



SUCCESS STORY | INDUSTRIAL

Turning Clicks Into Customers: 35X ROAS and \$160K in Deals in Just 3 Months



INDUSTRY

Industrial

COMPANY GOALS

Expand brand awareness, generate qualified leads, and drive revenue growth through smarter, better targeted digital advertising campaigns.

Introduction

A capital equipment manufacturer—and existing Kuno client—was coming off a year of great sitewide results. They'd seen a 37% increase in active users, 28% increase in total sessions and a 61% increase in organic clicks, to cite just a few meaningful metrics.

The question then became one of how do we build on this momentum?

With these gains signaling strong audience interest, the company wanted to capitalize by reaching the right people: those with decision-making power and budget.

The Challenge

In the past, the manufacturer relied on traditional B2B marketing channels like tradeshow to connect with third-party audiences. But they often struggled to reach the right decision-makers, generate high-quality leads and demonstrate a clear return on investment.

The company invested some budget into social ads run by the manufacturer's team. What they found was the ad spend was high, and there were few results to show for it.

This led to conversations with Kuno about a secondary platform that would help them get more from their advertising dollars, alongside our strategic support.

The Partnership



The manufacturer carved out a budget for StackAdapt, the leading programmatic advertising platform that delivers ads across digital channels using real-time, data-driven audience targeting. Integrated with HubSpot, the manufacturer had a seamless tech stack to help deliver campaigns with precision, using a combination of first-party and third-party data.

Multi-channel campaigns were designed for a variety of use cases. This included re-engaging past website visitors via product-specific pages, as well as expanding that reach with lookalike audiences. There was also a focus around resuscitating cold leads.

One of the benefits of StackAdapt is the ability to incorporate and target small lists from HubSpot— even lists as small as 100 users. This provides an unusual ability to be granular in advertising efforts and, in this case, for the manufacturer to target a closed-lost list from HubSpot.

Also included in the StackAdapt mix were account-based marketing campaigns. These ABM campaigns targeted decision-makers based on qualifications like company size, revenue ranges, seniority and job functions (operations or engineering).

Key Wins

By combining StackAdapt's advanced targeting, HubSpot's automation and insights, and Kuno's strategic expertise, the manufacturer turned a high-cost, low-return ad strategy into a high-performing paid media powerhouse.

Over the course of three months, the StackAdapt campaigns generated five high-intent contacts, resulting in multiple SQLs, opportunities and a customer with a deal worth \$130,000. With the HubSpot integration in place, compared to the first two weeks of delivery, the click-through rate increased by 818%, the cost-per-click decreased by 71% and the number of clicks increased by over 125%.

More recently, the pipeline resuscitation campaign—centered around the HubSpot closed-lost list—generated one deal worth \$30,000, revenue that would have otherwise never been realized. Across their campaign efforts, the company has seen an impressive 35X return on ad spend.



Quick Stats



5 high-intent

contacts generated



35X

return on ad spend



818% increase

in clickthrough rate



\$130k

opportunities from retargeting campaign



\$30K

revenue from pipeline resuscitation campaign

99

"Partnering with Kuno and integrating StackAdapt into our digital strategy was a game-changer. We'd seen strong organic growth, but we needed a more targeted approach to reach the right decision-makers and justify our ad spend. Kuno's team brought the expertise and knowledge we needed to shift from high-spend, low-return advertising to a streamlined, results-driven strategy."

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Marketing Manager

Capital Equipment Manufacturer

The Vision

Building on these early measurable wins, the manufacturer plans to continue expanding its use of StackAdapt. With Kuno's support, they've already launched a wave of native and video ads for further ABM campaigns, with the goal of reaching their ideal customer profile through new digital tactics. As these campaigns mature, their focus will be on higher-impact metrics to drive further growth.

Kuno Can Help Your Company Achieve Similar Results

Schedule a consultation with one of our inbound marketing experts.

[Let's Plan Your Growth](#)