

# Leading Construction Equipment Manufacturer

The digital marketing projects at the Leading construction equipment manufacturer were effectively managed, with optimization across platforms such as Google Ads, YouTube Ads, and Facebook Ads, leading to exceptional outcomes.

## Highlights



## Analysis



Analyse ad impressions and clicks to optimize digital media exposure

Monitor website traffic, deduplicate visits, and improve user engagement

Track registrations, prioritize leads, and enhance conversion rates

Evaluate costs and efficiency for lead generation and sales conversion



A comprehensive digital marketing strategy was successfully executed for SquareOne, optimizing SEO, publishing engaging blogs, and fostering organic engagement through webinars, social media, and PR sites, resulting in exceptional outcomes.

## HIGHLIGHTS

**303** leads generated for the business in 2023-2022

**122** marketing-qualified leads delivered with a revenue funnel of 374.6x

**30** sales-qualified leads delivered with an ROI of 110x

## ANALYSIS

Increase in website traffic- %27 from 2022 to 2023

Google Ads

Clicks- **6,157**  
Impressions- **116,950**  
CTR- **%5.26**  
CPC- **192.36**

