



No-nonsense advertising for a no-nonsense product.

Taking advantage of a growing digital market to grow our client's brand.



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Company | UTILEV

The Goal

As a new brand aiming to break into the Latin American market with its line of economy forklifts, raising awareness and driving traffic to its website was a crucial first step for UTILEV. As an economy brand in a very saturated market, UTILEV was competing against other manufacturers and used lift truck sales.

The Execution

Print marketing dominates in certain Latin American countries, but with digital marketing heating up, LePoidevin recommended a more cost effective Spanish-language Google AdWords campaign that combined display ads and search text ads.

The Results

The AdWords campaign LePoidevin developed for UTILEV generated a total of 5.5 million impressions across six targeted countries over the course of a year. That translated into a click through rate of 4.25%, at a cost-per-click that was half of what the company was spending in the North American market.