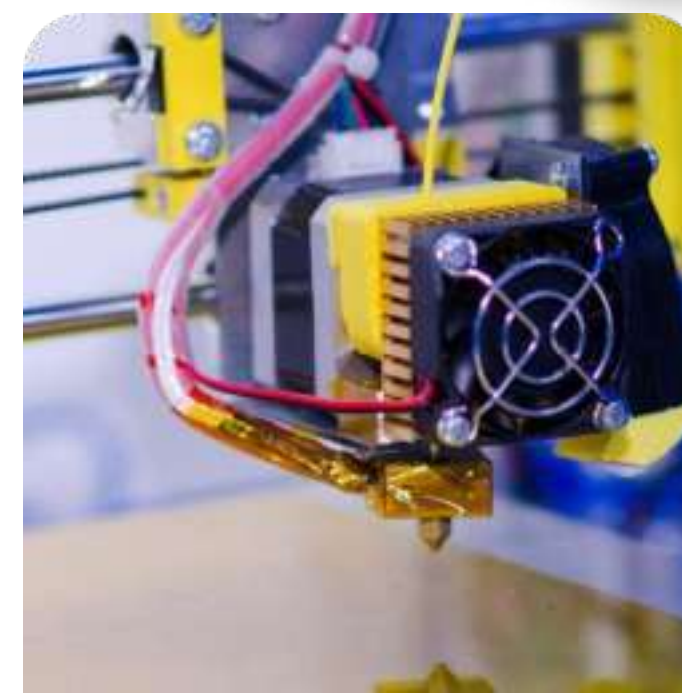
# Online promotion of brand and products in the category "Industrial tools and equipment"



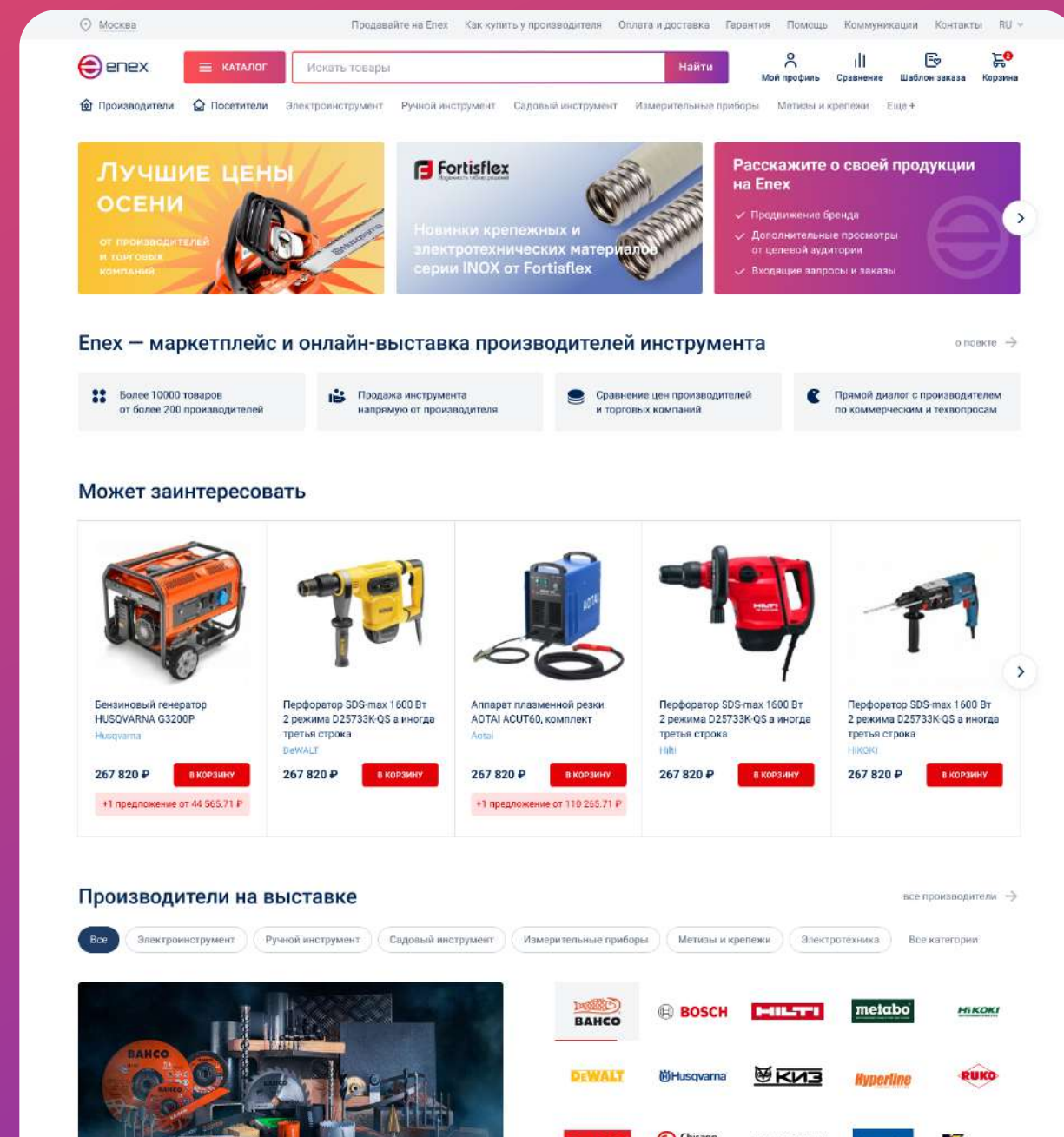


# Enex is a marketplace and online exhibition of tool manufacturers

Hundreds of brands participate in the exhibition, talk about their company, demonstrate products, start sales on the site, and receive referrals to their website.



Modern platform  
with marketplace  
functionality



200k

goods

600+

manufacturers

B2b audience - industrial  
and trading companies



## Participants at the exhibition

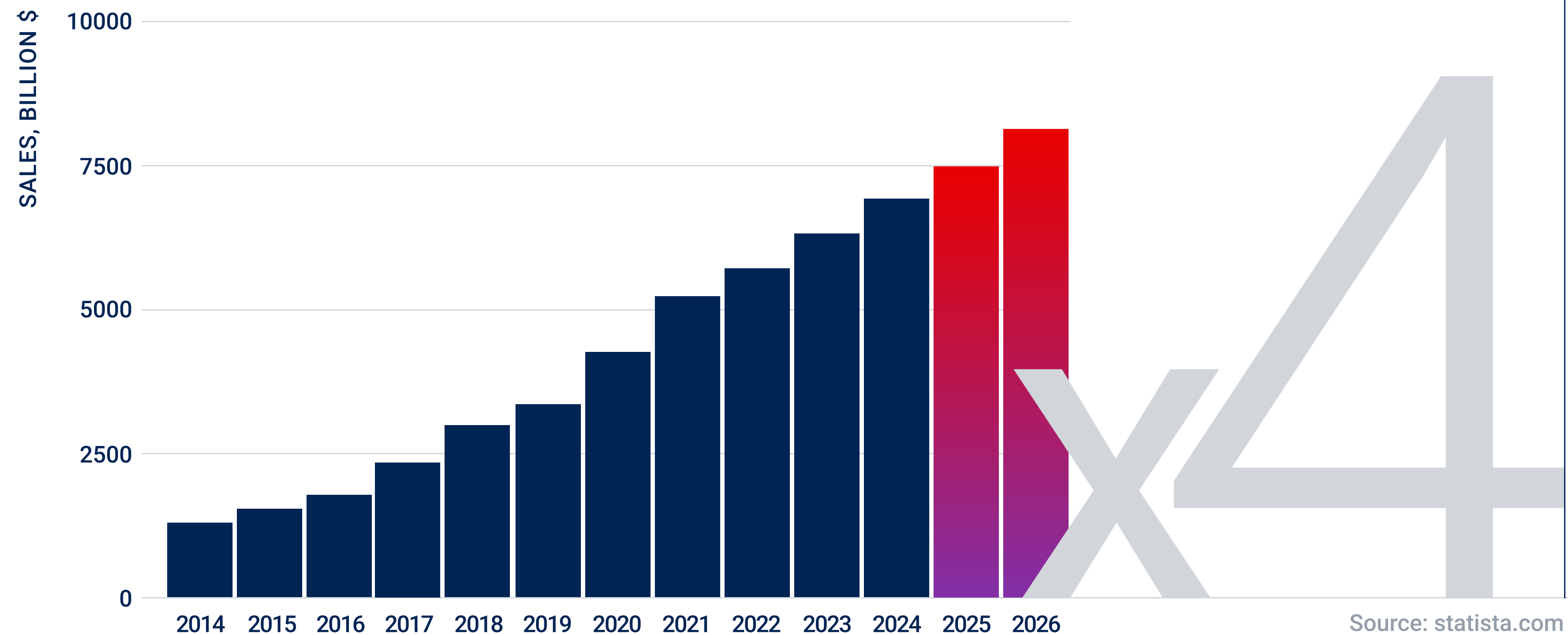


## Registered visitors



# World trends

From 2014 to 2022, online sales worldwide increased 4 times. Further growth is expected.



