PARTNER PROGRAM

SHORTEN THE DISTANCE BETWEEN YOUR COMPONENT AND THEIR BOARD

Identify Prospects Early in Their Design Process

Engineers are looking for your products daily, give them a reason to engage by providing valuable CAD data and design resource for their design. With content programs and marketing products with Ultra Librarian® your products will be seen by prospects during the component research and selection phase of their design.

Increase Exposure

The potential to capture new leads expands beyond your website to Ultra Librarian and our affiliated partner platforms. In addition to providing easy access to CAD models on your website, all verified parts are also included in the Ultra Librarian database and delivered to customers in a variety of ways; both in their preferred design tool, and on distributor websites.

Enhanced content initiatives allow users multiple ways to browse and access your content including category browse data and reference design browsing. Native ad placement in search results allow you to reach customers searching for parts or design resources like yours, increasing overall design wins. Additional cross-selling and co-branded advertising opportunities are available.

Turn Prospects into Leads

Our expertise in producing CAD data and design resources with our knowledge of the PCB design process allows us to help you turn unknown engineers into loyal customers. Ultra Librarian has the tools and infrastructure to help you capture leads early and nurture their journey from concept to production.

86% of users plan to purchase a component after downloading it's CAD model. Encourage that initial download through our various marketing programs and enhanced content, further establish customer relationships through targeted email campaigns, and capture leads from more than just your website through Ultra Librarian's lead generation program.

Monitor Your Progress with Powerful Analytics

Understand what you customers are looking for and track which of your components and design resources are most popular. Track incoming leads with thorough customer demographic data. Our dashboard and reports help gauge future supply needs, where you are seeing competitive wins or where there are missed opportunities, and identify the right time to engage with customers as they are looking to use your parts.
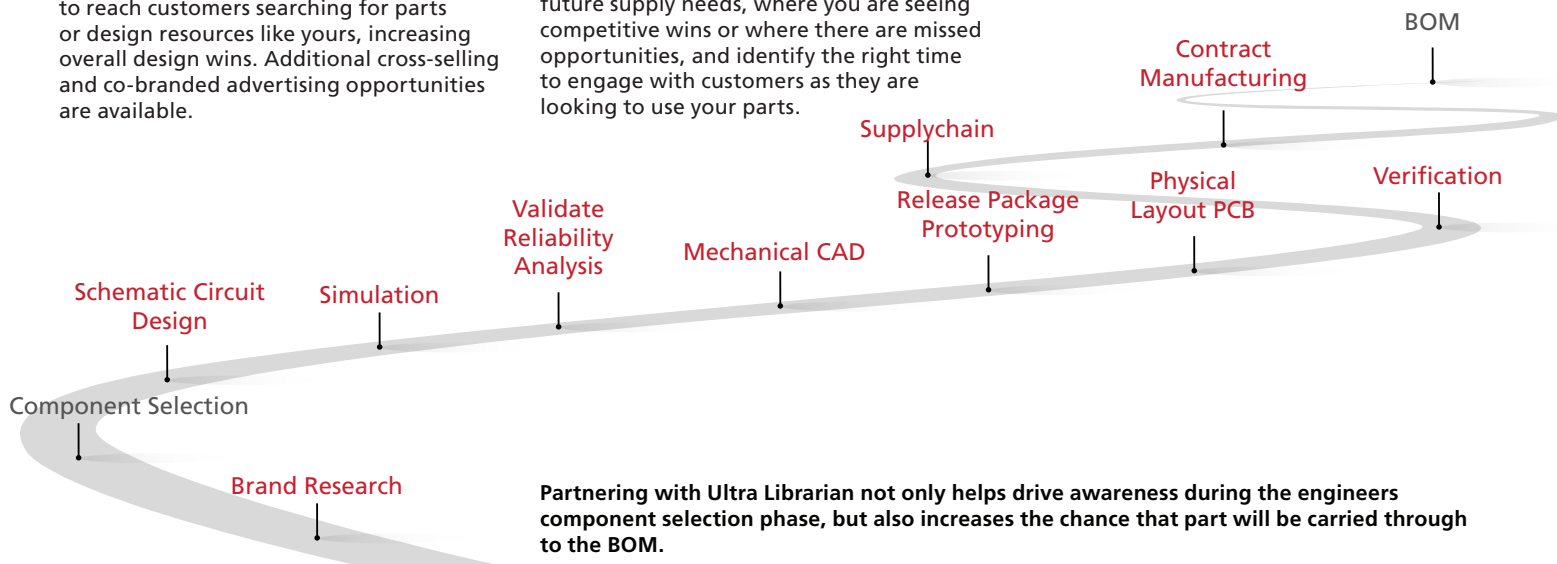
Why Partner with Ultra Librarian?

Increase design wins by reaching engineers during component selection

Provide engineers with the materials they need throughout their design journey

Showcase your components in action with reference designs available in multiple CAD formats

Reach the right customers at the right time with dynamic and targeted marketing

Receive leads and valuable insights on your customers

Component Selection

Brand Research

Schematic Circuit Design

Simulation

Validate Reliability Analysis

Mechanical CAD

Release Package Prototyping

Supplychain

Physical Layout PCB

Contract Manufacturing

Verification

BOM

Partnering with Ultra Librarian not only helps drive awareness during the engineers component selection phase, but also increases the chance that part will be carried through to the BOM.

WAYS TO PARTNER

FROM CONTENT CREATION TO CO-BRANDED MARKETING, FIND SOLUTIONS TO FIT YOUR NEEDS

Accurate CAD Libraries

PCB designers today expect access to verified schematic symbols, PCB footprints, and 3D STEP models, and will opt for the manufacturer that provides them. When you partner with Ultra Librarian you will receive a professionally developed library of parts to offer your prospective customers. These libraries are created in bulk and on-demand. Increase value to your customers.

CAD Model Hosting

Feature symbols, footprints, and 3D models on your site with the Ultra Librarian widget. Provide a native experience customized by your colors for a seamless user experience for your customers. Several integration options available to fit the needs of your site.

Intelligent Design Resources

Reference designs are a powerful design resource created by to show components in action and help speed up the engineers design process. Typically reference designs can be downloaded in a single format or a PDF, meaning an engineer could be wasting valuable time recreating the reference design in their preferred CAD tool. Provide reference designs in up to 7 different CAD formats making you design more accessible for prospective customers.

Ultra Librarian has partnered with manufacturers like Maxim Integrated, and STMicroelectronics to bring these valuable design resources to multiple CAD formats in bulk and on-demand.

Enhanced Content Syndication

With enhanced content you will have a leg up on the competition with your own hub & landing page on Ultra Librarian featuring all the ways to browse your products, and additional resources on the part details and download pages.

Improve visibility for your models on Ultra Librarian by providing category data and enhanced content. Increase design-ins by providing valuable simulation models to your prospective customers through our component details page. Expand your design footprint by providing compatible parts at time of download on Ultra Librarian or your website. Show off additional content and resources to prospective clients through partner panels & upsell opportunities.

On-Site Marketing Services

Ultra Librarian provides several solutions for showcasing your products and services to prospective customers.

Showcase products on the homepage or within search results through our featured products banner ad network. Feature a product or solution using our skyscraper & leaderboard display ad service. Dynamically feature relevant parts based on keyword or competitive part targeting using our influenced search ads. Or take a different approach and educate prospective customers through our sponsored blog program.

Off-Site Marketing Services

Reach engineers directly through Ultra Librarians off-site marketing services. Achieve a targeted objective through social media advertising, reach our engaged audience of engineers through our partner spotlight newsletter, and host a webinar series on a topic of your choice. Nurture prospective customers as soon as they download by receiving leads directly from Ultra Librarian, and sending automated emails with additional resources and call to actions.

About Ultra Librarian

Ultra Librarian is an online resource to help take the busy work out of the design process by providing the largest amount of CAD models and design resources available for download.

Schedule a Meeting

Learn how we can help you capture valuable leads through ECAD libraries and design resources. Several different content creation and marketing packages available with enhanced design resource options like intelligent reference designs.

info@ultralibrarian.com

STEPS TO SUCCESS WITH ULTRA LIBRARIAN

Content & Hosting

Gain the exposure of the entire Ultra Librarian Network through CAD Model creation and hosting services.
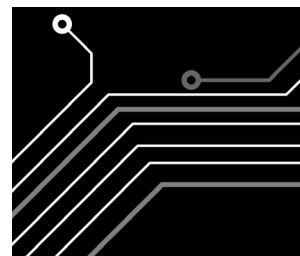
Enhanced Content

Improve component visibility and keep engineers engaged throughout the design process.

Co-Branded Marketing

Expand your reach to our large network of engineers looking for your parts.

CREE ⇔   NICOMATIC   RENESAS   AVNET Reach Further™   Farnel AN AVNET COMPANY   Weidmüller