

# Precision Targeting

LEADS TO STRATEGIC CUSTOMER ACQUISITIONS

Kadant 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, Kadant 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 Intelli™ 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 Kadant Solutions customers.

## TACTICS:

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

ARE YOU A CEREAL PRODUCER?



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NOW FOOD SAFE

KADANT  
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SAMPLES OF DIGITAL ADVERTISING SPECIFICALLY LAT/LONG TARGETED

ATTENTION FOOD PROCESSORS!



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