

# ADCLARITY TRANSFORMS DIGITAL ADVERTISING STRATEGY OF MULTI-BILLION DOLLAR CONSTRUCTION COMPANY



*“AdClarity gave us such incredible results! It really made display a feasible investment and revolutionized the way we do digital advertising.”*

*Steve Godlewski,  
Sr. Digital Marketing Specialist*

## **Company:**

*Multi-Billion Dollar Fortune 50 Manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines, and a wide offering of related services.*

*Region: Global*

*Employees: 100,000*

*Industry: Heavy Equipment, Engines, Financial Services*

*Revenue: \$65.87 billion*

As our client is a Fortune 50 multi-billion dollar global manufacturer who works with international clientele and runs their own display advertising, using a Marketing Intelligence tool is critical for their success.

After experimenting with several Marketing Intelligence tools, this client realized they needed a much more accurate, reliable, and advanced product in order to create a cost-effective, strategic, and data-driven display advertising strategy.

## **The Challenge**

Prior to using AdClarity, our client was facing several points of frustration:

- ▶ Their competitive intelligence process was manual and time consuming
- ▶ They were spending a lot of money on ad placements that did not fit their demographics
- ▶ They had no way of seeing what their competitors were doing in terms of new campaigns, new display ads, new publishers, and new offerings

## **Marketing Intelligence**

With AdClarity, this client was able to quickly and easily gain the Marketing Intelligence they needed in order to uncover their competitors' digital advertising strategies. By discovering which publishers worked best for their competitors, which campaigns and creatives brought in the best results, and so forth, the client was able to build off of their competitors' successes while avoiding their failures, saving them time and money by virtually eliminating the need for A/B testing.

## Challenges:

*Their competitive intelligence process was a very manual and tedious process as they were spending a lot of money on ad placements that did not fit their demographics. They had no way of seeing what their competitors were doing in terms of new campaigns, new display ads, new publishers, and new offerings.*

## Solution:

*The client utilized AdClarity as its Marketing Intelligence solution to improve the accuracy and performance of their own display advertising strategy.*

## Results:

*AdClarity enabled the client to run all of their display ads in a more accurate manner, increase their click-through-rates, lower their cost-per-acquisition, extend their reach, and target their ads at their exact audiences.*

## Email Alerts

With AdClarity's email alerts, the client was now being notified every time their competitor launched a new campaign, advertised on a new site, or when a publisher they were interested in started using a new advertiser.

In one specific case, a heavy equipment publisher that the client was extremely interested in started working with a new advertiser. After the client got notified about this, they were able to delve into the marketing strategy of this new advertiser and see where else they were publishing their ads. The client then used these new sites to extend their own reach and grow their target audience.

## The Results

- ▶ Improved their digital marketing strategy
- ▶ Increased their click-through-rates
- ▶ Lowered their cost-per-acquisition
- ▶ Extended their reach to new target audiences
- ▶ Targeted their ads at their exact audiences
- ▶ Gained competitive intelligence
- ▶ Be updated about any changes in the ecosystem

## About AdClarity

AdClarity, the leading Marketing Intelligence tool in the online advertising industry, provides industry professionals with the insights they need to optimize their digital advertising strategies.



*Brought to you by AdClarity, the leading Marketing Intelligence tool in the industry.*

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