



MET-PRO CORPORATION

ANNODYNE / CASE STUDY



HOW DO YOU GENERATE LEADS AMONG HARD-TO-REACH PROSPECTS?

BY TAKING B2B WAAAY OUTSIDE THE BOX.

THE CLIENT

Met-Pro Corporation

THE CHALLENGE

To generate highly qualified sales prospects for the niche-oriented global provider of solutions and technologies for product recovery, pollution control and fluid handling applications

THE SOLUTION

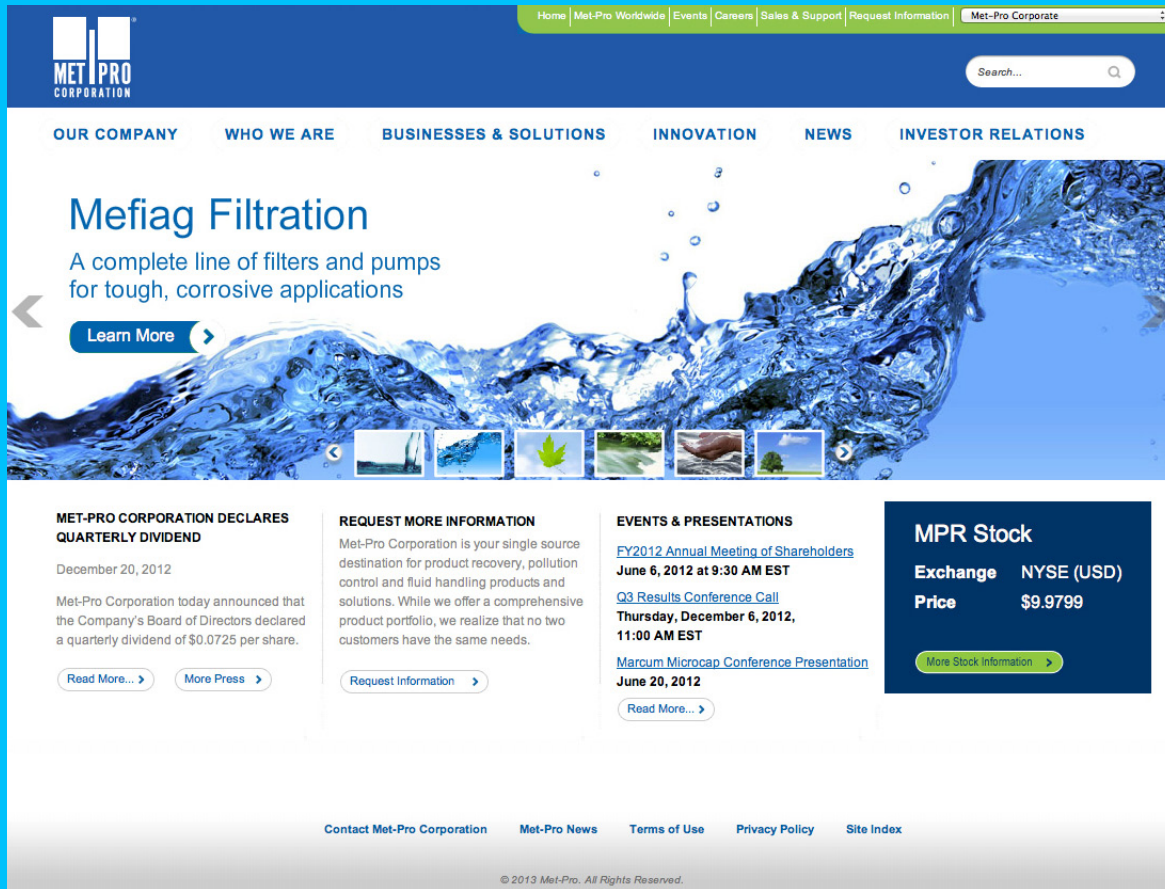
Change the conversation

ANNODYNE STARTED BY IDENTIFYING OUR CLIENT'S KEY GOALS:

- ▶ Raise awareness of Met-Pro among highly specialized and hard-to-reach professionals across a multitude of disparate marketplaces
- ▶ Empower its sales force with highly qualified leads
- ▶ Leverage its website to up-sell and cross-sell additional product lines

THE SOLUTION

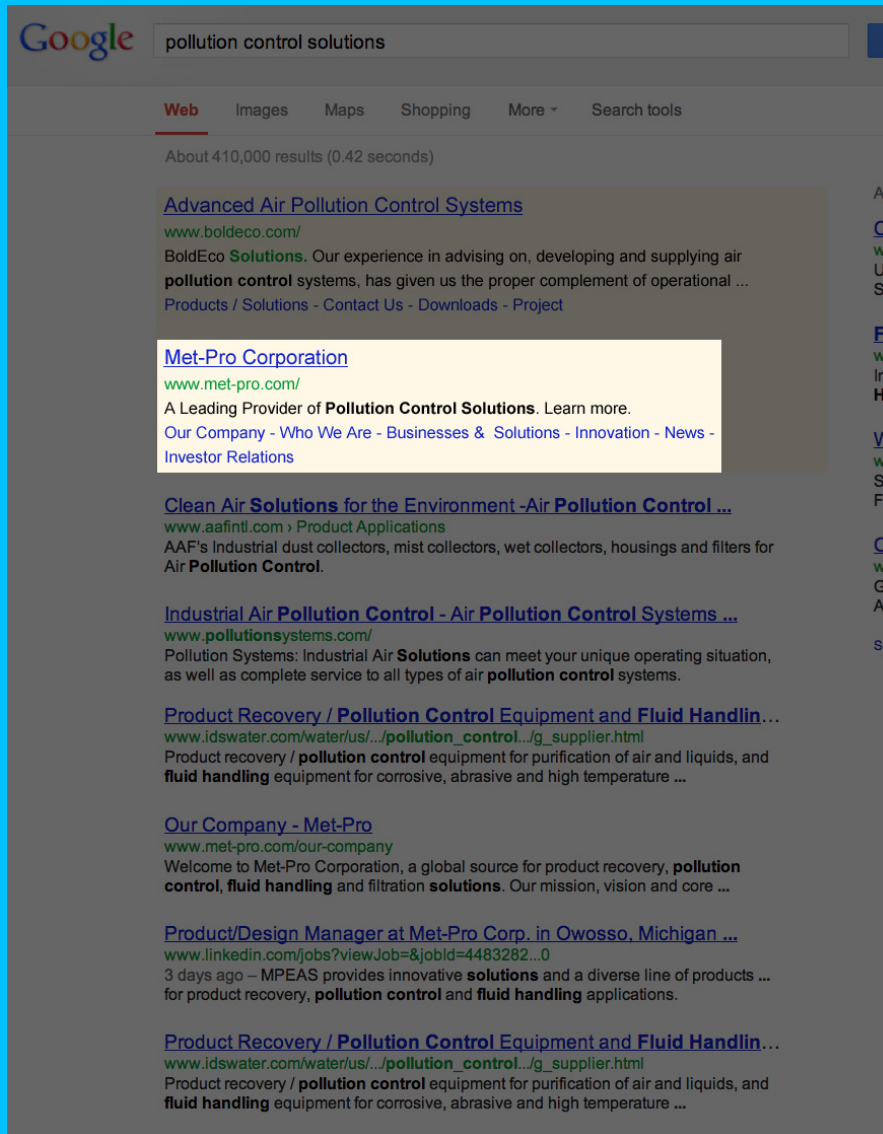
PART 1 / RENOVATED WEBSITE



The first step was a full-scale website overhaul — which was no small task, to be sure. For starters, the new website had to, in actuality, be a marriage of seven new websites: the global site plus sites for each of the six individual business units. Moreover, the new **met-pro.com** had to fluidly link information across all of these separate sites, while offering each visitor a simple and intuitive user experience. We wanted to ensure that a prospect who, for example, originally came to the website searching for **“industrial filters”** would find out that Met-Pro also provides **“water treatment solutions.”**

