



GOLD79

CONTENT • PR • SEARCH • SOCIAL

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

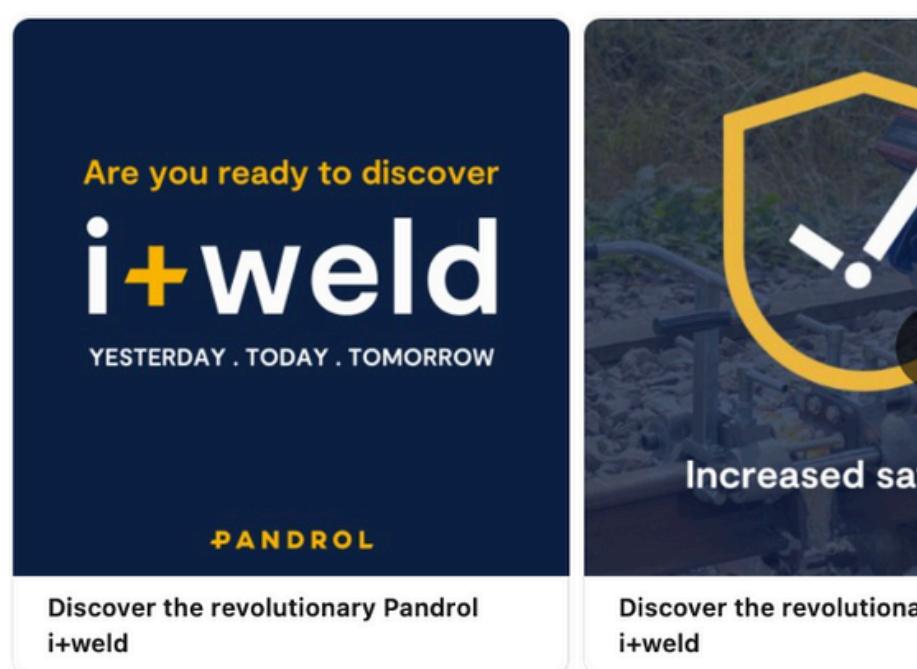
1 week until InnoTrans 2024. Will you be there to see i-weld live?
pandrol.com

[Learn more](#)

Like Comment Repost

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

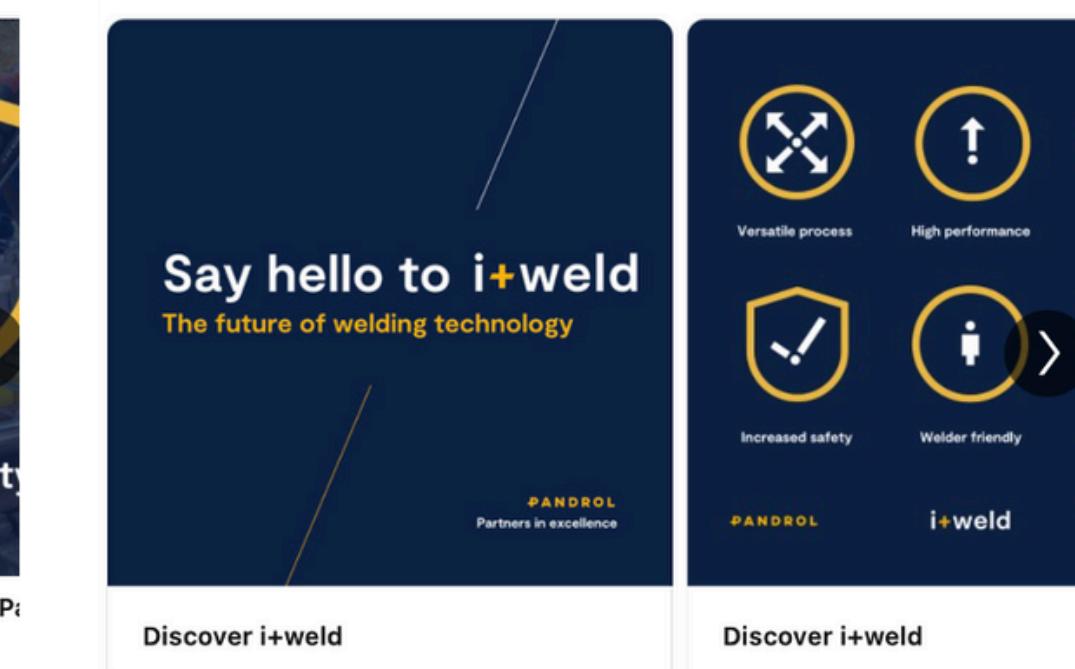
Discover the revolutionary Pandrol i-weld

