

B2B Manufacturing PPC Optimization: How We Cut Customer Acquisition Costs by 25%

A strategic digital marketing case study for Crest Group, a leading manufacturer of epoxy resins and composite materials



Project Overview

Client

Crest Group - Leading manufacturer of epoxy resins and composite materials serving aerospace, automotive, and construction industries

Challenge

Unsustainably high customer acquisition costs and inefficient ad spend across digital platforms

Timeline

Q1 2023 - Q3 2023 (6-month optimization initiative)

As Digital Marketing Executive at M A Trading Inc., I led a comprehensive paid advertising restructuring to improve efficiency, enhance targeting precision, and maximize ROI within a strict 6-month timeframe.

Key Challenges



Excessive Customer Acquisition Cost: Leads delivered at costs that threatened campaign profitability

Scattered Budget Allocation: Resources spread too thinly across underperforming segments

Ineffective Ad Creative: Messaging that failed to resonate with technical B2B buyers

Missed Retargeting Opportunities: Failure to re-engage high-intent website visitors

Manual Bidding Limitations: Inability to respond dynamically to market conditions

LinkedIn Ads Optimization Strategy

1

Precision Audience Targeting

Developed granular segments based on:

- Technical job titles (Procurement Managers, R&D Directors)
- Relevant industries (aerospace, automotive, construction)
- Company size and annual revenue thresholds

2

Technical Content Alignment

Created specialized B2B messaging highlighting:

- Custom formulation capabilities for specific applications
- Technical certifications and compliance documentation
- Product performance advantages backed by testing data

3

Product-Based Campaign Structure

Reorganized campaigns by:

- Product categories (resins, curing agents, composites)
- Sales funnel stage (awareness through decision)
- Integrated Lead Gen Forms to reduce conversion friction

GDN Retargeting Campaign Optimization

Behavioral Audience Segmentation

Created tailored retargeting lists based on specific website interactions:

- Technical datasheet downloads
- Product specification page visits
- Quote request form abandonment

Dynamic Creative Personalization

Implemented dynamic ad elements that adapted based on:

- Previously viewed product categories
- Engagement depth and recency
- Stage in buyer journey



Sample personalized retargeting creative showing product-specific messaging based on previous site interaction

Strategic A/B Testing Framework

Testing Variables

Systematically tested multiple elements:

- Headlines focusing on technical specs vs. ROI
- Product imagery vs. application scenarios
- Technical vs. business-focused CTAs

Implementation

Applied insights to optimize campaigns:

- Scaled winning creative approaches
- Discontinued underperforming variables
- Developed new test hypotheses based on findings



Data Analysis

Established bi-weekly review cycles to:

- Analyze performance metrics by segment
- Compare conversion rates across variables
- Calculate statistical significance of results

Insight Generation

Identified winning patterns:

- Technical specs resonated better than general benefits
- Application-specific imagery outperformed product photos
- "Request Technical Data" CTAs drove higher-quality leads

Advanced Bid Strategy Restructuring



Automation Implementation

Transitioned from manual CPC to sophisticated automated bidding strategies using Target CPA and Maximize Conversions



Custom Bid Adjustments

Implemented granular adjustments based on device performance, geographic location, time of day, and audience engagement signals



Strategic Budget Reallocation

Shifted spending from underperforming segments to high-converting campaigns, keywords, and platforms based on ROAS analysis



Seasonal Optimization

Developed flexible bidding frameworks accounting for industry seasonality, demand fluctuations, and competitive marketplace dynamics

Measurable Results

-25%

Reduction in CAC

Achieved significant decrease in customer acquisition cost, making marketing spend substantially more efficient

+35%

Conversion Rate

Increased conversion rates across PPC channels through better targeting and creative optimization

+40%

ROAS Improvement

Delivered substantial Return On Ad Spend improvement by reallocating budget to highest-performing segments

-50%

Management Time

Reduced manual campaign management time through implementation of automated rules and optimization

Sales team reported higher quality leads with improved lead-to-customer conversion rates and better alignment with target buyer profiles

Technology Stack



PPC Platforms

LinkedIn Campaign Manager, Google Ads (Search, Display, YouTube)

Analytics & Tracking

Google Analytics 4, LinkedIn Analytics, Google Tag Manager

Testing & Optimization

Google Optimize, LinkedIn A/B Testing, Unbounce

Reporting & Visualization

Google Data Studio, Supermetrics, Microsoft Excel

Key Takeaways

Precision Beats Volume

Highly targeted campaigns to technical B2B decision-makers delivered higher quality leads at lower costs than broad audience approaches

Technical Content Wins

Manufacturing professionals responded better to detailed specifications and application-specific content than to generic marketing messaging

Data-Driven Optimization

Systematic testing and continuous refinement based on performance data created a scalable framework for sustainable growth

This case study demonstrates expertise in transforming inefficient ad spend into a predictable, high-ROI lead generation engine while maintaining lead quality in a competitive B2B manufacturing landscape.