

The Think Tank & Additive Industries

Welcome to the Fast Lane Campaign



A digital awareness and knowledge campaign that defied tight deadlines to exceed all benchmarks

Introduction

Additive Industries, a pioneer in advanced metal additive manufacturing, builds 3D printing systems that significantly surpass traditional production methods in efficiency and performance. As the company previously had only a minimal marketing footprint, our campaign aimed to bolster its presence in the automotive market.

Leveraging display ads, success stories and videos, we targeted key markets over two months. The campaign aimed to enhance brand recognition and drive lead generation

The outcome well-exceeded expectations, with a LinkedIn organic click increase of **2,330%**, a **260%** rise in LinkedIn organic impressions and substantial lead generation — **69** MQLs and **33** SQLs—all within a very limited budget.



Animated Banner Advertising

Strategy

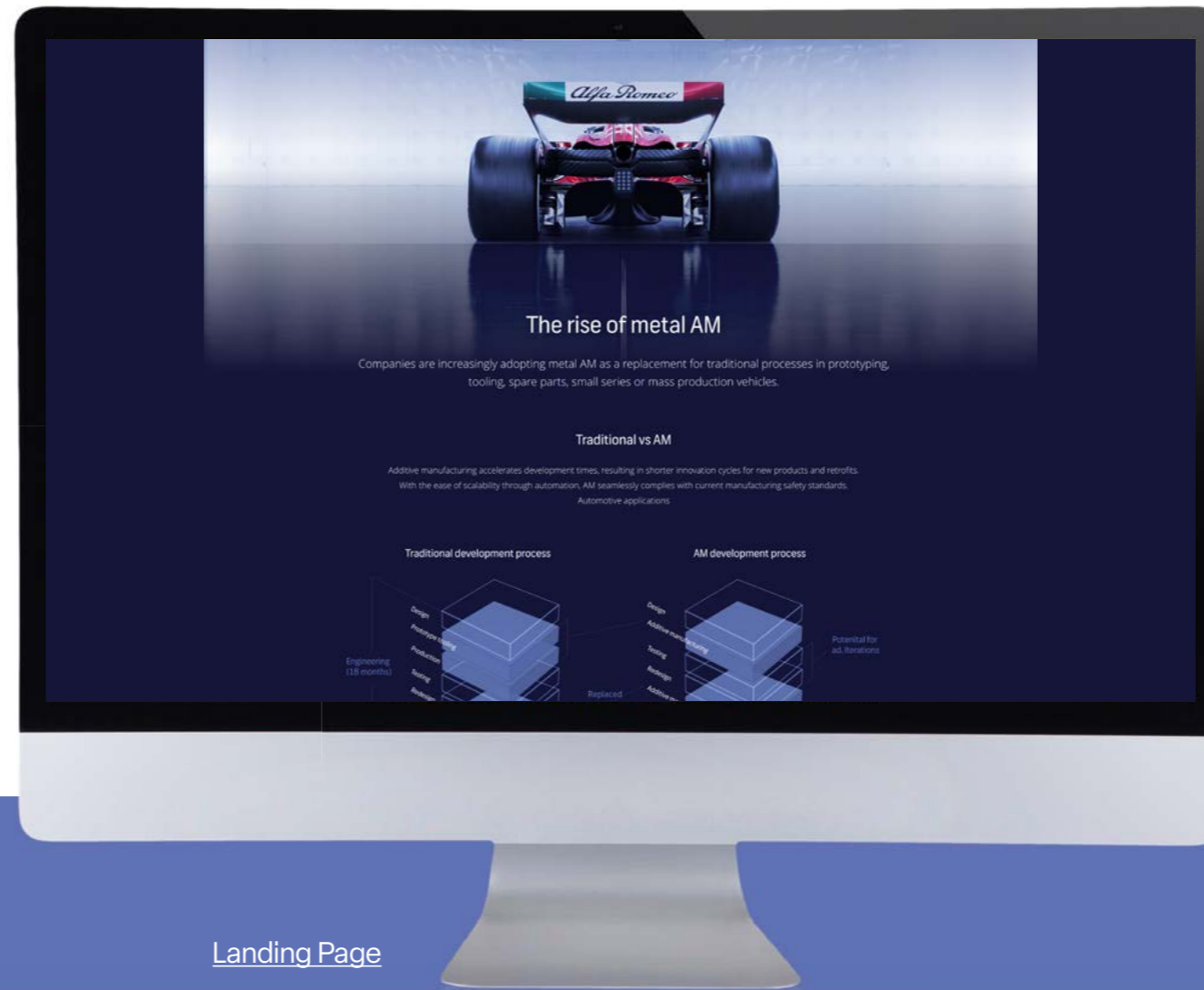
The strategy was to build awareness and knowledge through compelling display advertising and sponsored content, driving prospects to discover more about metal additive manufacturing in the Automotive sector. Once engaged, the campaign led them on a journey within the [landing page](#), from discovery to understanding to consideration and proof points.