Increased safety

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

i-weld

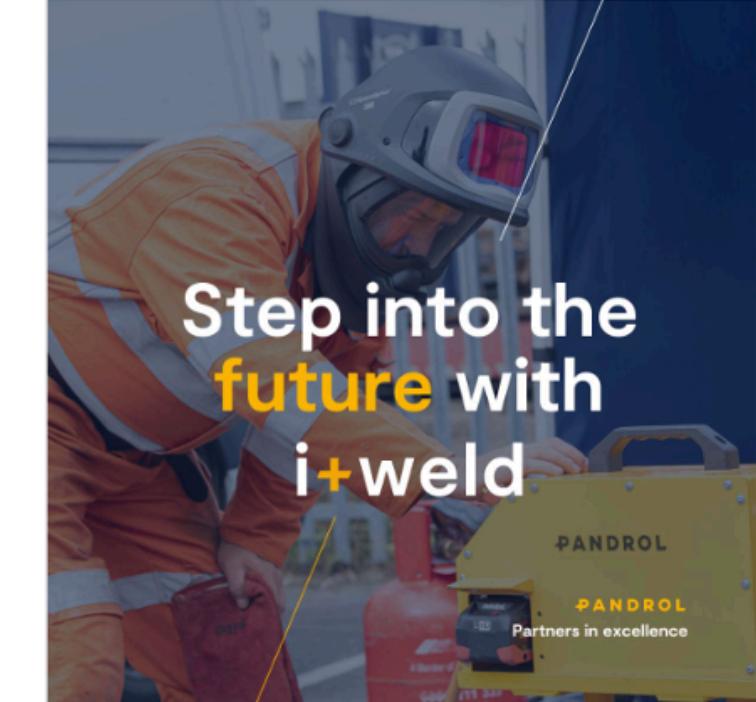
