

Precision Targeting

LEADS TO STRATEGIC CUSTOMER ACQUISITIONS

Radent Solutions, located in Auburn, Massachusetts, develops various products to improve process performance in different industry verticals. With a highlighted focus on acquiring new business with food processing companies, Radent Solutions was looking for new strategies to gain audience with some of the largest cereal manufacturers in the world, allowing for easier access to key decision makers for their sales team members. Their VeriSite™ roll cleaning assemblies, engineered to be food safe, provide food processing plants with better process manufacturing and less down time for maintenance, creating a more profitable process for Radent Solutions customers.

TACTICS:

- Targeted Geofence Mobile Display Campaigns
- Audience Building and Custom Industry Content Delivered via LinkedIn
- Custom Landing Page
- Radent Branded Product Case Studies and Overview Videos
- Google Analytics and Google Tag Manager Implementation



SAMPLES OF DIGITAL ADVERTISING SPECIFICALLY TAILORING TARGETED

