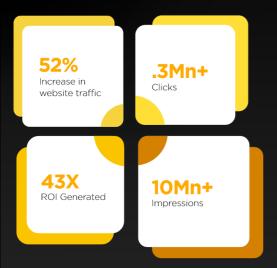
Leading Construction Equipment Manufacturer

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.



Analysis







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