Discover i-weld

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

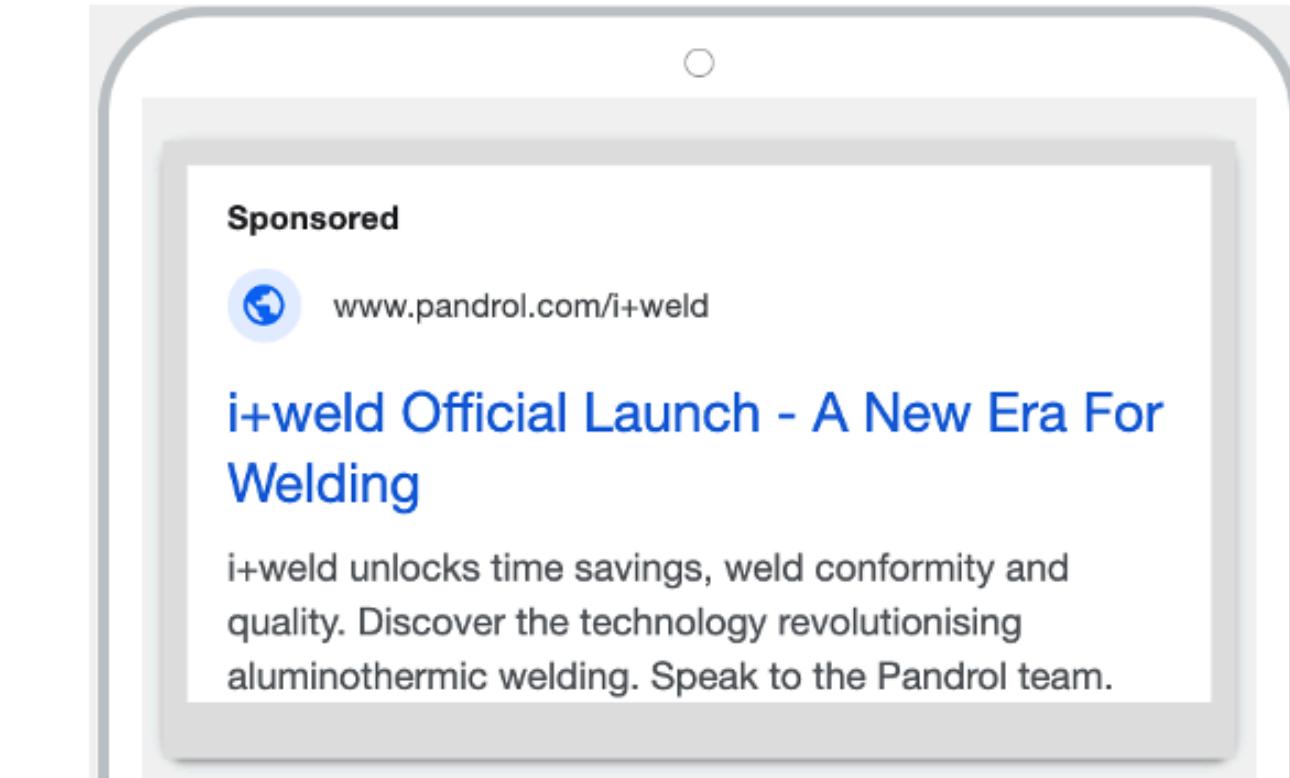
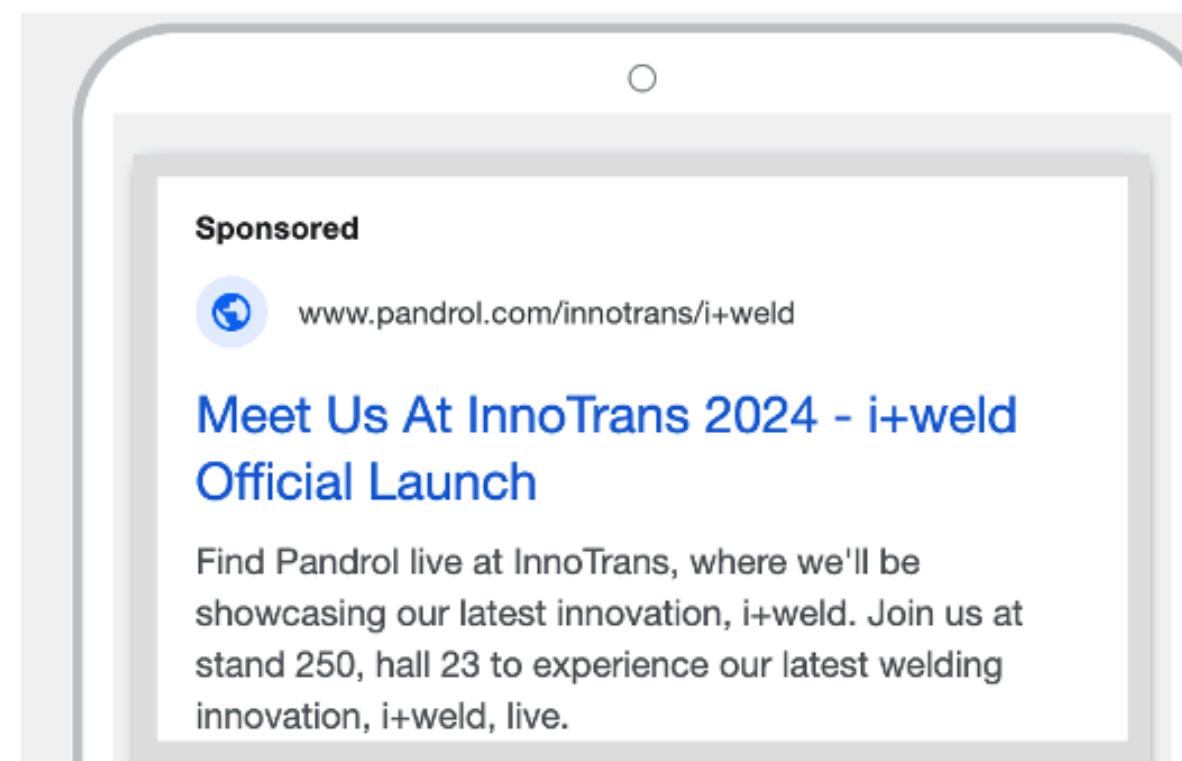