Source: statista.com



According to Yandex, growth in the Russian market is even more dynamic, and the “Construction and Repair” segment is among the leaders in dynamics.

# World trends

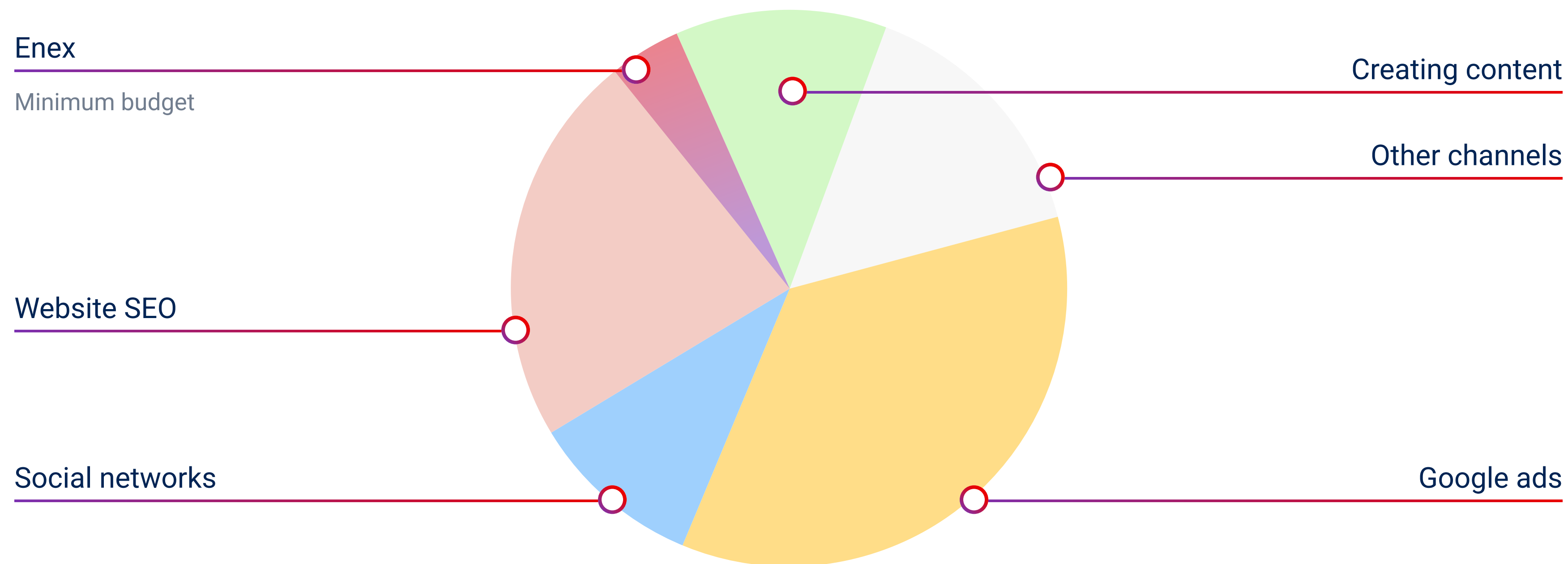
87% of shoppers research information online before making a purchase.



Even if the product was ultimately ordered as part of a tender or direct sale, most likely it was found first and viewed online.

# Enex is an additional channel for promoting your brand on the Internet

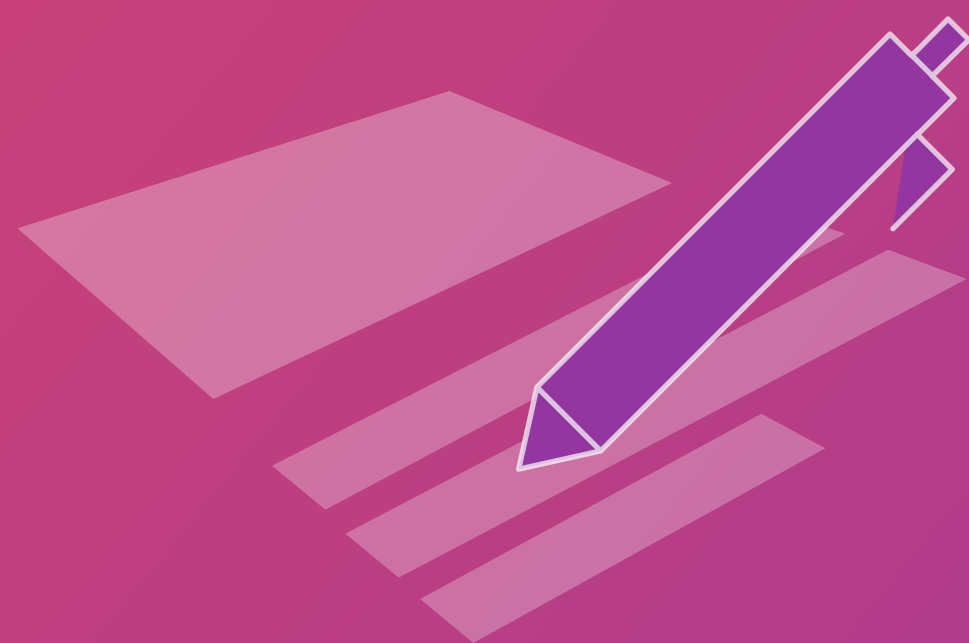
The budget ratio for individual marketing channels may vary, but as a rule, Enex requires minimal costs.



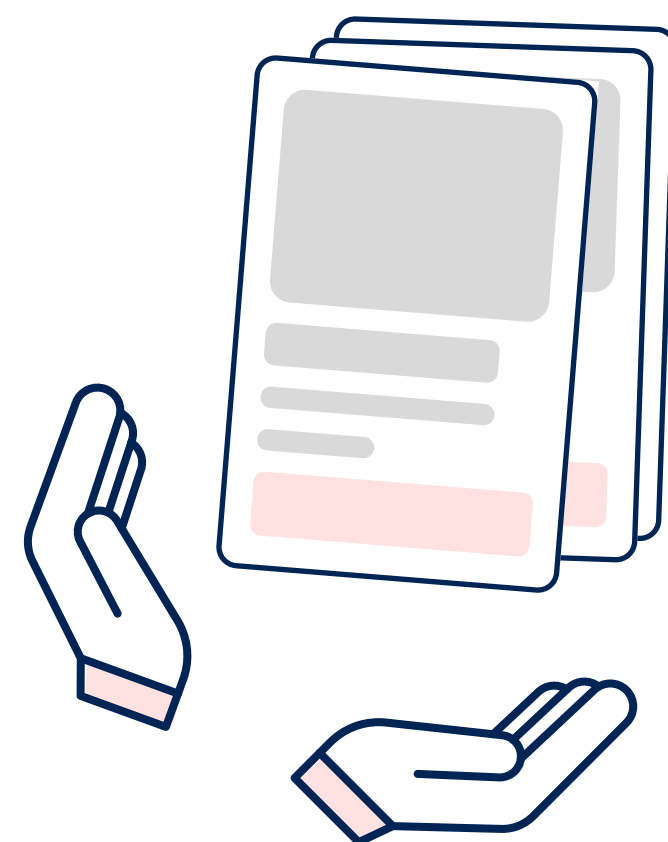
# A range of works from our team to promote a brand on the Internet

