

# GOLD79

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# THE BRIEF

**Pandrol defines the industry standard across rail fastening systems and aluminothermic welding. They are attending InnoTrans, the premier international trade fair for transport technology, in Berlin from September 24-27. With a stand at the event, Pandrol aims to attract customers, vendors, potential clients, and journalists. This digital campaign is designed to boost awareness and engagement.**

**Channels: LinkedIn, Google**

**Budget: £10,000**

**Timings: August – December**

- **Increase Stand Visits:** Drive potential customers to Pandrol's stand at InnoTrans.
- **Drive Awareness:** Make the audience aware of Pandrol's presence at InnoTrans.
- **Increase Website Traffic:** Direct traffic to a dedicated landing page on the Pandrol website focused on InnoTrans.
- **Drive Post-Event Engagement:** Continue targeted ads post-InnoTrans for those unable to attend.

# ADVERT SCREENSHOTS - LINKEDIN


**Pandrol**  
 16,150 followers  
 Promoted

Visit Pandrol at stand 250, hall 23, for the official launch of i+weld, our latest innovation to revolutionise the welding process.




**One week to go...**


Join us at stand 250, hall 23 for exclusive live demonstrations of our revolutionary welding solution, i+weld.

**PANDROL** Partners in excellence

1 week until InnoTrans 2024. Will you be there to see i+weld live?  
[pandrol.com](https://pandrol.com) [Learn more](#)



**Pandrol**  
 16,150 followers  
 Promoted

From demonstrations using real track, to exclusive giveaways, you won't want to miss the launch of Pandrol's i+weld, our latest welding innovation.






**Are you ready to discover i+weld**  
 YESTERDAY . TODAY . TOMORROW  
**PANDROL**


Discover the revolutionary Pandrol i+weld




**Increased safety**

Discover the revolutionary Pandrol i+weld

 Like
  Comment
  Repost

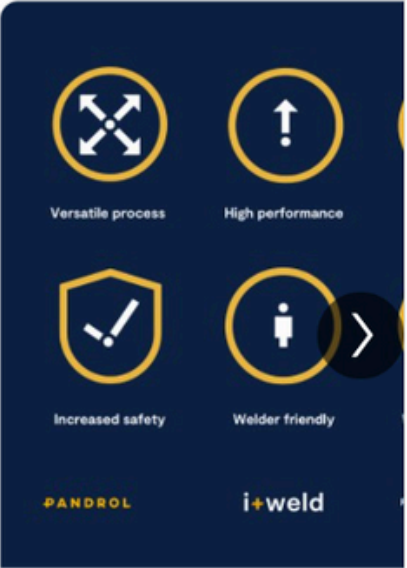

**Pandrol**  
 16,408 followers  
 Promoted

We're revolutionising the future of aluminothermic welding. Ready to come on the journey with us? Get in touch with the team to discover the ...more



**Say hello to i+weld**  
 The future of welding technology  
**PANDROL** Partners in excellence




Discover i+weld




**Versatile process** **High performance**  
**Increased safety** **Welder friendly**


**PANDROL** **i+weld**

Discover i+weld

 Like
  Comment
  Repost


**Pandrol**  
 16,407 followers  
 Promoted

Meet i+weld, the future of aluminothermic welding. If you missed the launch at InnoTrans 2024, don't worry, just get in touch with the Pandrol team.




**Step into the future with i+weld**

**PANDROL** Partners in excellence

Our revolutionary new welding technology is now live. Learn more.  
[pandrol.com](https://pandrol.com) [Learn more](#)

# ADVERT SCREENSHOTS - GOOGLE


**Sponsored**

 [www.pandrol.com/innotrans/i+weld](http://www.pandrol.com/innotrans/i+weld)

**Join Pandrol At InnoTrans - Discover i+weld Live**

Witness the official launch of i+weld, our new high-performance welding technology. Join us at stand 250, hall 23 to experience our latest welding innovation, i+weld, live.


**Sponsored**

 [www.pandrol.com/i+weld](http://www.pandrol.com/i+weld)

**A New Era For Welding - Discover i+weld**

i+weld unlocks time savings, weld conformity and quality. We've officially launched i+weld. Get in touch with the team to explore the benefits.


**Sponsored**

 [www.pandrol.com/innotrans/i+weld](http://www.pandrol.com/innotrans/i+weld)

**Meet Us At InnoTrans 2024 - i+weld Official Launch**

Find Pandrol live at InnoTrans, where we'll be showcasing our latest innovation, i+weld. Join us at stand 250, hall 23 to experience our latest welding innovation, i+weld, live.