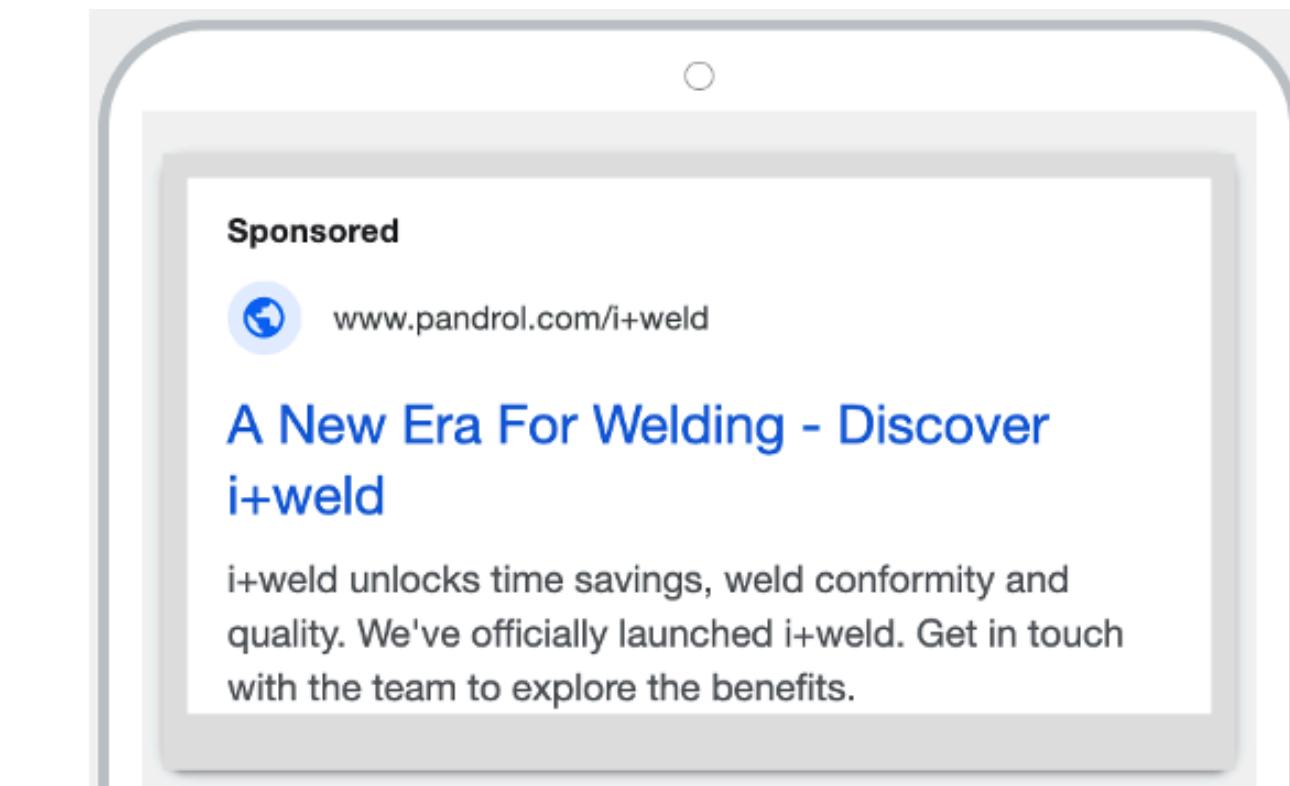
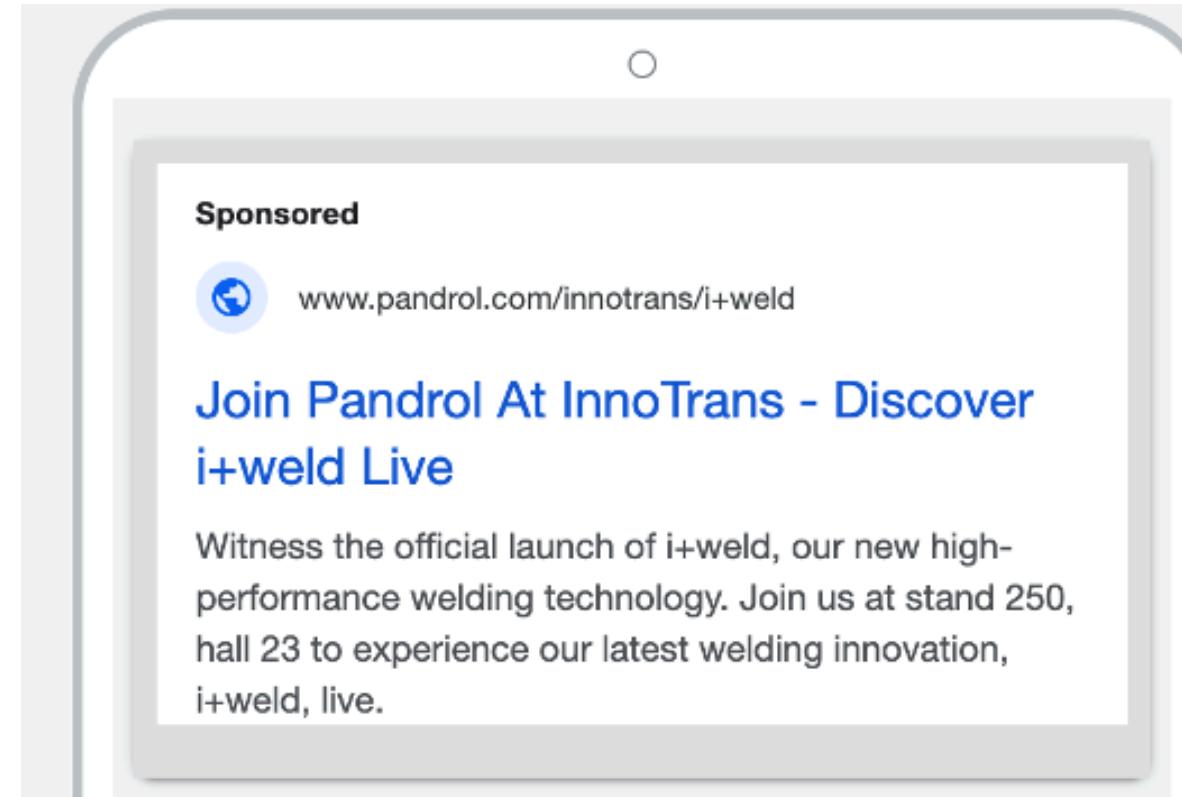
PANDROL
Partners in excellence