01

Content about the  
brand,  
news publication



02



Parsing  
and catalog update

03

SEO work  
to increase views

04

Advertising on the  
main page  
and in the Enex catalog

05

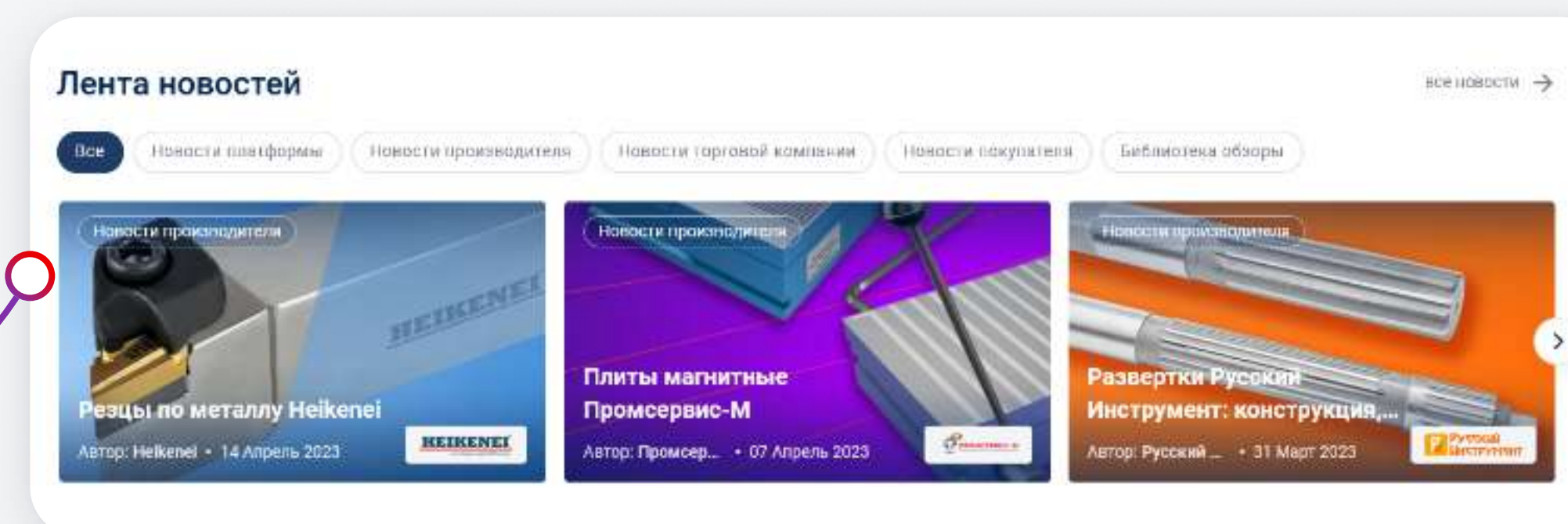
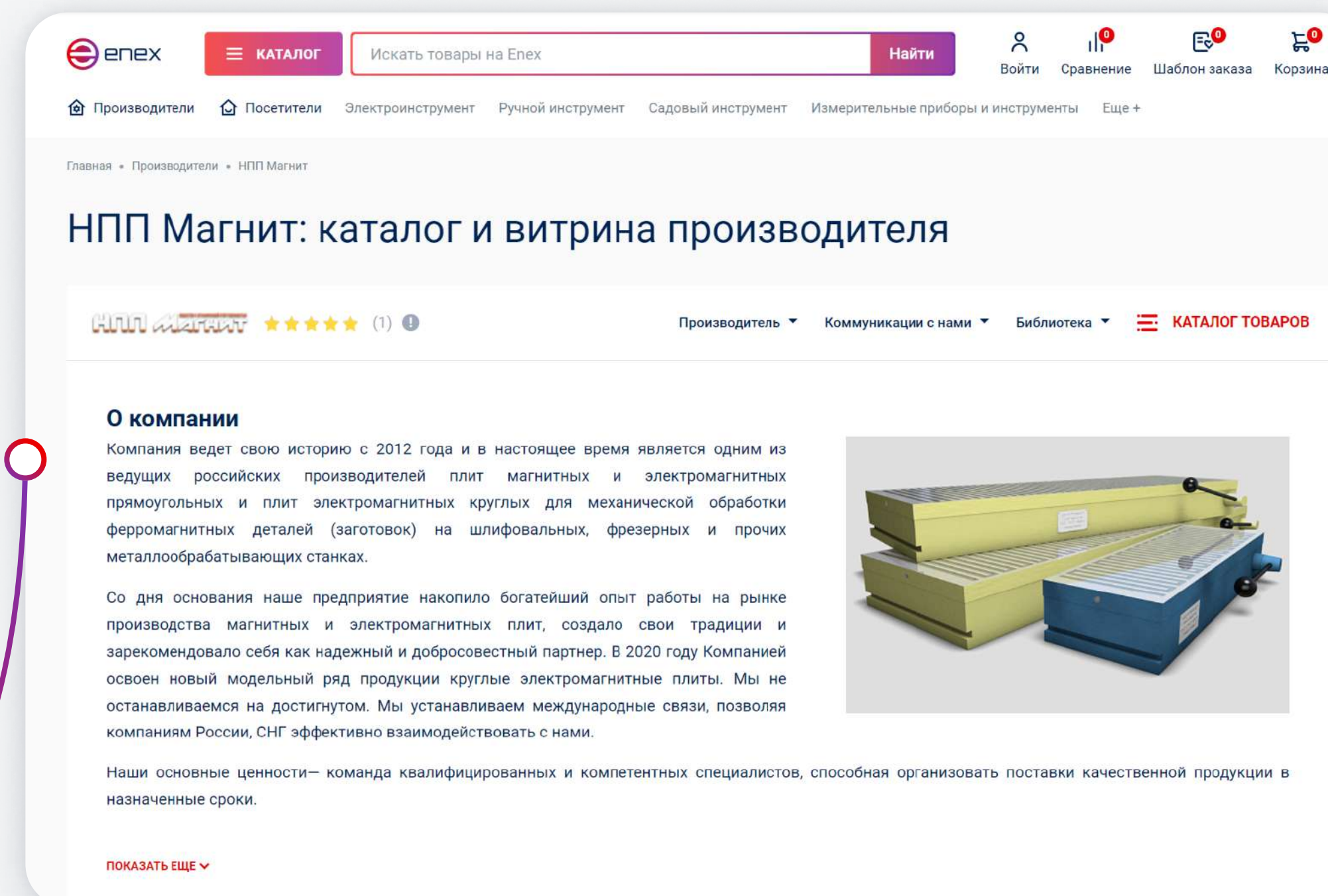
Lead generation  
and work  
with incoming  
requests





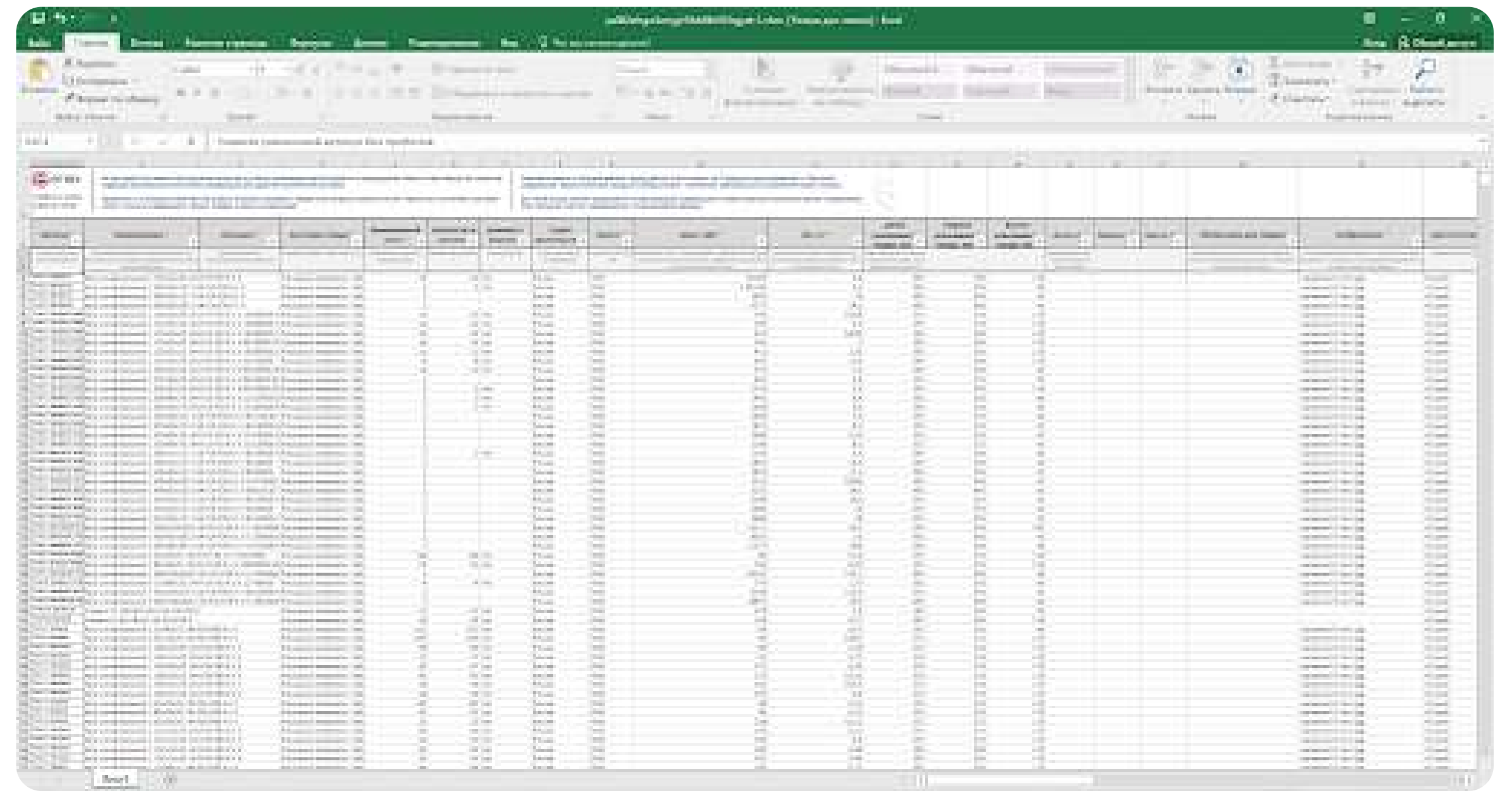
# Creation of information pages about the brand

