

A multi-channel campaign smashing all targets

As we researched and targeted a specific skilled trades audience, for both the product R&D and the teaser and launch campaign, the first six months of sales demonstrate how the research hours paid and will continue to do so into the future.



SMASHING ALL TARGETS IN THE FIRST 6 MONTHS

224,045

Impressions

7.80%

CTR

13,646%

ROI

18,300

Samples distributed
with data capture

22,000+

Live events
skilled trade audience

11,179

Landing page
sessions