Our revolutionary new welding technology is now live. Learn more.
pandrol.com

[Learn more](#)

Like Comment Repost

ADVERT SCREENSHOTS - GOOGLE



RESULTS OVERVIEW



324,179

IMPRESSIONS



3,560

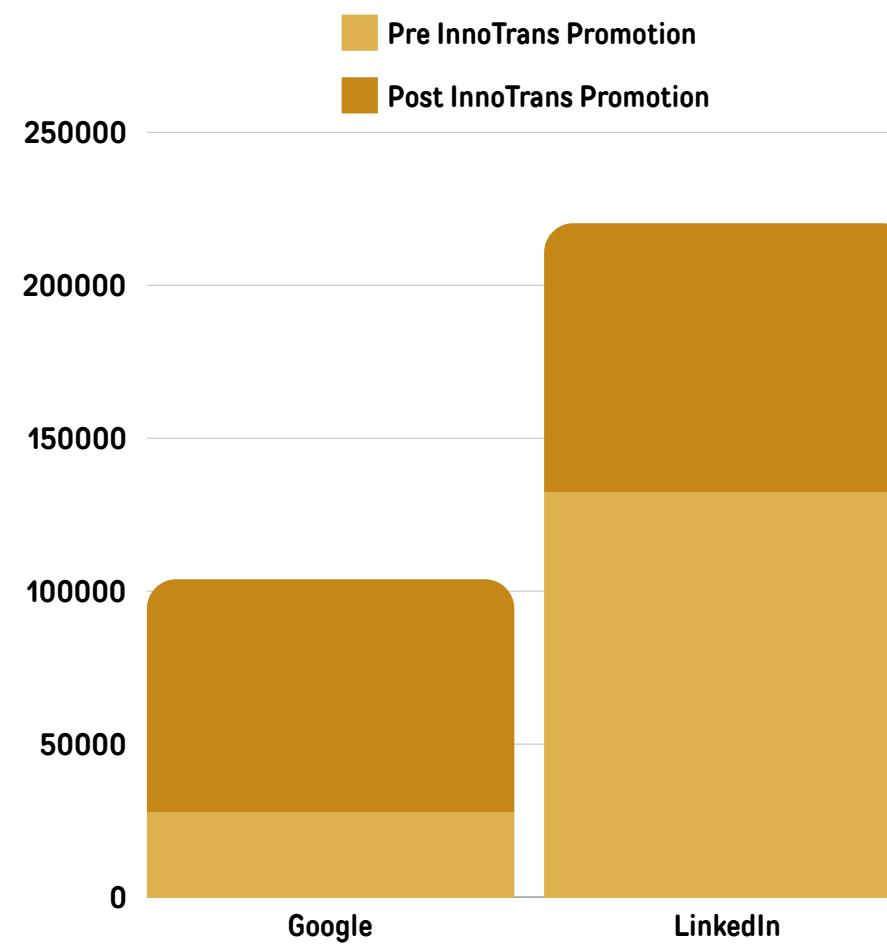
