

Customer Success Story: Recochem



"We were very hesitant at first about paid marketing but the team at Aadiguru educated us and they utilized our budget very well. Yes, we recommend them to others."

- Brian.

CHALLENGE

Recochem wanted to expand the scope of their business. They had made a list of some countries and their budget was also fixed. The Aadiguru team had to make good use of their budget so that they could get maximum presence.

143%

Increase in Website Clicks Quarterly

102%

Increase in Conversions Quarterly

25%

Decrease in Cost Per Click Quarterly



RECOCHEM

CHALLENGES:

- Limited Budget
- Targeted Countries
- High-Cost CTR

SOLUTION:

- Keyword Analysis
- Executed paid media campaigns
- Improved paid ads' quality score

ABOUT RECOCHEM

Website: <https://www.recochem.com/>

Canadian-based and privately held, Recochem maintains its commitment to innovation, partnering with customers in formulating solutions and socially responsible business practices. With coast-to-coast production capabilities across the globe, Recochem can seamlessly offer our customers cost-effective solutions throughout North and South America, Australia, China, and India. Recochem's Industrial Division in Canada and Belgium refine and distill both Crude and Refined Naphthalene, and produce Chlorinated Benzenes for a wide range of applications.

THE SOLUTION

We first understood their business and then studied the keywords related to them. We ran our ads targeting selected cities in the list of countries given by the Recochem team. We divided the paid budget into two parts search and display.

RESULTS

- 143% Increase in Website Clicks Quarterly.
- 102% Increase in Conversions Quarterly.
- 25% Decrease in Cost Per Click Quarterly.