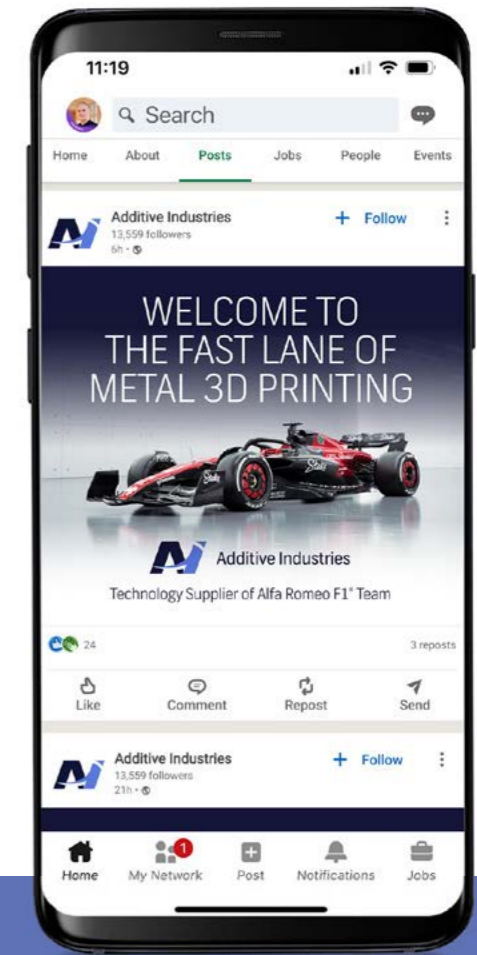
Landing Page



Landing Page



Landing Page



LinkedIn Sponsored Posts

Implementation

We created bold ads with striking visuals that focussed on Additive Industries' partnership with Alfa Romeo F1 Team. Our campaign featured the headline 'Welcome to the Fast Lane' and strapline 'Print, Race, Repeat', perfectly capturing the essence of Additive Industries' quick, optimised on-demand component printing.

Through a strategic mix of ads across Google and LinkedIn, paired with engaging case studies and [video](#)

material, we provided potential customers with vital insights into additive manufacturing.

A dedicated landing page (also designed by us) became the campaign's hub, and showed early signs of our strategy's success, as evidenced by impressive click-through rates and cost-per-click metrics, eclipsing projections. All of this was achieved under tight deadlines and a very limited budget.

WELCOME
TO THE FAST LANE
PRINT. RACE. REPEAT

Results

Through our compelling creative and agile digital execution, the campaign's metrics far exceeded expectations. The content's allure was evident: visitors not only clicked but stayed, drawn in by content that resonated.

Organic clicks on LinkedIn company page soared by **2,330%** and there's been a significant increase in users on the company website (**up 26%**) and sessions (**up 15%**). Most impressively this campaign delivered a significant number of leads: **69** MQLs and **33** SQLs.

This wasn't just a win; it was proof of our greater digital strategy. With lead indicators and engagement metrics shattering our benchmarks, Additive Industries' foray into digital territory echoed the precision and innovation at the heart of their brand.



2,330%
LinkedIn organic
click increase



69 MQLs



33 SQLs

Key Stats

Target KPIs	Previous Apr-May	Target Jun-Jul	Actual Jun-Jul	Difference	Target % Increase	Actual % Increase
Leads						
MQLs	10	25	69	59	150%	590%
SQLs	4	10	33	29	150%	725%
Website						
Users	2,490	3,000	3,129	639	20%	26%
Sessions	4,172	4,589	4,786	614	10%	15%
Interactions						
File Downloads	62	124	177	115	100%	185%
Form Completions	22	44	181	159	100%	723%
LI Company Page						
Page Views	3,578	4,100	4,531	953	15%	27%
Organic Clicks	413	826	10,034	9,621	100%	2,330%
Organic Impressions	14,989	30,000	54,002	39,013	100%	260%
Reactions	310	620	777	467	100%	151%