

B2B Resource Guide

Heavy Lifting, Higher Returns

How Kenco Shifted Its Entire
Strategy into High Gear

+900%

Revenue Growth (Email)

+226%

Conversions (Social)

+558%

Unique Clicks (Email)

Industrial Strength.
Measurable Results.

From Fragmented Data to Full-Funnel Performance



The Opportunity

A Full-Funnel Strategy for Industrial E-Commerce & B2B Growth

Industry

Heavy Equipment | Industrial

Business Model

B2B E-Commerce

Services Used

Paid Search (PPC) · Paid Social
SEO · Email Marketing

About the Business

Kenco is a leading provider of material-handling equipment and industrial solutions, serving businesses across warehousing, logistics, and heavy-machinery operations.

The Goal

Expand audience reach and improve customer data utilization across all marketing channels to generate more revenue.

Client Perspective

“Their team helped us connect the dots across our data, expand our reach, and turn our marketing into a revenue driver.”

Jessica Skinner, Marketing Manager, Kenco

What They Sell

Material handling equipment

Industrial machinery and solutions

Services for warehousing and logistics operations

Why It's Challenging

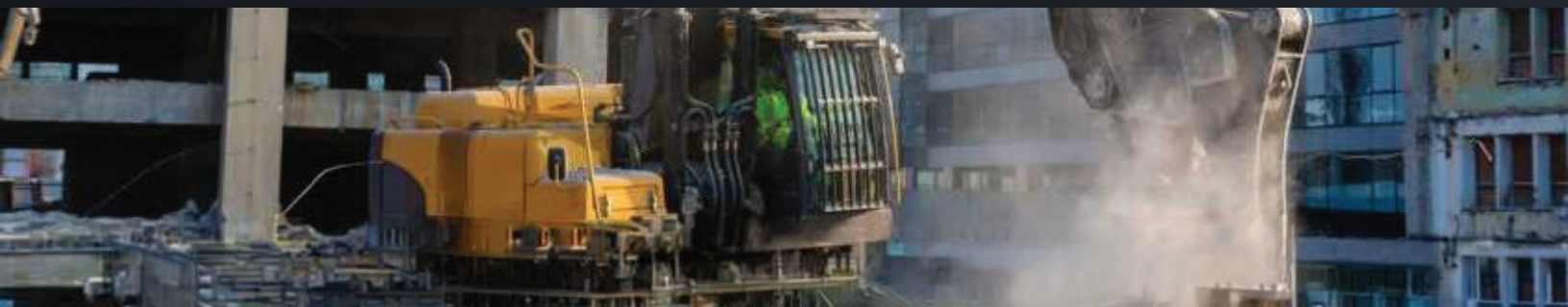
High-value, considered B2B purchases

Multiple stakeholders involved in buying decisions

Fragmented data across two separate websites

Designed to Turn Data Complexity Into a Competitive Advantage

Hear How Kenco Lifted Marketing Performance.



The Problem

How Fragmented Data Limits Growth

Inconsistent reporting prevents timely strategy pivots to capitalize on revenue opportunities.

The Core Challenge

Kenco had a strong market position and an existing customer base — but the data infrastructure to turn those assets into compounding revenue growth didn't exist. Without a single source of truth, every channel was operating in isolation.

Key Pain Points

Fragmented data across two separate websites

No single source of truth for reporting

Channels operating in isolation

Untapped customer data assets

B2B Buying Journey

01	02	03	04	05	06	07
Awareness	Research	Evaluation	Consideration	Purchase	Retention	Loyalty

Understanding the Buyer Persona

Industrial B2B buyers don't convert on the first visit.

Multiple touchpoints, multiple decision-makers, and a longer sales cycle mean that every data gap is a missed opportunity to influence the outcome.

From Fragmented Data to a Clean & Usable Database

01

Data
Unify & clean

02

Audience
Segment & activate

03

Channel
Deploy & optimize

The Solution

A Full-Funnel Strategy Built on Unified Data

An integrated strategy unified data, expanded reach, and drove qualified lead generation across all channels.

Strategy Breakdown

Paid Search (PPC)

Campaigns were restructured to prioritize service lines, with refined keyword targeting and optimized landing pages to improve lead quality. Continuous bid adjustments and performance monitoring kept budget concentrated on the highest-converting opportunities.

Result

Higher-quality leads at a lower cost per acquisition.

SEO

An organic search strategy focused on increasing visibility for key industry terms. On-site optimizations, technical improvements, and content enhancements were implemented to attract qualified B2B traffic.

Result

A stronger organic foundation that supported sustained growth in lead generation.

Paid Social

Paid Social expanded reach and engaged decision-makers earlier in the buying cycle. Audience targeting was built on firmographic and behavioral data to reach relevant business audiences and feed the remarketing pipeline.

Result

Broader awareness and a stronger top-of-funnel for downstream conversion.

Email Marketing

Email became the primary revenue-driving channel through a complete overhaul of data infrastructure and campaign strategy. Kenco's customer data was integrated into Klaviyo, unifying insights across multiple websites and enabling advanced segmentation.

Result

Targeted audience segments drove measurable revenue from an unused asset.

The Results

Sustained Growth Across Every Channel

Higher returns. Stronger reach. Repeatable growth.

Revenue Growth

+36%

Revenue Growth
(Blended Google & Microsoft)
PPC

Revenue Growth

+900%

Revenue Growth (Over \$1M)
Email

Audience & Conversion

+971%

Conversion Rate
Email

Audience & Conversion

+558%

Unique Clicks (Targeted Audience Segments)
Email

Audience & Conversion

+226%

Conversions (Revenue Increased by 178%)
Social

Organic Visibility

+27%

Top 10 Keyword Rankings (Year-Over-Year)
SEO

Organic Visibility

+41%

Top 20 Keyword Rankings (Product-Specific Landing Pages)
SEO

When data inputs are refined, the results continually improve **well beyond a one-time lift.**

Key Takeaway

Through intentional data hygiene, Kenco made email marketing a cornerstone of its strategy, using every channel to continually feed new leads into the marketing ecosystem. With a scalable infrastructure in place, the strategy continues to evolve: expanding reach, refining segmentation, and pushing performance boundaries.

With an Integrated Approach, B2B Businesses Can:

Unify customer data to unlock segmentation at scale

Improve performance across paid and organic simultaneously

Activate untapped channels — particularly email — as primary revenue drivers

Build a foundation for compounding, long-term growth

Ready to Grow Your Business?

Claim your free digital marketing audit and reduce wasted ad spend that can hamper performance.

Get Started

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