CLICKS TOTAL



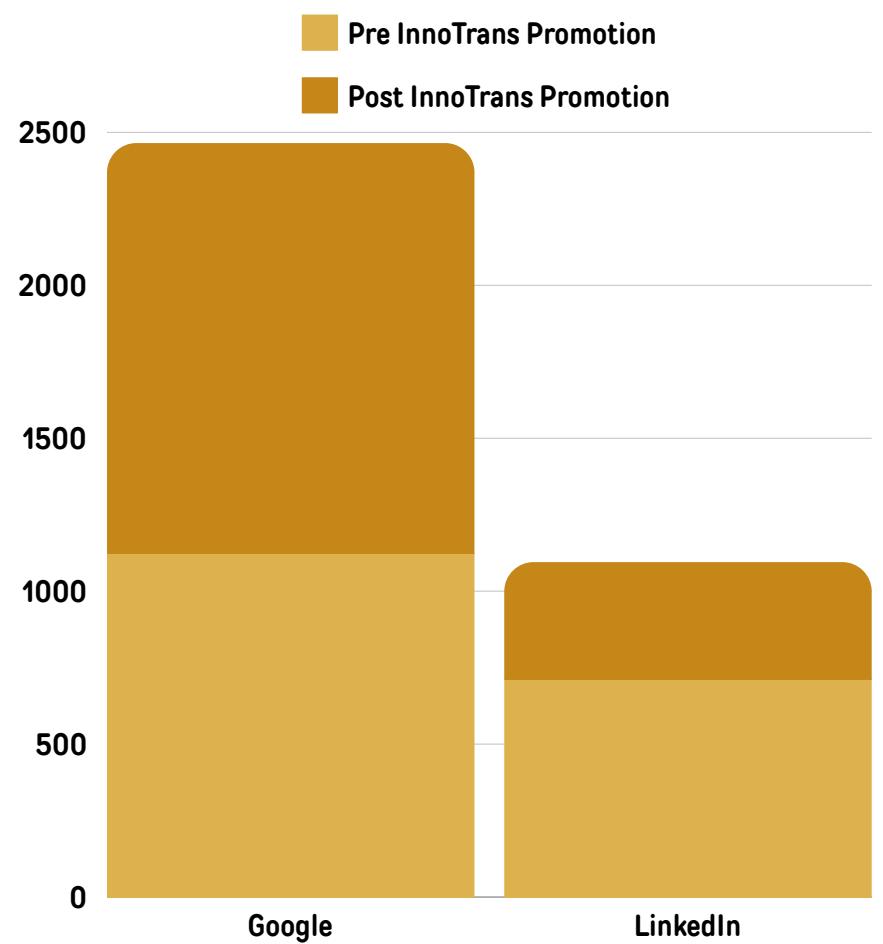
1.10%

CLICK THROUGH RATE

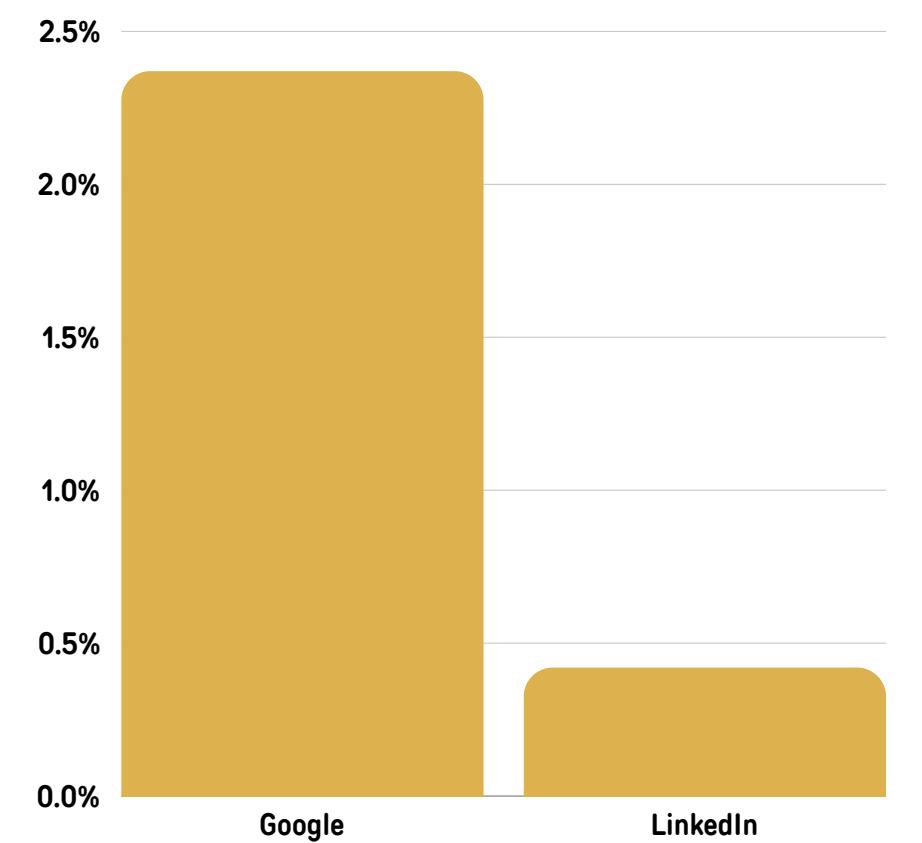
RESULTS BY CHANNEL



IMPRESSIONS BY
CHANNEL



WEBSITE CLICKS BY
CHANNEL