**Sponsored**

 [www.pandrol.com/i+weld](http://www.pandrol.com/i+weld)

**i+weld Official Launch - A New Era For Welding**

i+weld unlocks time savings, weld conformity and quality. Discover the technology revolutionising aluminothermic welding. Speak to the Pandrol team.

# RESULTS OVERVIEW



324,179  
IMPRESSIONS

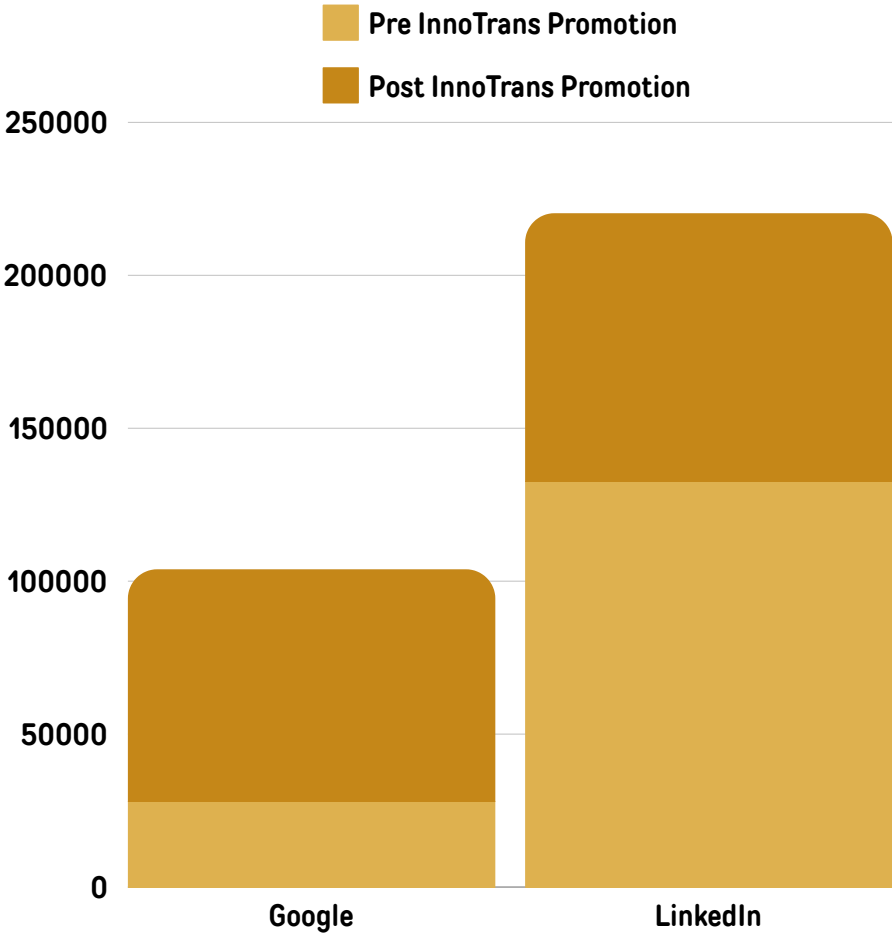


3,560  
CLICKS TOTAL

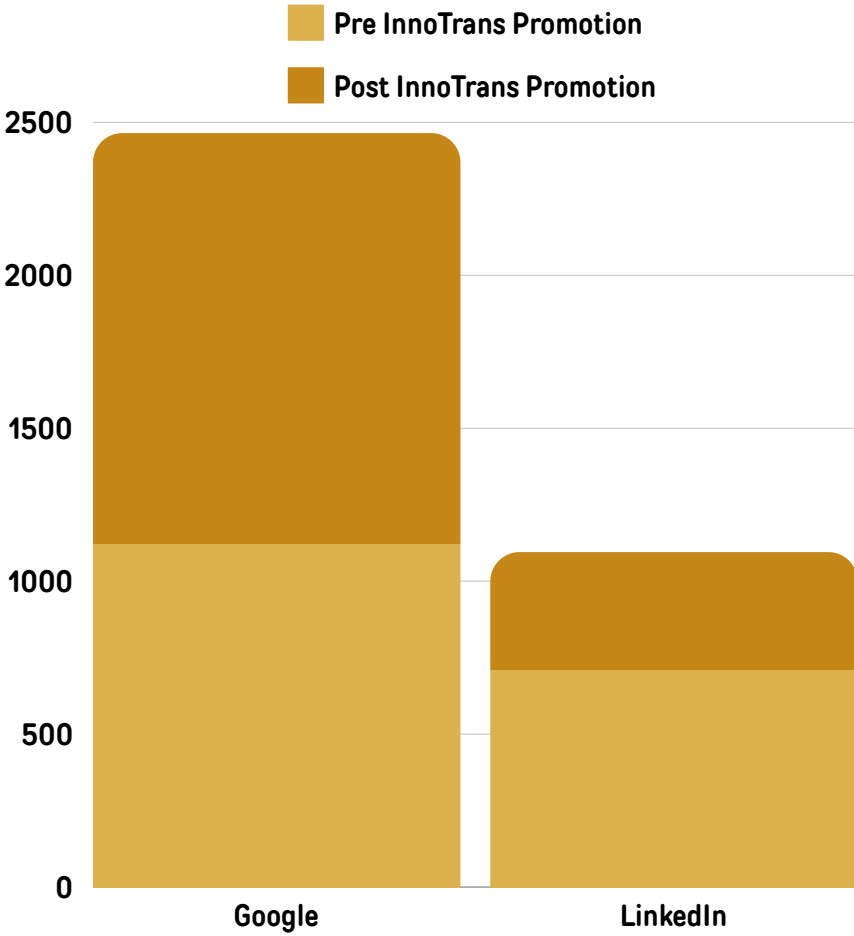


1.10%  
CLICK THROUGH RATE

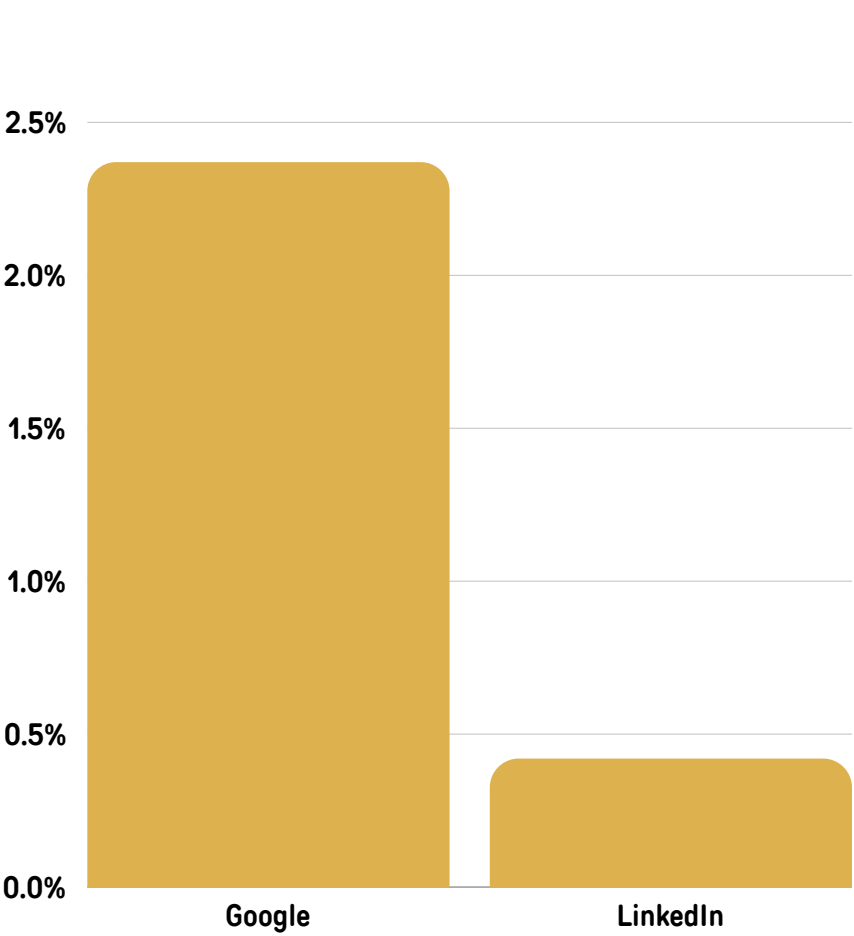
# RESULTS BY CHANNEL



IMPRESSIONS BY CHANNEL



WEBSITE CLICKS BY CHANNEL



CLICK THROUGH RATE BY CHANNEL



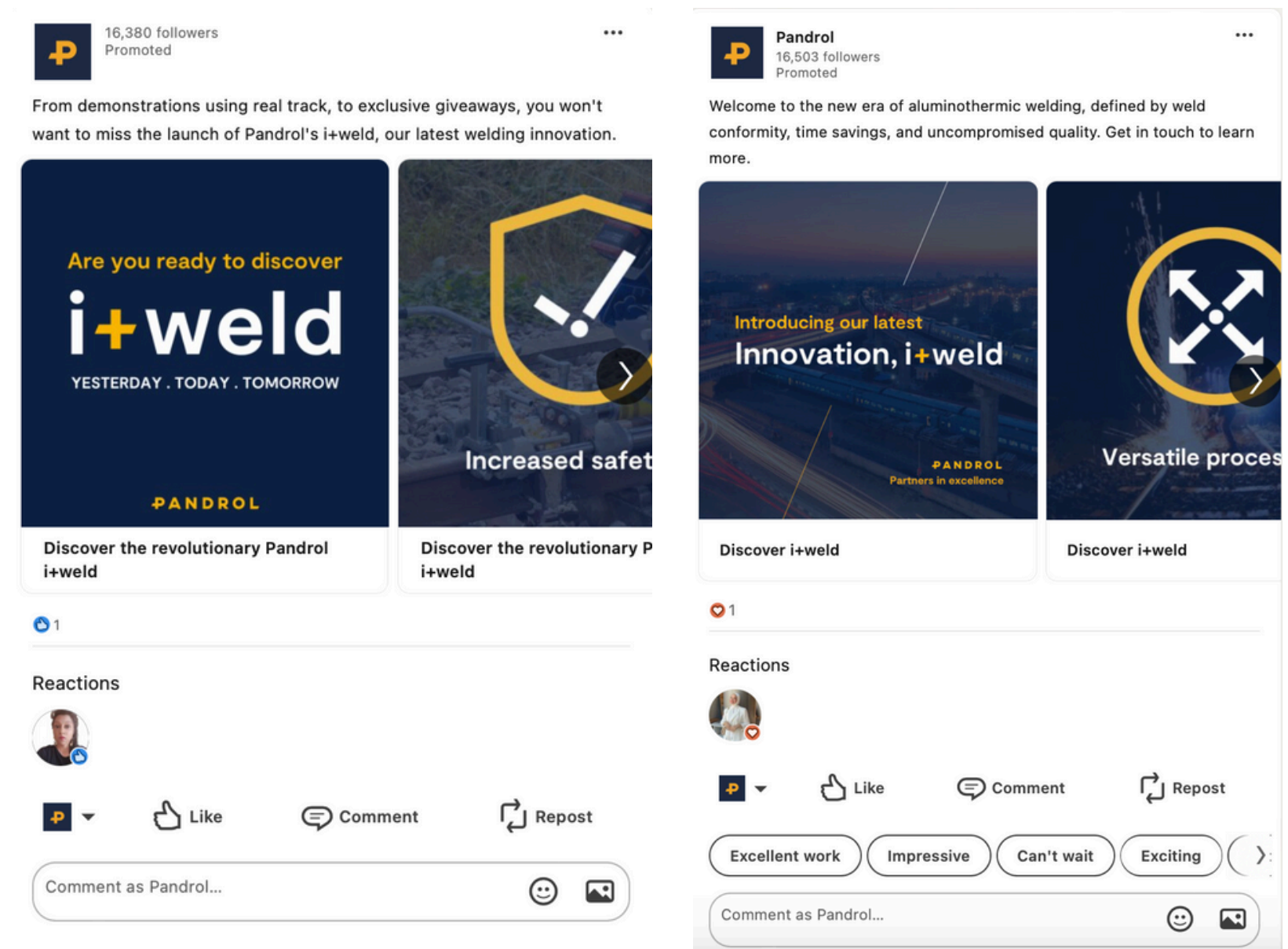
# INSIGHTS: LINKEDIN DEEP DIVE

The LinkedIn campaign for the Pandrol InnoTrans campaign has now ended.