- 1 Design of a preview and full-fledged company page
- 2 Filling the exhibition with marketing materials
- 3 Publication of current news and their distribution to a specialized audience



# Complex of works with the product catalog to unload and update it (parsing)

- 1 Checking the presence of required items (names, articles, prices, properties, photographs and much more) without which the catalog cannot be unloaded
- 2 Bringing the structure of all information to the correct form; bringing the list of categories, properties and their values to the current site grid
- 3 Parsing the catalog file to the website and checking the display of the manufacturer's products on the website
- 4 SEO optimization of category and brand product pages for better ranking in search engines
- 5 Timely updating of the catalog on the website - so the audience will see only current prices and availability



The image shows a screenshot of a Microsoft Excel spreadsheet. The spreadsheet contains a large table with many columns and rows. The columns are labeled with various attributes, likely related to a product catalog, such as 'ID', 'Name', 'Price', 'Category', 'Properties', etc. The data is organized in a structured grid format, typical of a database or catalog export.

# SEO work for better organic search results

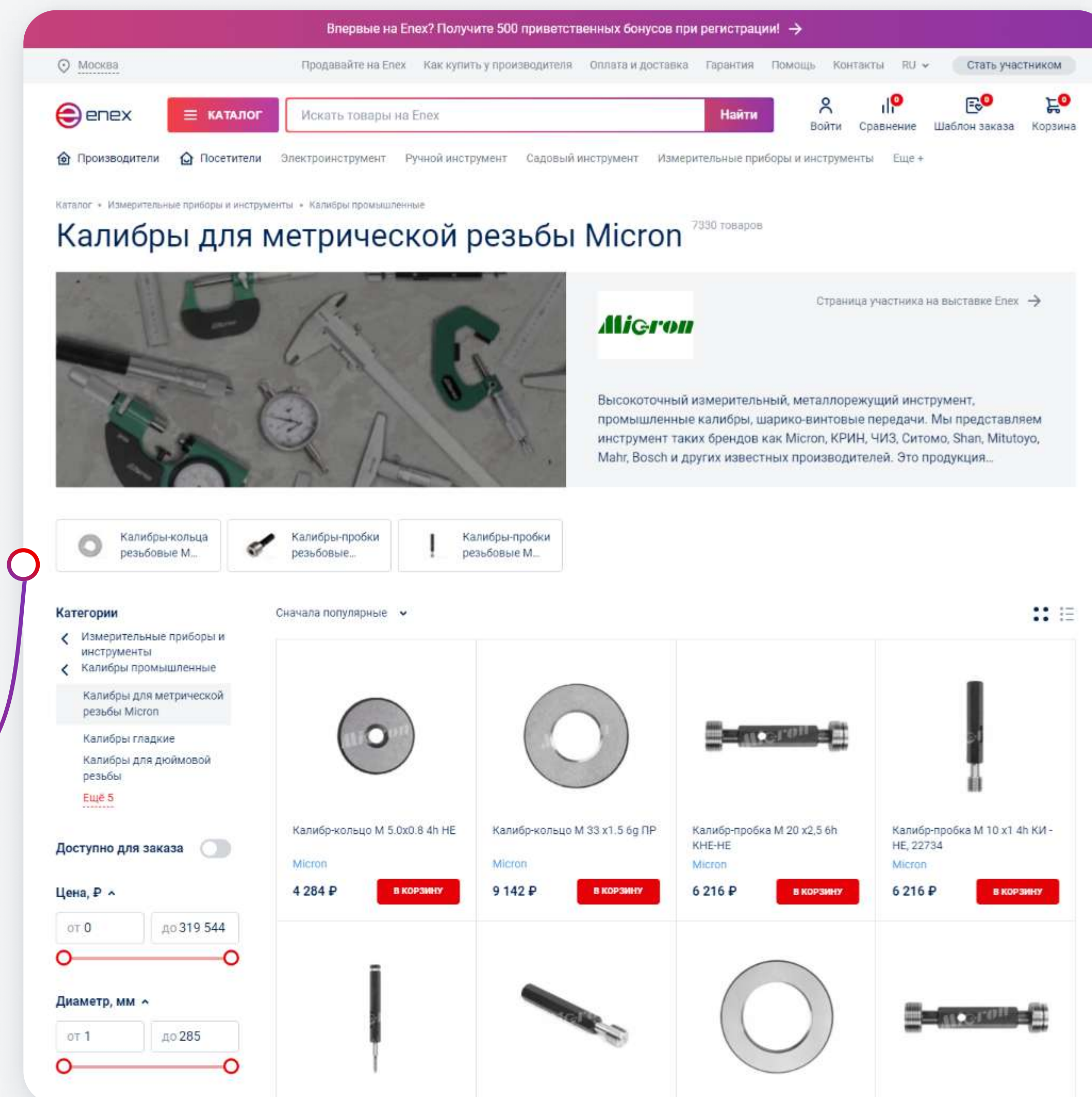
Promotion on Enex affects views both on the Enex site and beyond.

