

CASE STUDY

Discover how APS Company sparked growth with creative and media audits.



Introduction

Discover how APS Company revamped its advertising strategies through a data-driven creative and media audit, resulting in a 16.8% increase in lead generation, a 25% boost in ad spend efficiency, and successful expansion into emerging markets like EVs and advanced robotics. By tailoring messaging to niche audiences, choosing high-performing publications, and exploring untapped verticals, APS not only reduced costs but also established itself as an industry leader. This case study details their transformative journey and provides actionable insights for businesses facing similar challenges.

Objectives

Here's what we set out to accomplish:

- Determine if APS's ad creative was meeting the interests and needs of their audience.
- Check if the trade and industry publications they used effectively reached their target audience.
- Identify fresh markets and new industries they could target.
- Recommend publications and platforms to help them tap into these new audiences.

Methodology

We took a thorough, multi-layered approach to get the answers APS needed.

Here's how we did it:

- Ad Performance Analysis: We reviewed how their current ads were performing—what was working and what wasn't.
- Media Alignment Audit: We compared the audiences of their chosen trade publications with APS's ideal customer profiles to spot any mismatches.
- Competitor Benchmarking: Using tools like SEMRush and MediaRadar, we looked at how competitors were spending their ad dollars and which platforms they were using.
- Market Research: We scouted emerging verticals and publications APS hadn't yet considered but aligned well with their capabilities.
- Google Analytics and Conversion Tracking: We analyzed website traffic and lead data to connect ad performance with real results.

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Findings

1. Creative Effectiveness

One of the main issues was that APS's ads were too general, and as a result, they weren't really connecting with niche audiences. Here's what we discovered:

- **Missed Opportunities in Messaging:** While the ads looked good, they didn't speak directly to specific industry challenges. For example, engineers didn't see content that highlighted technical reliability or detailed solutions—things they care deeply about.
- **Tailored Ads Perform Better:** Ads that were customized to specific audiences had 48% higher click-through rates and 27% better conversion rates than generic ads. Adding relevant visuals—like images that fit the industry—also boosted engagement.
- **Broad Keywords Hurt ROI:** APS's use of overly broad search terms meant higher costs per click and lower-quality leads.
- **Creative Fatigue:** The same ad creatives had been used for too long, leading to declining audience interest. Refreshing them regularly was needed.

2. Media Placement Efficiency

The platforms where APS was running their ads weren't always the best fit for their target audience. Here's what we found:

- **Underperforming Channels:** Some trade publications weren't delivering strong results. Publications with a broader industrial focus didn't perform as well as niche outlets catering to specific industries.
- **Expensive Leads:** Broad-reach publications resulted in leads that were 36% more expensive compared to those from niche outlets.
- **Missed Opportunities:** Publications like AZO Robotics and eMobility Engineering, which cater to cutting-edge markets like robotics and EVs, were overlooked but showed strong potential for reaching new audiences.
- **Regional Opportunities:** Some publications did better in specific regions, opening up chances for geographically targeted campaigns.

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Findings Continued

3. Market Saturation and New Opportunities

APS's existing markets had become crowded, limiting growth potential. However, we identified promising new opportunities:

- **Emerging Verticals:** Industries like sustainable manufacturing, electric vehicle supply chains, and advanced robotics had growing demand and fewer competitors actively targeting them.
- **Untapped Publications:** Platforms such as AZO CleanTech and SmartBriefs offered access to highly specialized audiences aligned with APS's offerings. Aerospace and defense-focused outlets also provided excellent opportunities to reach decision-makers in those industries.
- **Collaborative Formats:** We recommended content collaborations like webinars or sponsored research to boost engagement and build authority.

Our Recommendations

Update Ad Creatives: Build customized ads for each audience, informed by detailed customer personas. Include visuals and messaging that speak to each market's unique challenges.

Shift Ad Budgets: Focus on platforms that deliver high engagement, like AZO Robotics and SmartBriefs, and reduce spending on underperforming channels.

Tap Into Emerging Markets: Expand into promising industries like EV's and advanced robotics. Use niche publications and targeted content to build awareness.

Optimize Regularly: Keep a close eye on campaign performance and adjust based on real-time data from tools like Google Analytics.

Use Geotargeting: Target campaigns to regions where specific publications perform well. **Collaborate with Influencers:** Partner with industry leaders or associations to amplify reach and build credibility.

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Results

After implementing our recommendations, APS saw impressive improvements:

- **More Leads:** Lead generation increased by 16.8% in just six months compared to the previous year.
- **Fresh Audiences:** New targeted verticals accounted for 32% of the total leads, with EV and robotics audiences leading the charge.
- **Better Ad Spend Efficiency:** Even with a 25% increase in ad spend, the cost per lead went down thanks to smarter targeting and better creative strategies.
- **Higher Engagement:** Campaigns running in niche publications achieved 40% higher engagement rates than broader campaigns.
- **Stronger Brand Recognition:** Feedback from customers showed that the new ads helped elevate APS's reputation and trustworthiness.

Key Takeaways

Speak Their Language: Tailored messaging that directly addresses the needs of niche audiences works. Ads should never be generic—they need to feel personal and relevant.

Choose Media Wisely: Publications that closely match target audiences provide better results, even if they're more expensive. Specialized audiences mean higher-quality leads.

Go Beyond the Usual: Breaking into new markets like robotics and sustainable manufacturing can help combat audience fatigue and open new growth opportunities.

Stay Flexible: Regularly reviewing and tweaking campaigns ensures they stay relevant and aligned with business goals.

Content Matters: Offering whitepapers, webinars, and in-depth industry insights helps establish APS as a trusted leader in their field.

APS Company's journey highlights the power of rethinking and refining advertising strategies to address modern challenges. By zeroing in on audience-specific messaging, leveraging the right media placements, and exploring untapped markets, they overcame declining lead generation and positioned themselves as forward-thinking leaders in their industry. The success achieved demonstrates that a data-driven, adaptable approach isn't just a solution—it's a catalyst for long-term growth. APS Company's transformation serves as a blueprint for success for companies ready to break through barriers and seize new opportunities.