

Ramtech First Quarter Case Study 2021



TARGET MARKETING



Objective: Increase sales through generating web traffic and leads while at the same time lowering their overall marketing budget through advanced targeting and efficiency.



Solution: Generate website traffic and leads through a multi-faceted programmatic marketing mix featuring behavioral advertising, site retargeting, LinkedIn Ads and Google search ads. We first began to focus on education across the entire marketing spread to ensure Ramtech had increased interest generated around their education-based inventory. Then after the inventory was worked through, we focused on rebalancing the budget distribution to achieve the highest number of clicks, leads and conversions.



Run Dates: 1/22/2021 – 3/31/2021



Budget for this time period: Total \$18,441.97, which was distributed 10.49% Programmatic Display, 55.04% LinkedIn and 34.46% Google Ads



10.49%

of total budget spent on
Programmatic Display – budget \$1,935.00

55.04%

of total budget spent on
LinkedIn – budget \$10,151.38

34.46%

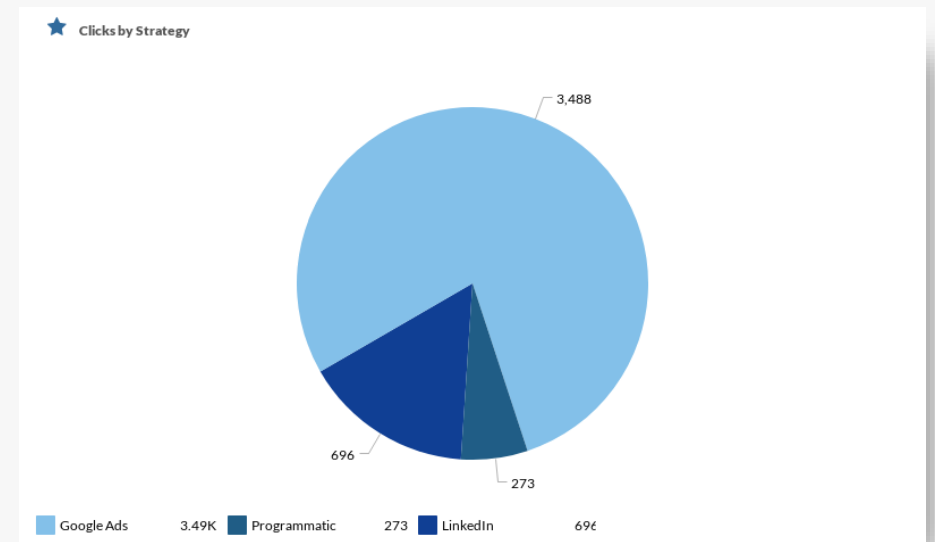
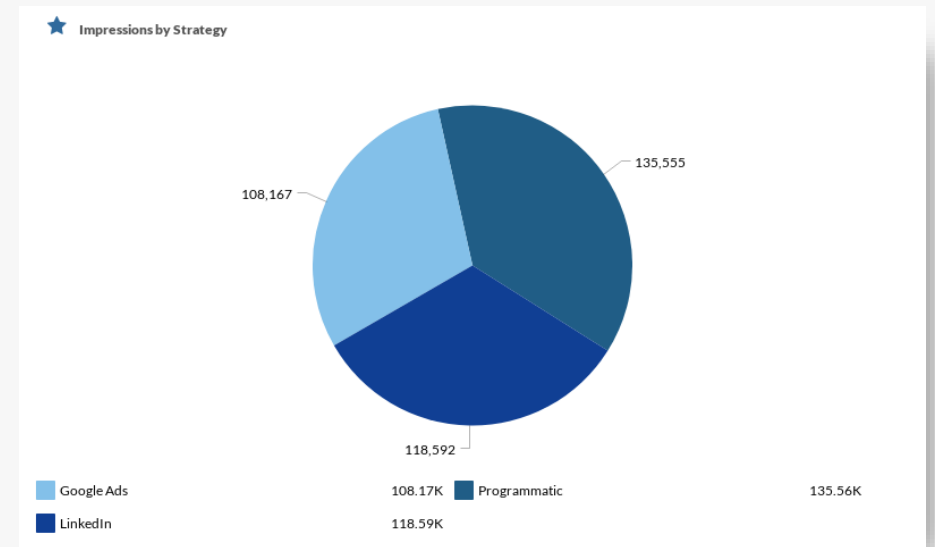
of total budget spent on
Google Ads – budget \$6,355.59