Your potential customers will see your brand more often on the Internet

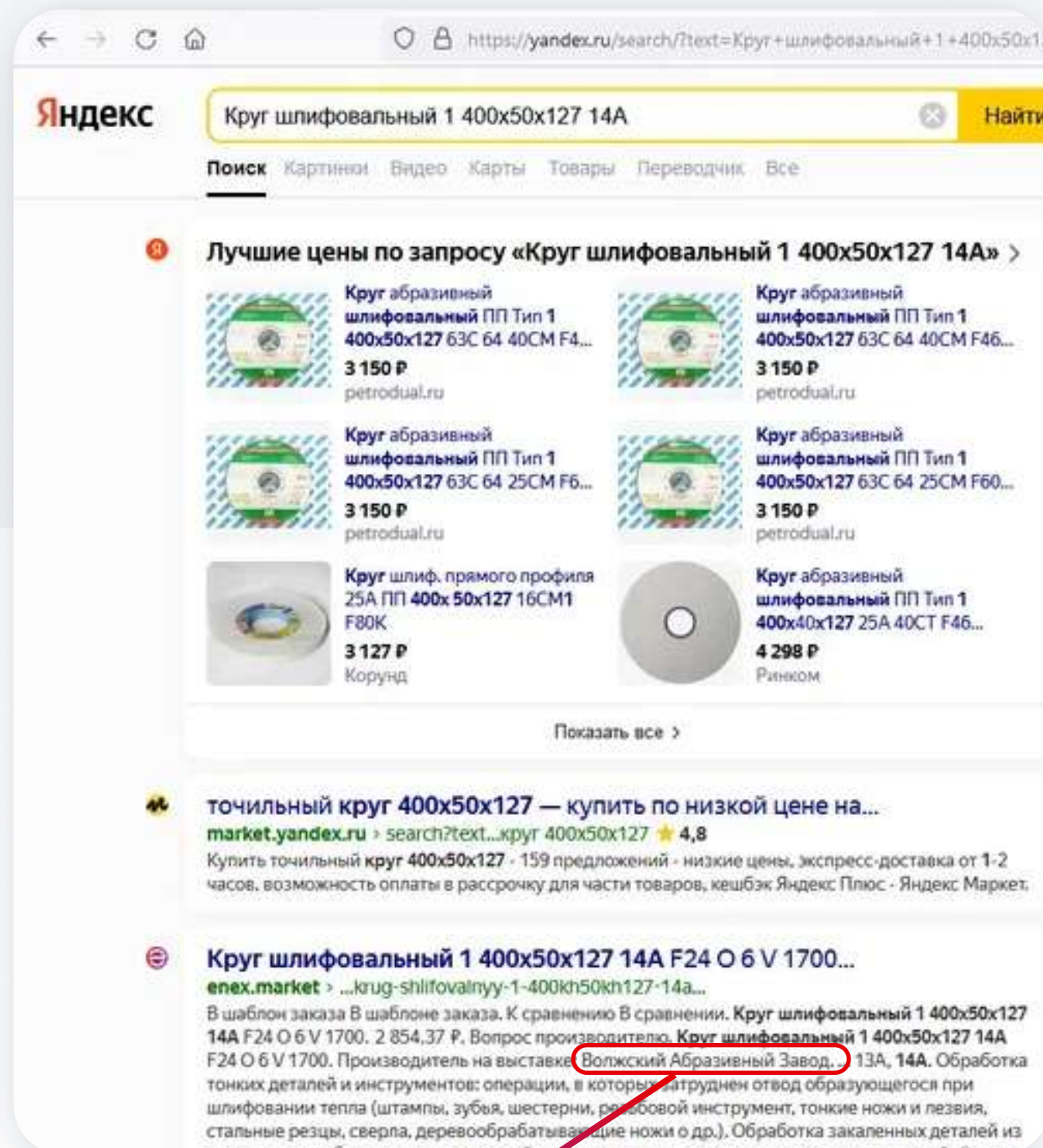
1 Creation of an individual brand catalog for the Russian and English versions of the site

2 Setting up individual meta data and compilation of SEO texts for brand categories

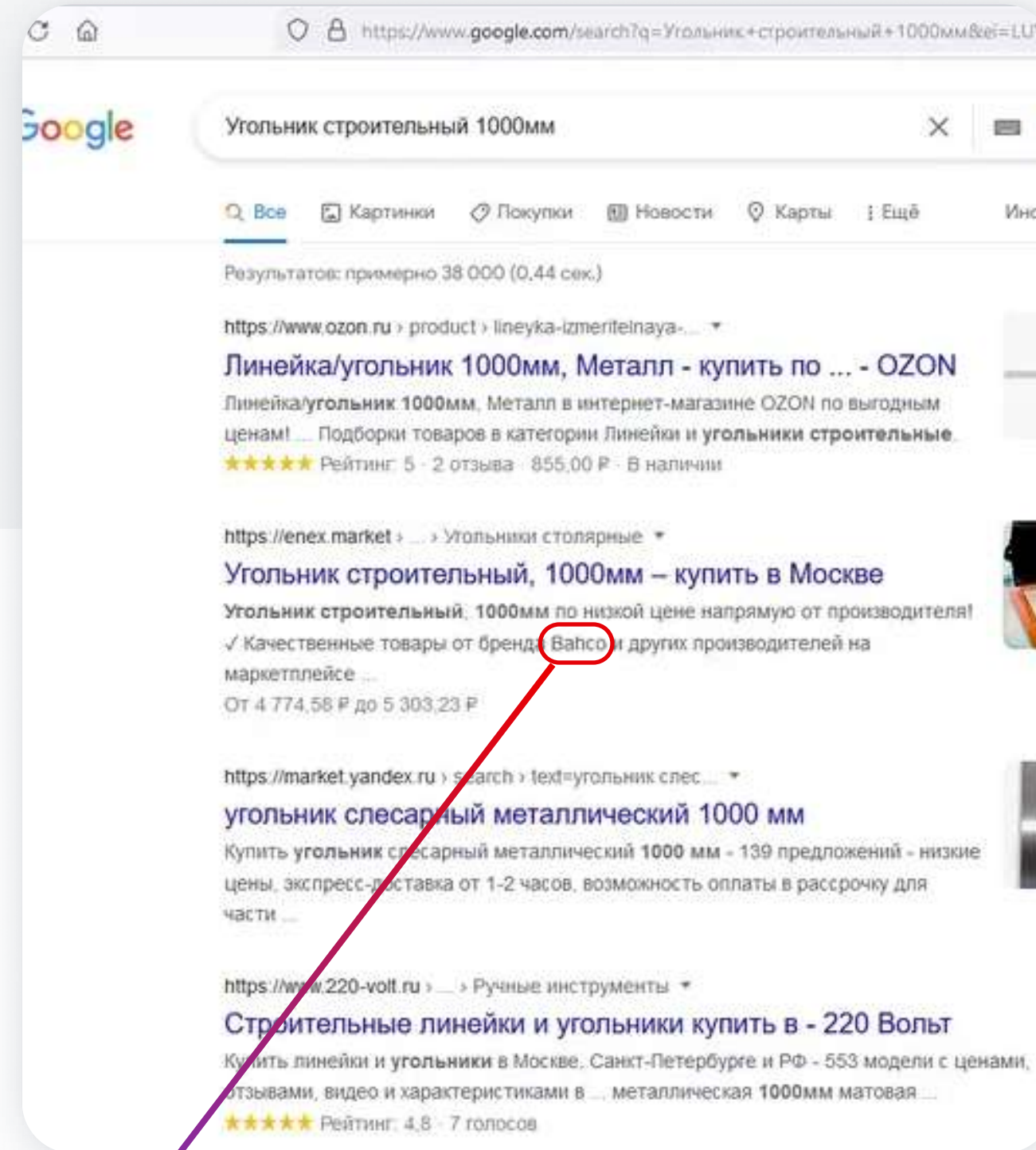
3 Mentions on social networks



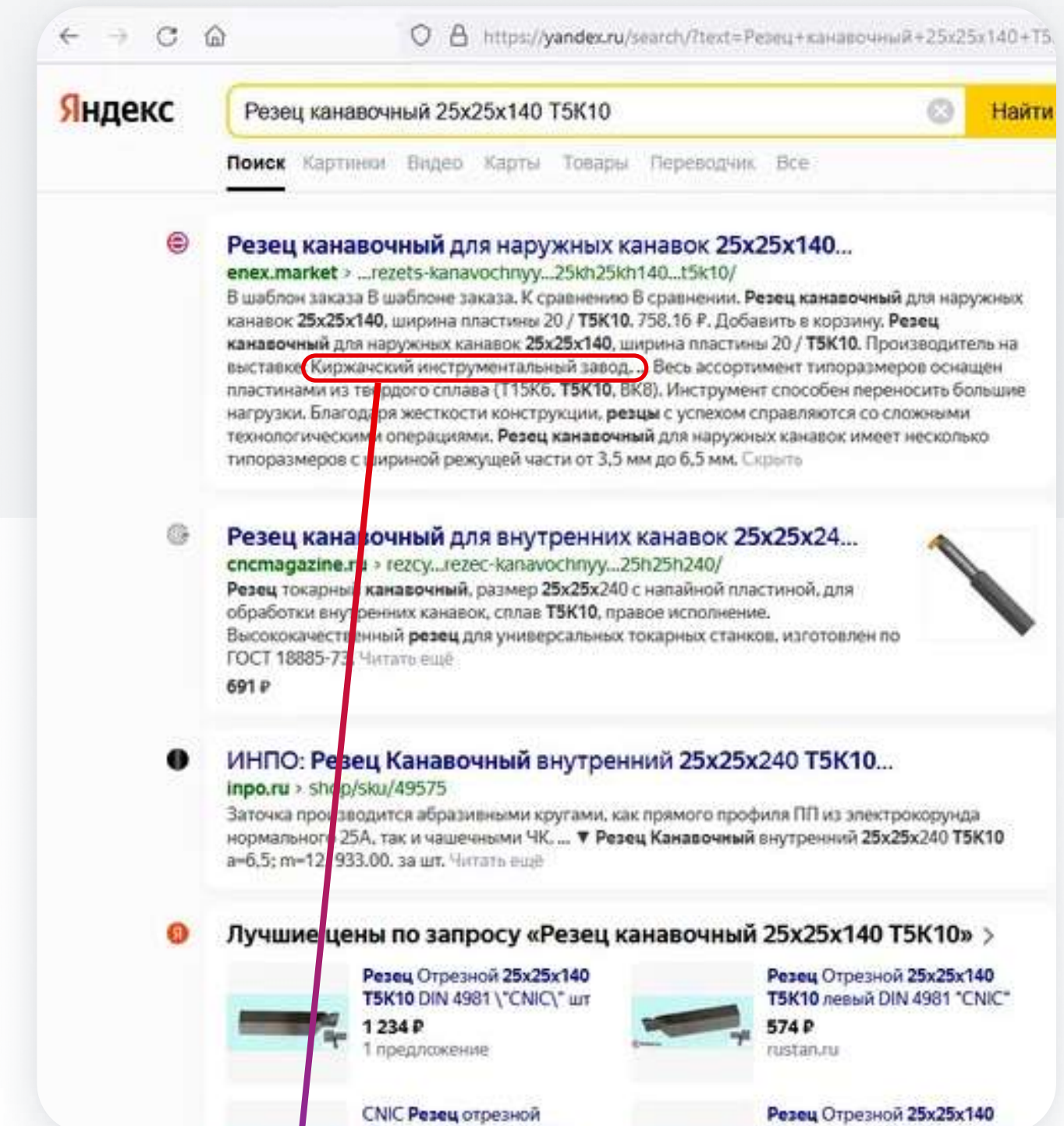
Examples of search results from unbranded search queries, for which Enex promotes specific brands to the top



The first mention of the Volzhsky Abrasive Plant brand



First mention of the Bahco brand

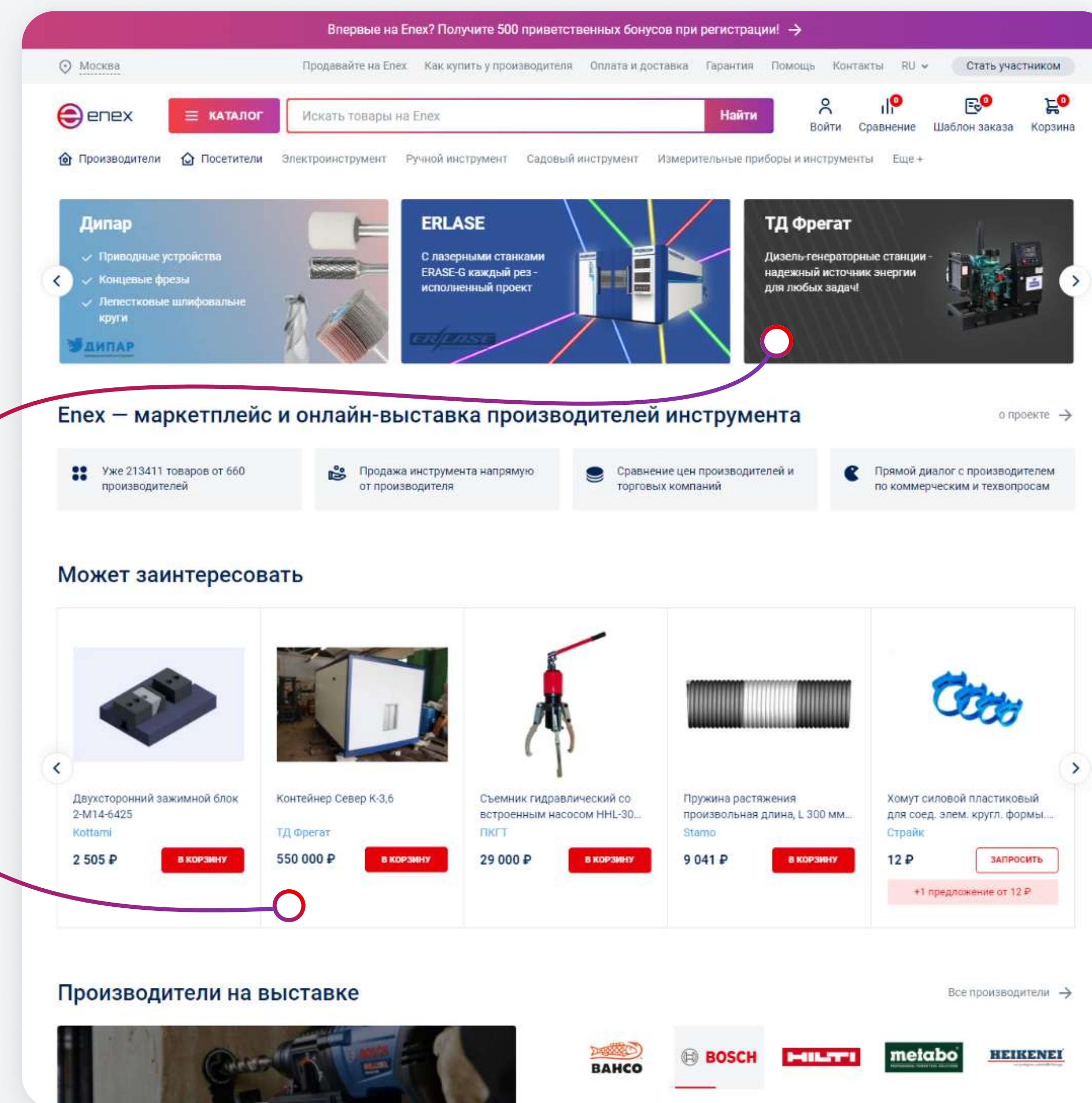


First mention of the Kirzhach Tool Plant brand



# Advertising on the main page and in the Enex catalog

- 1 Display of the company, its news and products on the main page of the Enex online exhibition
- 2 Moving to the first positions in the lists of manufacturers
- 3 Displaying news on the relevant product category
- 4 Offer of a similar product from a brand on the product card



# Advertising on the main page and in the Enex catalog

Производители на выставке Все производители →

**Bahco**

Ведущий производитель ручного инструмента. Основу роста составляют инновации. Bahco – флагманский бренд SNA Europe. Bahco – популярный международный бренд ручного инструмента. Продукцию под этой маркой разрабатывает и...

Электрoинструмент 101  
 Ручной инструмент 7026  
 Садовый инструмент 305  
 Измерительные приборы и инструменты 169

Все 14 категорий

1-30 из 658

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Бренды в категории все бренды →

Ножовки и пилы 743 товара  
 Резьбонарезной ручной инструмент 3646 товаров  
 Рубанки ручные 18 товаров  
 Тиски для слесарных работ 131 товар  
 Щетки металлические 89 товаров  
 Наборы инструмента 810 товаров

