

Case Study

Kalwall

Project: Daylighting+

Overview

Kalwall Corporation, an industry leader in diffuse daylighting systems, sought EVR Advertising's expertise in creating a cohesive campaign, including media and creative development that would showcase the brand as the premier choice for architects and engineers looking to optimize daylighting in their building projects.

Challenge/Objective

The main objectives of the campaign were to create awareness of Kalwall in popular trade publications as well as to garner lead generation through digital offerings from media publications.

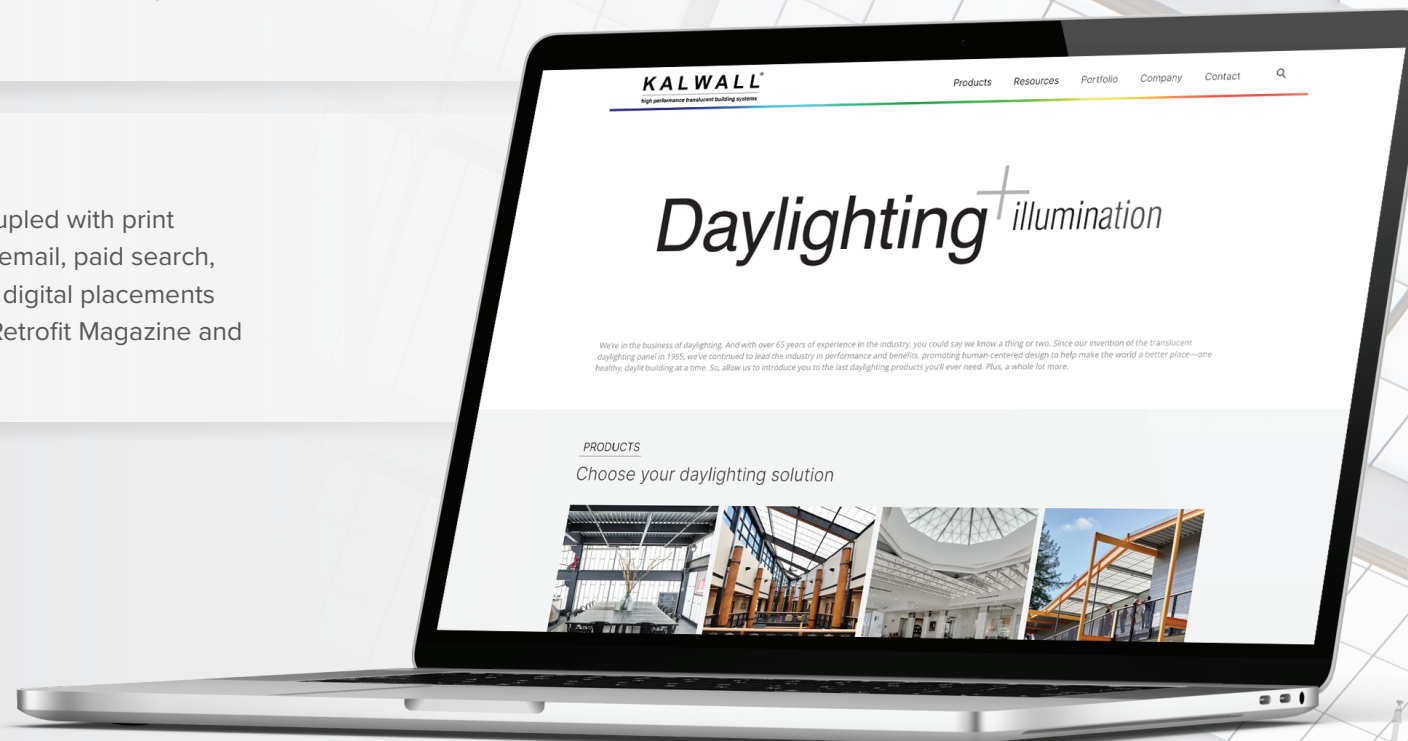
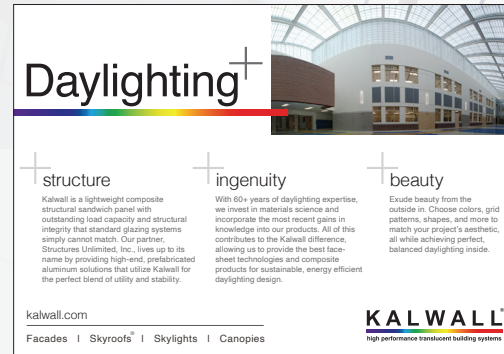
Strategic Approach

EVR initiated an optimization placement strategy by analyzing the performance of past digital elements, encompassing paid search, display, YouTube and LinkedIn. Research and analysis pointed to a focus on a digital-first campaign for both awareness and lead generation efforts. The campaign expanded its reach to include more construction and contractor firms, facility owners and managers, delving further into educational opportunities such as market presentations and webinars on sustainable design through daylighting.

Tactics

The campaign employed an extensive range of digital tactics coupled with print media to maximize outreach. Digital components encompassed email, paid search, digital banner ads on the Google Display Network, YouTube and digital placements in renowned publications, including Engineering News Record, Retrofit Magazine and Architectural Record.

KALWALL[®]
high performance translucent building systems



Results

Over a 12-month period, Kalwall saw 1.4 million impressions, 6,423 clicks and 266 leads from digital publications. The brand also saw nearly 2 million print impressions over the same period. Kalwall.com saw 1,678 impressions from referral traffic (organic traffic coming from sites on which the brand has free or paid listings), resulting in 87 form submissions and 191 brochure downloads. With a modest budget, paid search yielded 30,648 impressions, 2,157 web visits, 90 form submissions and 196 brochure downloads. The email campaign earned 44,563 opens and 7,618 clicks.

In Numbers

1.4M
Web impressions

2M
Print impressions

1,678
Impressions from referral traffic



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