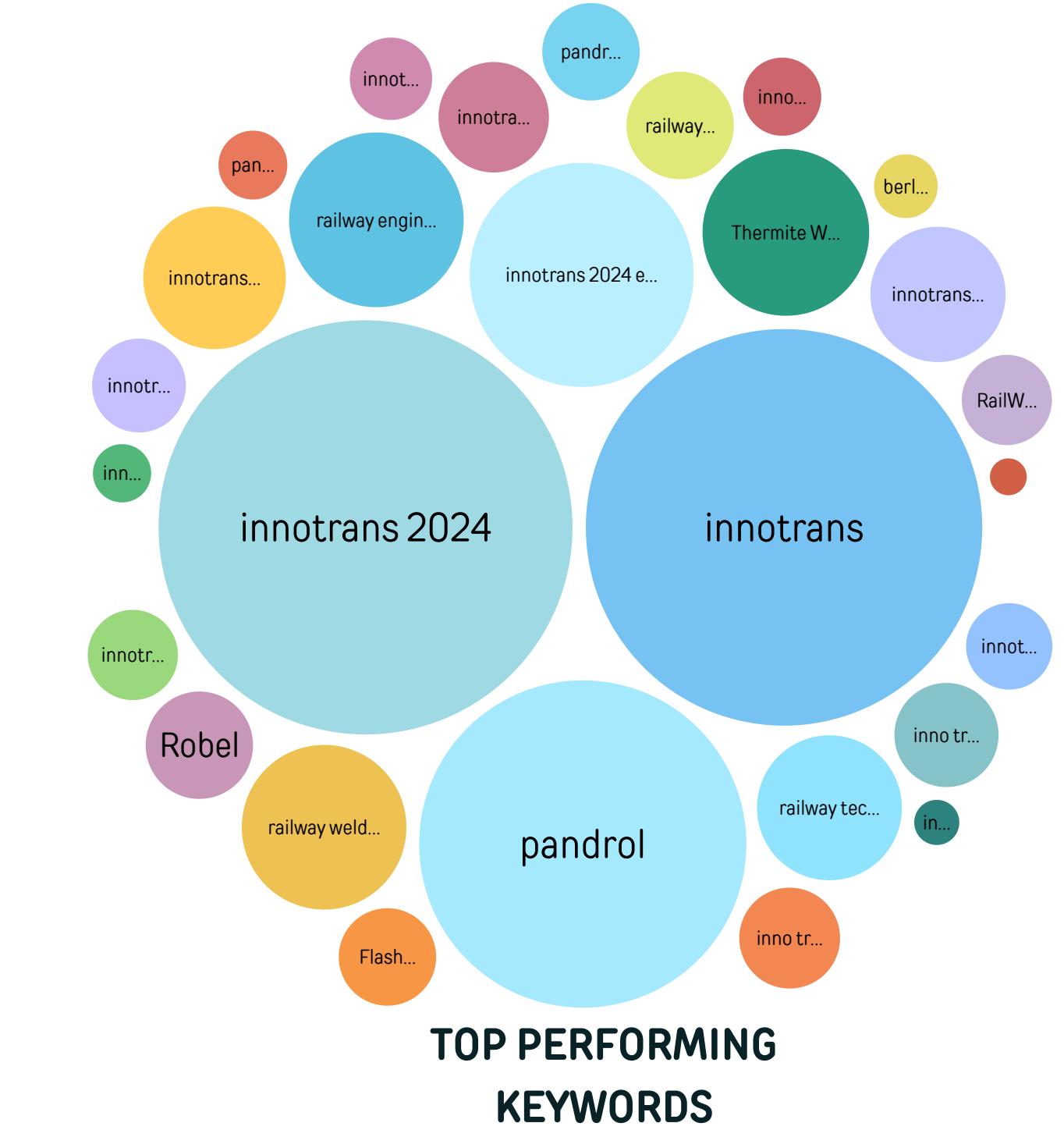
CLICK THROUGH RATE BY
CHANNEL

INSIGHTS: GOOGLE DEEP DIVE

The Google campaign for the Pandrol InnoTrans campaign has performed well with click-through rates well ahead of the sector benchmark.