The campaign performed very well with 1,095 clicks generated.

The campaign saw the highest volume of clicks from individuals working in Operations and Engineering roles. This audience accounted for 33% of clicks.

Across both the pre and post-InnoTrans promotion, Carousel ads we top-performing and during the campaign we optimised towards this advert format.



TOP PERFORMING ADVERTS

# SUMMARY AND NEXT STEPS

## Highlights

The Pandrol InnoTrans campaign has now finished. The campaign has performed incredibly well, generating 3,560 clicks from 324,179 impressions.

With strong performance overall, our focus of continual optimisation of the campaign to increase engagement and ensure we're maximising the reach and exposure of the campaign. We saw a slight drop off in click-through rate following the InnoTrans event, however, this was expected as there was less urgency to click-through. Despite this, we continued to see a very high level of engagement.

## The campaign well exceeded KPI targets, tracking

- Impressions KPI: 198% achieved (324,179 vs. 163,700 target)
- Link clicks KPI: 186% achieved (3,560 vs. 1,911 target)

## Recommendations and next steps

This campaign performed very well and we'd recommend a similar structure for future. In particular, we saw strong engagement from LinkedIn Carousel ads and we'd recommend these are prioritised in future.

Thank you.

[gold79.co.uk](http://gold79.co.uk)