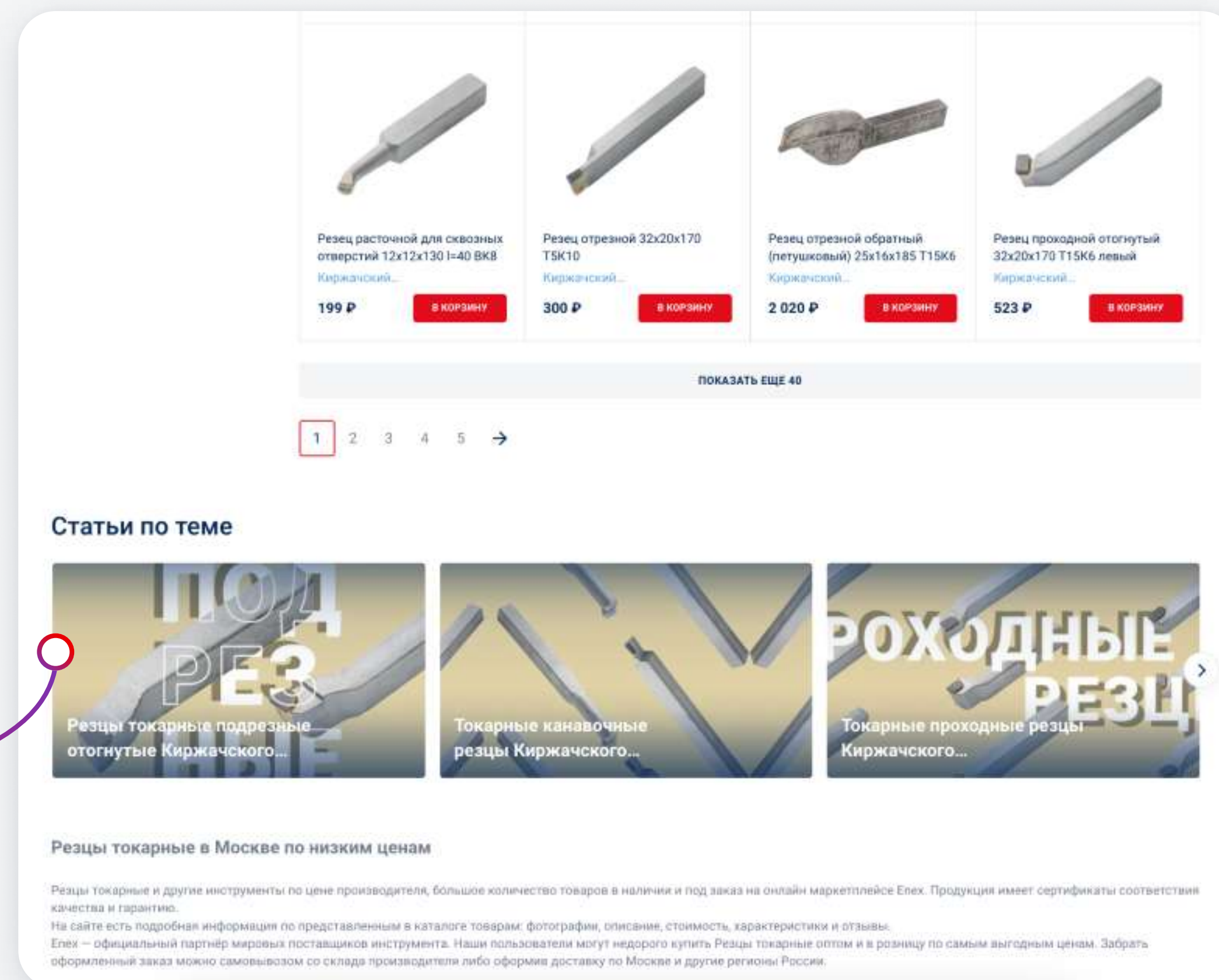
BAHCO BOSCH HILTI RUKO Русский инструмент DORMER PRAMET LESSMANN Pioneer СТРАЙК STANLEY

САНДИНСКИЙ ЗАВОД ИВАНОВСКИЙ ИНСТРУМЕНТАЛЬНЫЙ ЗАВОД ИВАНОВСКИЙ ЗАВОД ЭЛЕКТРОИНСТРУМЕНТОВ LUNZ ФРЕБ КНИПЕХ КВТ BERGER haupa EKT0

felo WIEDER KRAFT GANZO АРСЕНАЛ OFIT HARDEN "ЭНКОР" Kölner MESSER zitrék

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The screenshot displays a product catalog with four items, each with a price and a 'В КОРЗИНУ' (Add to cart) button:

Product Name	Price	Action
Резец расточной для сквозных отверстий 12x12x130 l=40 BK8 Киржачский...	199 Р	В КОРЗИНУ
Резец отрезной 32x20x170 T5K10 Киржачский...	300 Р	В КОРЗИНУ
Резец отрезной обратный (петушковый) 25x16x185 T15K6 Киржачский...	2 020 Р	В КОРЗИНУ
Резец проходной отогнутый 32x20x170 T15K6 левый Киржачский...	523 Р	В КОРЗИНУ

Below the catalog is a pagination control showing page 1 of 5, and a 'ПОКАЗАТЬ ЕЩЕ 40' (Show more 40) button.

The 'Статьи по теме' (Articles on the topic) section features three articles:

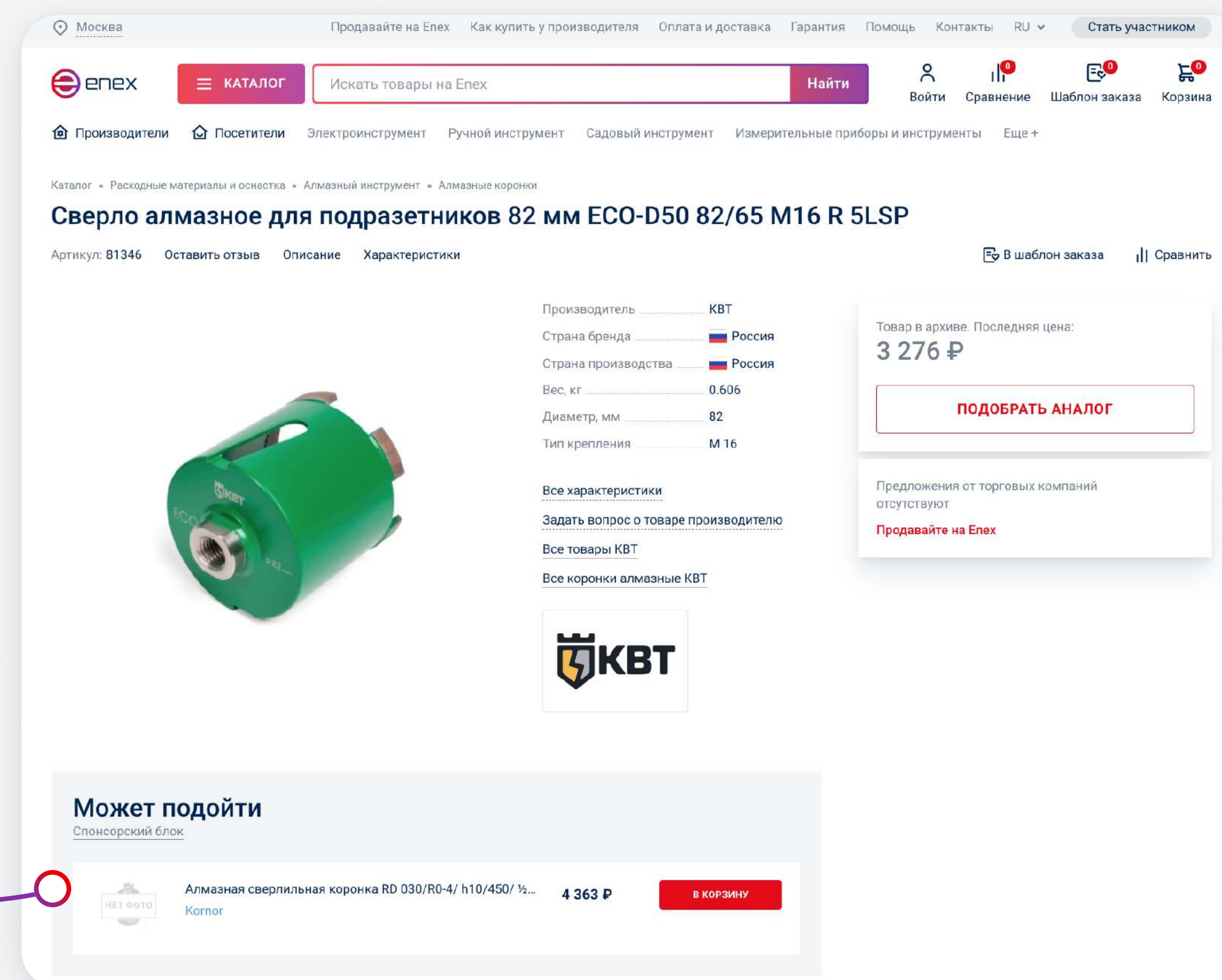
- ПОД РЕЗ: Резцы токарные подрезные отогнутые Киржачского...
- Токарные канавочные резцы Киржачского...
- ПРОХОДНЫЕ РЕЗЦЫ: Токарные проходные резцы Киржачского...

The 'Резцы токарные в Москве по низким ценам' (Turning tools in Moscow at low prices) section includes a promotional text:

Резцы токарные и другие инструменты по цене производителя, большое количество товаров в наличии и под заказ на онлайн маркетплейсе Enex. Продукция имеет сертификаты соответствия качества и гарантии. На сайте есть подробная информация по представленным в каталоге товарам: фотографии, описание, стоимость, характеристики и отзывы. Enex — официальный партнёр мировых поставщиков инструмента. Наши пользователи могут недорого купить Резцы токарные оптом и в розницу по самым выгодным ценам. Забрать оформленный заказ можно самовывозом со склада производителя либо оформив доставку по Москве и другим регионам России.