The campaign was focused on appearing against InnoTrans related keywords ahead of the event with the top being ‘InnoTrans 2024’.

Following the event, we added brand and competitor keywords as well as sector-specific keywords to drive maximum engagement and reach. The top performing were ‘railway welding’, ‘thermite welding’ and ‘railway engineering’.



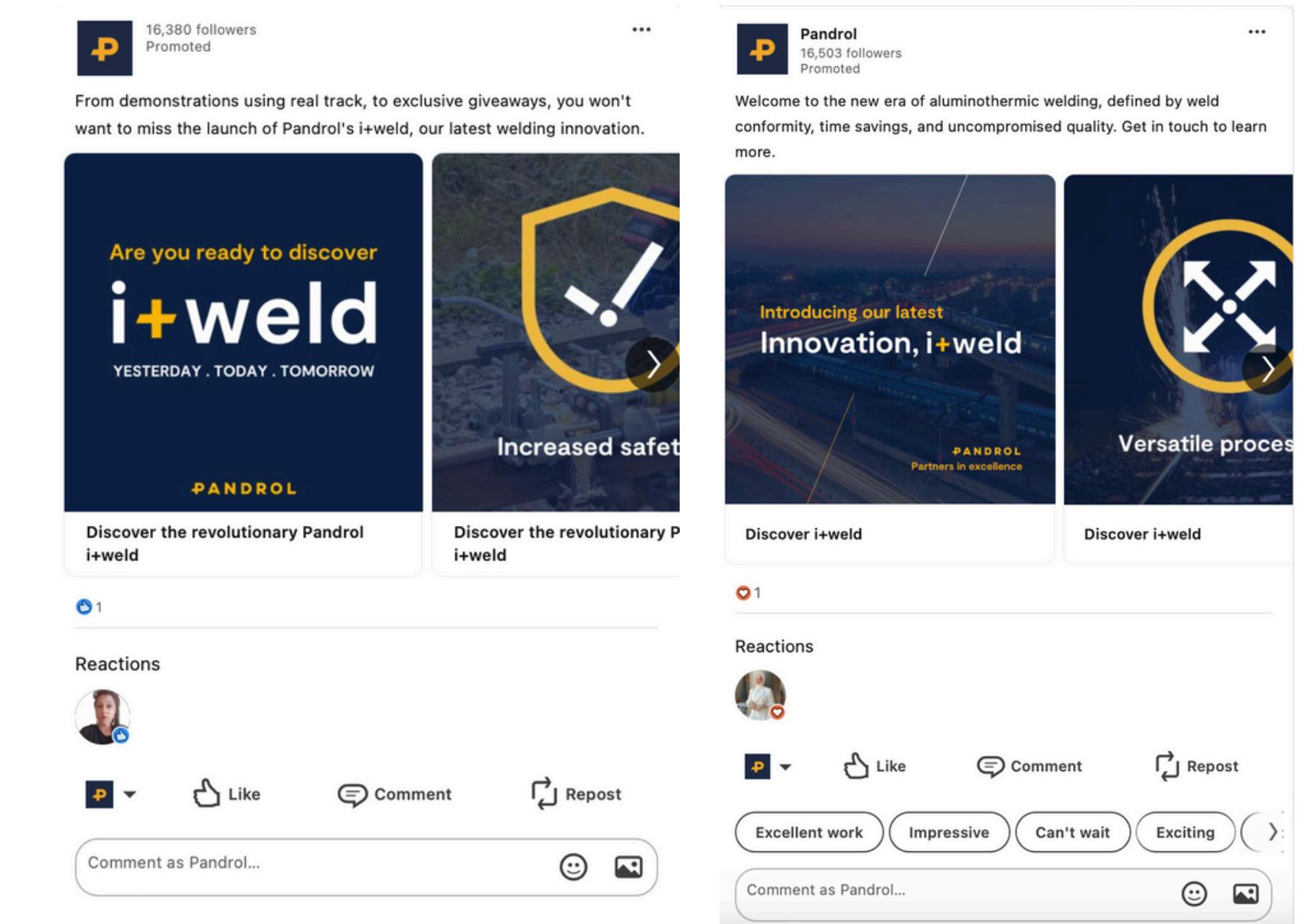
INSIGHTS: LINKEDIN DEEP DIVE

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 were top-performing and during the campaign we optimised towards this advert format.



TOP PERFORMANCE 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