

## CASE STUDY

Promoting brand visibility for one of the world's leading *manufacturers of high-performance carbon fiber products.*

## THE PROBLEM

Our client, an international chemical company, were keen to establish their business in the growing automotive sector.

*Due to their operations spanning various sectors, they were eager to identify and connect with a dedicated online audience of core automotive professionals to tailor their marketing efforts accordingly.*

**FOR MORE INFORMATION:**



**Sanjay Singh**  
Director, Sales



## ADVERTISING SOLUTION

Throughout a month-long campaign, we strategically placed advertisements directing traffic to the client's website across multiple prime locations on our high-traffic media website, boasting an annual readership of 4.5 million. Additionally, we featured these ads within five of our exclusive newsletters, reaching an extensive network of over 60,000 AutoTech professionals.

*To maximize relevance and engagement, the ads were thoughtfully positioned alongside content closely aligned with professionals directly involved in associated fields, such as battery development. This targeted approach ensured optimal exposure and resonance with the intended audience.*

## THE RESULTS



**40,338 IMPRESSIONS**



**472 CLICKS**