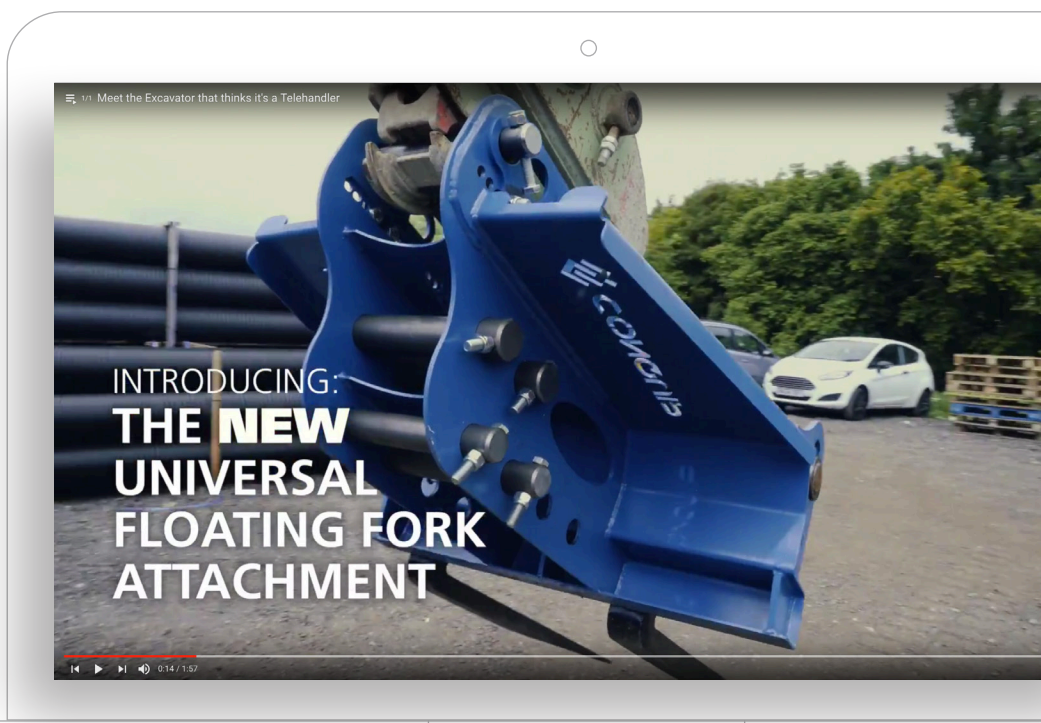
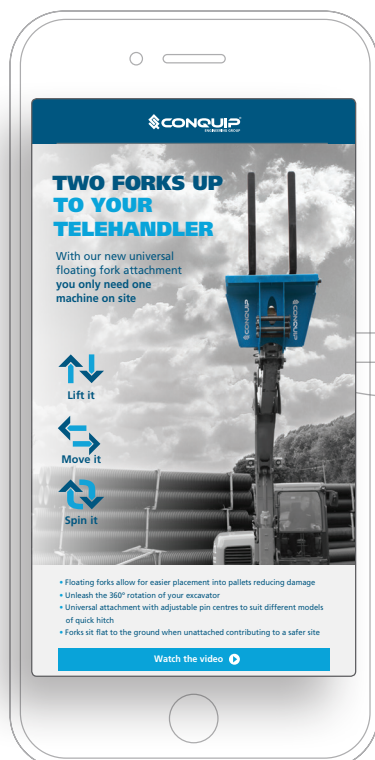


Conquip Engineering Group is a UK based, specialist manufacturer of crane and forklift attachments and approached CIB in May 2016 to assist with the launch of its new Universal Floating Fork Attachment.

CIB's approach for this campaign was a short concentrated burst of activity to launch the product using a combination of high impact digital activity (social media advertising, e-communication and home page skins on the Construction Enquirer website) all promoting a key piece of campaign content – a product comparison video that we would produce and would reside on the dedicated product landing page for the new Universal Fork Attachment on the Conquip website.

From a standing start, the overall campaign delivered 6,109 page views to the product landing page within just two weeks with impressive sales figures to match.

The highly targeted Facebook advertising delivered 5,286 clicks at an average cost per click of 34p. The 'email/lookalike' targeting came in at a 23p cost per click while the 'job titles/interests' targeting came in at a 62p cost per click – with both performing well, we made the decision to continue with both types of targeting for the duration of the campaign to maximise reach.



Category:
Description:
Client:
Agency:

2. Best Product Launch
Universal Fork Attachment Launch
Conquip Engineering Group
CIB