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Москва Продавайте на Enex Как купить у производителя Оплата и доставка Гарантия Помощь Контакты RU Стать участником

enex КАТАЛОГ Искать товары на Enex Найти Войти Сравнение Шаблон заказа Корзина

Производители Посетители Электроинструмент Ручной инструмент Садовый инструмент Измерительные приборы и инструменты Еще +

Каталог • Расходные материалы и оснастка • Алмазный инструмент • Алмазные коронки

## Сверло алмазное для подразетников 82 мм ECO-D50 82/65 M16 R 5LSP

Артикул: 81346 Оставить отзыв Описание Характеристики В шаблон заказа Сравнить

Производитель KBT  
Страна бренда Россия  
Страна производства Россия  
Вес, кг 0.606  
Диаметр, мм 82  
Тип крепления M 16

Товар в архиве. Последняя цена:  
**3 276 ₺**

**ПОДОБРАТЬ АНАЛОГ**

Предложения от торговых компаний отсутствуют  
**Продавайте на Enex**

Все характеристики  
Задать вопрос о товаре производителю  
Все товары KBT  
Все коронки алмазные KBT

**КВТ**

**Может подойти**  
Спонсорский блок

Алмазная сверлильная коронка RD 030/R0-4/ h10/450/ ½... **4 363 ₺** **в корзину**



# Trust us and get benefits

- 1 Assistance in designing previews and company pages, filling the exhibition with marketing materials
- 2 Keeping track of current brand news and their publication at the exhibition, newsletter brand for the exhibition's profile audience
- 3 Working with a catalog in any brand format, full unloading of the entire directory in priority order, SEO promotion
- 4 Brand and product advertising on the home page, in the catalog and on pages of similar products

A large number of views  
from the target audience

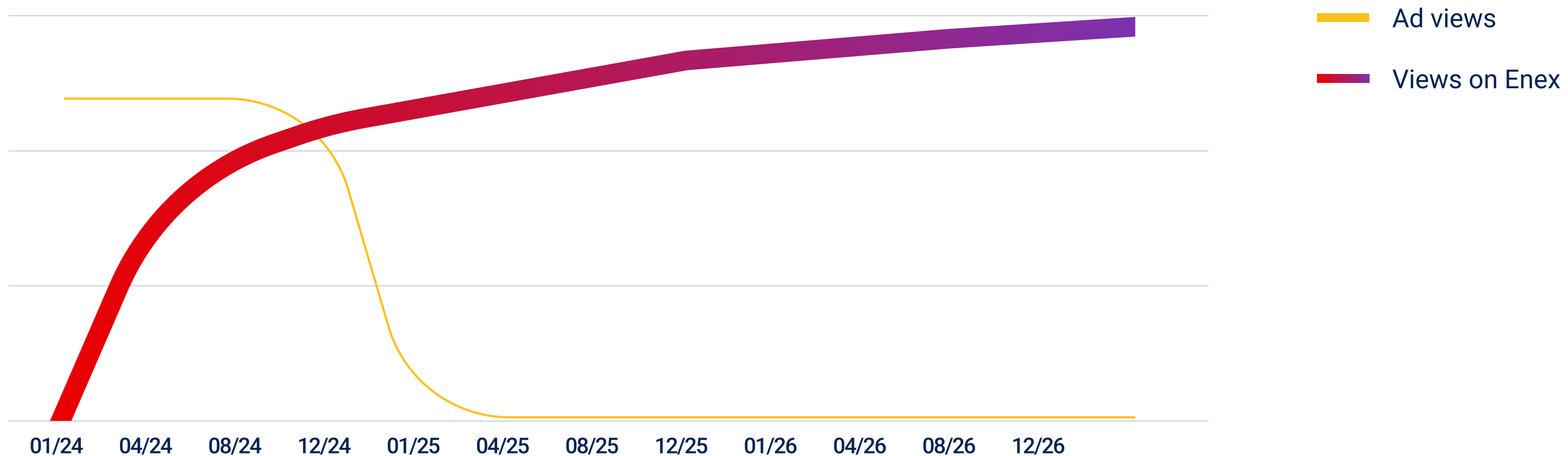
Stable flow  
of inquiries

Transitions  
to your website



# Turnkey work and lifetime warranty

The work done will benefit the brand even after promotion services are provided. Unlike contextual advertising, which ends as soon as payment stops, the resources spent on creating quality content will pay dividends for a long time.



# Monitoring the results of work


One of the parameters of the effectiveness of our work is the number of views of brand pages.

All the work done to create information and commercial content online translates into brand page views. It's important that these views come from a professional audience looking for industrial tools and equipment.

Potential buyers (for example, purchasing managers), after studying information about products on Enex, often then go to the brand's website for a more profitable order.

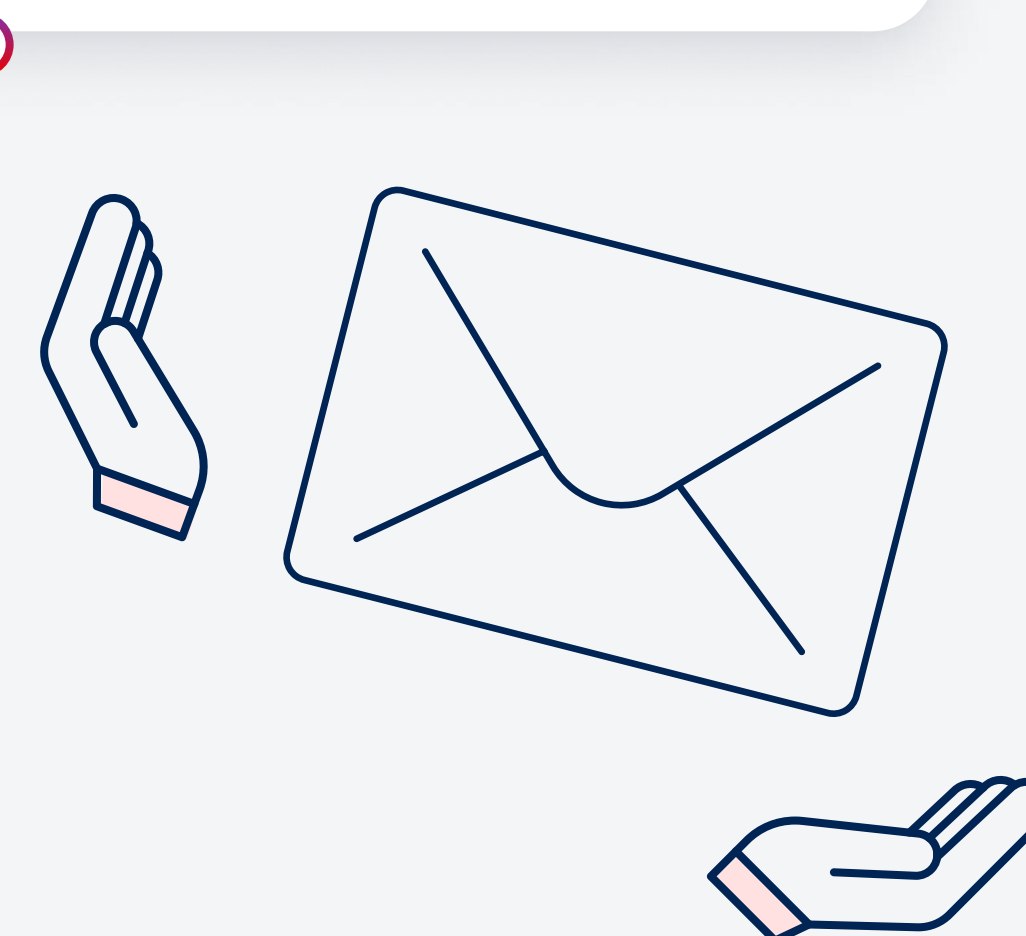
As part of paid promotion, collected view statistics are sent monthly.

Number of page views for brand Ruko on the platform for February 2024

Brand	Company page	News	Products	Marketing	Cert	All
	174	35	53942	6	7	54164

Number of views since the moment of participation on Enex

Brand	Company page	News	Products	Marketing	Cert	All
	5246	2118	1093697	663	717	1102441



# Conditions and cost of providing services

# 3

months  
support  
and promotion  
on Enex

12 000 ₺

[BUY](#)

# 6

months  
support  
and promotion  
on Enex

~~24 000 ₺~~ -25%

18 000 ₺

[BUY](#)

# 12

months  
support  
and promotion  
on Enex

~~48 000 ₺~~ -40%

28 800 ₺

[BUY](#)

Brand promotion work can be provided as within the terms of the site, and under a separate agreement.

In the Personal Account section “Brand Promotion” You can find out the cost and create an invoice



marketplace and online exhibition of tool manufacturers

8 800 707-56-00

info@enex.market

<https://enex.market>

# We bring tool buyers and manufacturers closer

