

CMS Cepercor 'Wait for Nothing' Campaign

SLG is helping CMS-Cepercor, a manufacturer of aftermarket spare parts for the mining and aggregate industries, to define its brand as it prepares for international growth. By repositioning CMS-Cepercor to compete with OEMs, rather than other spare parts businesses, SLG highlighted its strengths: high-quality, in-stock products with a 24-hour response time, outpacing OEMs.

The campaign delivered 1.13 million impressions in the first month, resulting in 26 sales conversions worth a six-figure sum. With a strong ROI, the campaign will run until December 2024, laying the groundwork for expansion into Latin America and Africa.

1.13m

impressions delivered in the first month of the campaign.

26

sales conversions to date, generating a six-figure sum.

38:1

ROI on sales enquiries generated from month one ad spend.

1,948

clicks from **138,720** impressions with a **£37.69** cost per conversion during the first weeks.

