



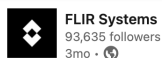
## CASE STUDY

Launching a digital inbound marketing using social advertising to drive white paper downloads and lead conversion.

## LEAD GENERATION



- 232 downloads of Thermal white paper
- 11,000+ links clicked
- 164 leads through social lead generation on LinkedIn
- Total LinkedIn, Facebook and Twitter Impressions: 505,277
- 487% increase in social activity



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