

FLUKE®

Condition Monitoring and Alignment

Fluke CM&A Trade-In Campaign

1 September – 15 December 2026

CMA Trade-in Promotion 2026

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Campaign Overview

- **Period:** 1 September – 15 December 2026
- **Offer:** Trade in eligible legacy or competitor equipment for a discount on selected CM&A solutions
- **Target:** Customers on older alignment, vibration, or condition monitoring tools ready to upgrade to Fluke reliability solutions
- **Geography:** EMEA, including Middle East, Turkey, Afrika

Campaign goal: Reach existing CM&A users with ageing equipment + target competitor tool users, promote trade-in, make upgrading feel easy, and drive action with a clear financial incentive.



Marketing tactics and platforms

Email nurture:

- Email 1 - offer introduction
- Email 2 - ROI case study
- Email 3 - deadline reminder

Social media organic:

- 2x posts: problem awareness, social proof, deadline urgency

LinkedIn Ads:

- Sponsored content: single image/carousel
- Objective: awareness + demand gen
- Target decision-makers at matched CM&A account list (Ops directors, Plant managers, Procurement, Engineering leads)

Activation plan & timeline

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Channel	September	October	November	December
Email				
BDR	Follow up to customers who opened the emails		Identified customers with competitor products	
Organic Social				
Paid Social	Linkedin Paid Ads			
Sales Enablement	One pager for sales & services (INTERNAL ONLY) / Email signature			
Website	Banner on CMA page on fluke.com			

Marketing Collaterals

- Promotional assets available in EN, DE, FR, ES, IT, TR
- Asset package includes landing page, promotional flyers, sales outreah email template, banners, social media assets
- Digital marketing campaign designed to drive demand and generate qualified trade-in opportunities

Offer & eligibility EMEA

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Dates	1 September – 15 December 2026
Trade-in Products	ShaftAlign/Aligneo, OptAlign Plus, OptAlign Plus EX, Levalign, SmartAlign, OptAlign smart, OptAlign Smart RS5, RotAlign, RotAlign Pro, RotAlign Ultra, RotAlign Ultra II, RotAlign Ultra iS or comparable third-party manufacturer products (as determined by the Sponsor)
Available Products	**Alignment:** New Alignment Rotalign, Optalign, ShaftAlign, **Condition Monitoring/Vibration:** Vibscanner 2, Vibscanner 2 EX, Vibxpert 2, Vibxpert 3
Tactics	Paid LinkedIn Campaign, Email, Social Media, Landing Page, Sales Enablement

Why It Matters

- Gives customers a clear commercial reason to upgrade aging or competitor equipment
- Helps sales and channel teams reopen conversations and protect the installed base
- Drives incremental CM&A pipeline before year-end

Help bring the campaign to market

- Activate the available materials locally
- Share the offer with relevant customers
- Use every customer touchpoint to drive upgrade conversations and new opportunities