PERFORMANCE BY STRATEGY / TARGET MARKET


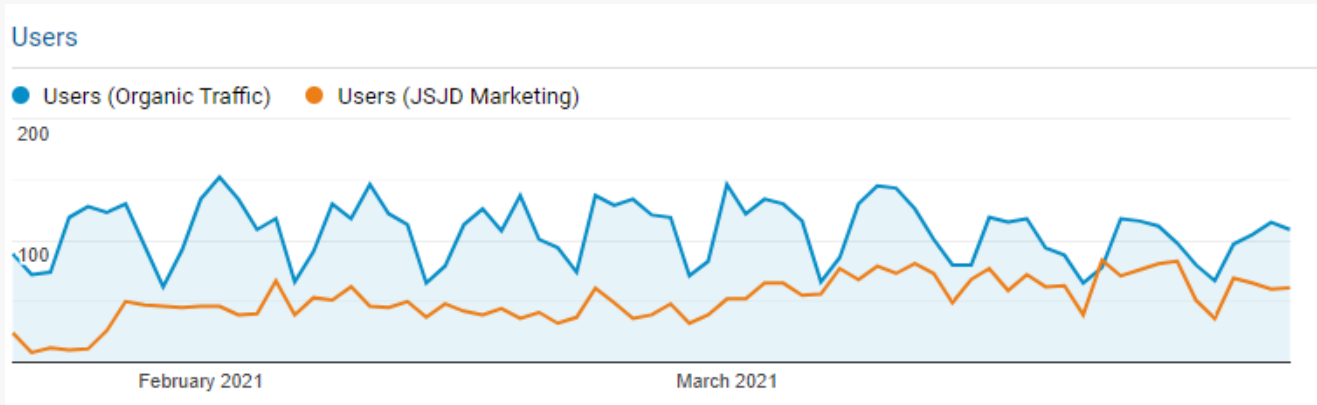
Strategy	Impressions	Clicks	CTR
Programmatic	135,555	273	0.20%
LinkedIn	118,592	696	0.59%
Google Ads	108,167	3,488	3.22%

- 362,314 impressions served during first quarter
- 4,457 clicks served during first quarter
- 57 Lead Gen Forms generated from LinkedIn
- Average 1.23% click-through rate
- Web Traffic Increase of 18.72% YOY (Jan 22-March31st)

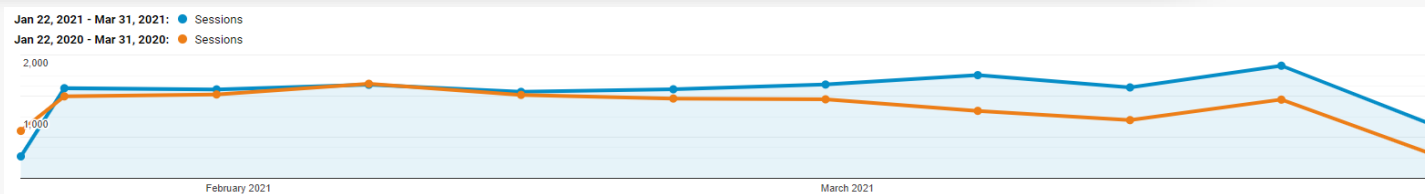
Target Market	Impressions	Clicks	CTR
All Markets	166,019	2,578	1.55%
Education	180,481	1,620	0.90%
Health	15,814	259	1.64%



RESULTS



Increases in overall web traffic year over year by 18.72% and 57 leads generated has led to additional growth, market exposure, and sales for Ramtech.



TESTIMONIALS

What were your primary objectives?

Ramtech desired to increase the traffic to our website through identifying the key decision-makers that are involved in procuring new temporary or permanent facilities in the education, healthcare, and municipal government markets. Without an established outside territorial sales force, which has always been the case with the way Ramtech has been organized, our online marketing efforts must play a key role and be the primary driver for developing leads for our internal salespeople to pursue.

What features of our service made our solution stand out over others that you researched?

The honest answer to this question really reflects the relationship that I was able to build with both Dustin and Aaron. We took our time in evaluating what ARP could bring to the table and viewed the experience that Aaron had as a key to our developing a new programmatic approach along with our first foray into LinkedIn advertising. Our ability to both work with your creative team to develop ads for us or allowing us to create our own material has been a painless and very productive experience.

TESTIMONIALS

How has our solution helped since implementation?

Fully evaluating the results during a pandemic like we've all been through is obviously somewhat difficult. However, we are confident in saying that our web traffic has remained strong and the quality of the leads that we are receiving have improved considerably. As a company, we now have a much better understanding of how the programmatic campaigns should work and where we should focus our efforts. This is especially true for the LinkedIn campaigns as we're able to confidently target key decision influencers that are involved in doing capital-intensive projects like buildings.

What have you been most impressed with?

Besides Mari being a Packers fan and Dustin a skilled boatsman? I would say we have been most impressed with the open and honest dialogue on setting expectations and the ease to which we have been able to work with everyone at ARP. The level of expertise on implementing the programs including the revamping of our PPC approach has also gone very well. I can tell you from the reference that I recently gave for ARP that the potential client was very concerned about response times and how the lines of communication functioned. We have been very impressed with how this has worked between our two companies.

After a 3-month trial, Ramtech increased their investment in the Marketing campaign by 2.5x

Thank You!



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