THE SOLUTION

PART 2 / SEARCH ADVERTISING AND CONVERSION OPTIMIZATION MANAGEMENT



A lot of modern agencies do SEM. But when a client’s business needs require a more surgical approach to online lead generation, Annodyne offers something far better. **Conversion Optimization Management (COM)** is our proprietary service that connects you with your most relevant and eager leads. For Met-Pro, we started with highly targeted search campaigns for each of its six business units, which drove leads to lead-capture-optimized landing pages. Search engine optimization (**SEO**) and keyword testing boosted quality scores and deepened relevance over time. So, for example, when a plant operator searched a term like **“pollution control solutions,”** Met-Pro served up precisely the information he was looking for — and captured his name and contact info as a result.

THE SOLUTION

PART 3 / ANNOTRAK

The dashboard includes a sidebar with navigation options: HOME, REPORTS, FORMS, URLS, LEADS, TOOLS, and EVENTS. The main content area features a 'DASHBOARD' with priority alerts for High Priority (39 leads), Low Priority (41 leads), and a Message. Below this is a 'QUICK LINKS' section with buttons for SETTINGS, TOOLS, SUPPORT, TRACKING, and FORMS. The 'RECENT LEADS' table lists lead details:

NAME	EMAIL	PHONE	LEAD SCORE	DATE ENTERED
JESS SIMPSON	JSIMPSON@IBM.COM	615-342-6565	88	10/2/2012 12:30 PM
JON ECKEL	JECKEL@COCA-COLA.COM	215-555-6345	48	10/2/2012 2:30 PM
STEVE RICE	RICE@BOEING.COM	234-342-7721	88	11/2/2012 12:30 PM
LISA JONSTON	LJONSTON@DISNEY.COM	717-842-1231	73	11/12/2012 1:30 PM
FRANK MCDONALD	FMCDONALD@DUPONT.COM	310-808-6672	45	11/24/2012 1:30 PM
MAUREEN SMITH	MSMITH@PFIZER.COM	235-887-5345	32	11/10/2012 2:05 PM

Additional sections include 'MARKETING CHANNEL OVERVIEW (LAST 30 DAYS)' with a pie chart, 'STATS OVERVIEW (LAST 30 DAYS)' with a table, and 'TRACKING CLICKS OVERTIME' with a line graph.

STATS OVERVIEW (LAST 30 DAYS)	Value
UNIQUE FORM VIEWS	1,032
CONVERSIONS	302
CONVERSION RATE	31.5%
HIGH VALUE CLICKS	453

The website header includes navigation links: Home, Met-Pro Worldwide, Events, Careers, Sales & Support, Request Information, and Met-Pro Corporate. The 'Request Information' form includes the following fields:

- First Name *
- Last Name *
- Email *
- Phone *
- Company *
- Country *
- Zip *
- Interested In *
- Area Of Interest

A 'MAIN MENU' is visible on the left, and a 'Select Language' dropdown is on the right.

Grabbing attention is only half the battle – next you need to capture leads. Once someone has expressed interest, it's crucial that their information is collected for later use. And that's where Annodyne's proprietary in-house tracking and measurement system, **Annotrak™**, came into play. From keyword search, to ad copy, to landing page forms, **Annotrak** gathered data on Met-Pro's prospects that could be used for follow-up sales initiatives and to help optimize search campaigns.

THE RESULT

Collectively, these forward-thinking digital marketing strategies helped Met-Pro reach prospects across a multitude of industries — to not only forge profitable business relationships, but generate highly valuable sales leads. Over a two-year engagement, we achieved:

An average of
149 sales leads
per month

▲ **149**

More than **1,800** total qualified sales leads

THE TAKEAWAY:

PROSPECTS ARE ONLY HARD TO REACH WHEN YOU DON'T KNOW WHERE TO LOOK.

Interest from a wealth of **Fortune 100** companies, including:

