Azelis campaign and social milestone and ‘playbook’ report

How the CASE portal program went from a single-channel test to a proven, multi-channel growth engine, and what it takes to launch the next portals program.

JUNE–DECEMBER 2025

Where We Started

When the CASE portal program launched in June 2025, the brief was simple: get more of the right customers into the customer portal and turn that traffic into a pipeline.

We had one channel (LinkedIn), one campaign format, and no proof yet of what would resonate with a technical, risk-averse B2B audience.

Over seven months, the program reached hundreds of thousands of formulation scientists and buyers, solid proof that LinkedIn could put CASE in front of the right technical audience at scale. That reach also pointed us to the next lever: a lead-generation model built around document downloads asked buyers to trade an email address before they were ready to, so engagement stayed modest relative to that reach.

383,231	1.45%	$7.16	2
LinkedIn impressions, Jun–Dec 2025	click-through rate	cost per click	sales lead generated (BASF, Eastman Chemical) **Confirmed & verified, see note**

Note on lead counts: the “2 leads” above are two named, verified contacts from a LinkedIn lead-gen form (Ralph Young, Eastman Chemical; McWilliam Davis, BASF), a confirmed, client-checkable number. Later in this report, Google’s Performance Max conversion counts (including the 146 figures for Q2 2026) are the platform’s own attribution and have not yet been cross-checked against Azelis’s CRM or portal registrations; they should be read as an engagement signal, not a confirmed lead count, until verified.

Organic LinkedIn told an encouraging story: 25,063 impressions and an 8.31% engagement rate on CASE’s own posts, already about double the ~4% industry benchmark for manufacturing content, alongside 15% follower growth.

What the data showed us to build on

Three patterns stood out by year's end, and they became the starting brief for 2026:

- Format: video and awareness-first creative consistently pulled stronger engagement from technical buyers than gated forms and document downloads, a clear, actionable signal for where to lean in.
- Friction: 391 of 6,586 clicks converted to a logged-in session, and 13 went on to request deeper access, solid proof that interested buyers were reaching the portal, with clear room to convert even more of that traffic once registration is easier.
- Depth: landing pages leaned on brand messaging; adding the product specifics that engineers need to justify a click is a straightforward, high-upside fix for 2026.

ACT TWO · 2026

What We Did: Accelerate & Enhance

Rather than guess at a fix, we treated 2025 as a live test cell. We let the data drive each pivot: from lead-gen video (weak), to carousel ads (better clicks), to awareness-first messaging (strongest resonance), to video with a lead-gen form, which generated real leads from BASF and Eastman Chemical, but also showed us that a few technical buyers wanted to fill one out for content. That's why the model we run today is PMax and LinkedIn Sponsored content driving to a page with a button we track for conversion, no gated form required.

That pivot sequence became the seed of a repeatable method. Heading into 2026, we accelerated it on four fronts:

One

Diversify the channel mix

We tested two Google formats against the same LinkedIn foundation, sponsored content plus organic posting: Google Demand Gen ran alongside LinkedIn for Minifibers in Q1, then Google Performance Max ran alongside LinkedIn for Large Tile Adhesives in Q2. PMax paired with LinkedIn Sponsored and organic came out ahead on both cost and conversions, so that’s the mix we’re carrying forward into every new product launch.

Two

Build a precision audience.

Used Azelis’s own technical contact and customer data as seed lists, then built lookalike and custom-intent audiences on both platforms, with monthly include/exclude refinement by job title, skill, and company to keep spend on genuine buyers.

Three

Run a quarterly Master Plan

Assigned one formulation per quarter, Minifibers in Q1, Large Tile Adhesives in Q2, Fast Setting and Waterbased DTM to follow, each launched with paired Google +

LinkedIn campaigns, so every quarter adds a fresh, comparable test of the model.

Four

Keep organic and content compounding underneath

Continuous LinkedIn posting kept engagement climbing between paid pushes, and the first generative-engine-optimization (GEO) FAQ page was built for Minifibers, preparing CASE content to be found by AI answer engines like ChatGPT and Perplexity, not just Google.

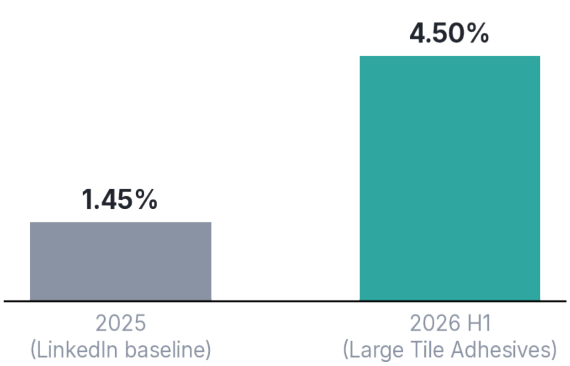
→ see the last page for Appendix: 2025 Milestone History

ACT THREE · JANUARY–JUNE 2026

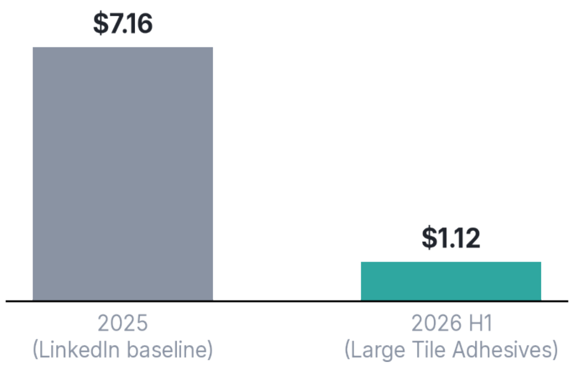
The Results

The clearest proof point is Large Tile Adhesives, the Q2 formulation, because it ran the full paired-channel model for a complete quarter (April–June) and can be compared directly against the 2025 LinkedIn-only baseline.

LinkedIn click-through rate



LinkedIn cost per click



LinkedIn click-through rate more than tripled, and cost per click fell by roughly 84% on the same platform, with a sharper audience and a proven creative pattern.

Adding Google Performance Max didn’t just add reach; it added a channel that converts. Across April–June, PMax delivered 83,557 impressions, 1,553 clicks, and 146 tracked conversions at a $1.95 cost per click, with conversions accelerating sharply as Google’s algorithm learned the audience:

Note: these 146 figures are Google Ads’ own PMax conversion count for the quarter, a strong engagement signal. As a next step, we recommend that Azelis cross-check it against CRM/portal records, using the same verification applied to the 2 confirmed baseline leads, to see how many convert into registered leads.

146
requested portal access,
Apr–Jun 2026 (vs. 13 for all H2 2025)

2,971
active portal users, Apr–Jun 2026

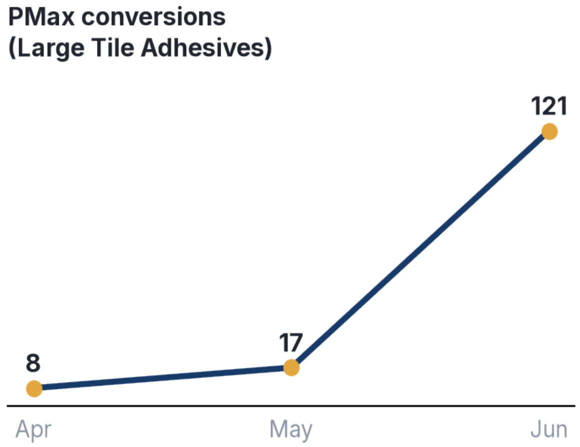
127,235
combined LinkedIn + Google impressions, one quarter

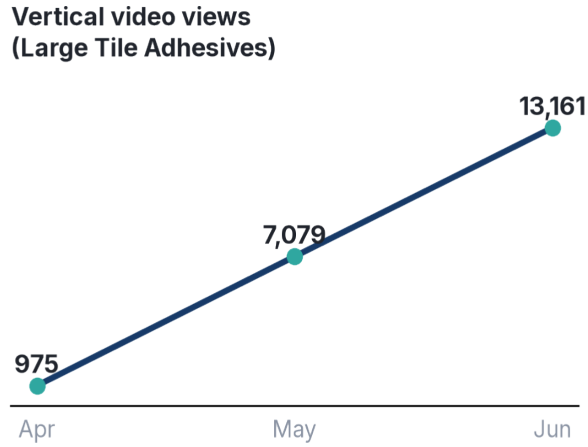
Even accounting for the shorter time window, access requests are arriving at roughly ten times the monthly rate of the 2025 baseline, and the portal friction identified in Act One is clearing.

ACT THREE, CONTINUED

Momentum Is Still Building

Because Google Ads algorithms improve as they gather signals, both channels show the same pattern: slow starts followed by fast acceleration, which shows the audience-building method is working, not just the creative.





PMax conversions grew 15x and vertical video views grew 13x from April to June on the same Large Tile Adhesives campaign. The algorithm and the audience are compounding together.

The engaged audience is exactly who the targeting was built to reach: procurement and R&D contacts at companies, including Bridgestone Americas, John Deere, Pactiv Evergreen, Pratt Industries, Sherwin-Williams, PPG, DOW, BASF, and Intertek.

Creative format mattered too: the same Large Tile Adhesives video ran in both square (1080x1080) and vertical (1080x1920) formats, and the vertical cut pulled 21,215 views to the square version's 851, nearly 25x more, on a shorter average watch time.

PMax requires more than one video size to run, so this isn't a pick-one decision, but it's a clear signal to prioritize the vertical cut and give it the strongest creative treatment among the sizes we build for the next portal.

Two supporting signals from Q1–Q2 2026 round out the picture:

- Minifibers (Q1) drove 639,022 Google impressions and 9,303 clicks in its first two months, plus 46,936 combined video views at 67–100% watch-through, and became the first product with a dedicated GEO/FAQ page, now drawing steady organic sessions (86 in January, growing to 528 in March).
- Flexible Packaging, a brand-new market segment tested starting in May, already shows a 22.6% open rate on LinkedIn conversation ads, evidence that the audience-building method transfers to a market the program hadn't targeted before.
- Organic (Jan–Jul 2026): the 14 weekly CASE LinkedIn posts run January–April drew 8,465 combined impressions, with per-post CTR of 1.34%–5.88% and engagement rates of 4.86%–11.75%, both still well above the ~4% industry benchmark cited in the 2025 baseline. July's report adds 456 new followers since January 2026 (435 net of accounts already affiliated with Azelis) and a 9.2% average engagement rate across 15 technical/product posts, carried entirely by globalHMA-led content that month. The organic layer is still compounding alongside the paid channels, and pairing it with regular posts from Azelis CASE's own corporate page would add even more reach going forward.

ACT FOUR

Ready to Replicate for the Next Portal

The reason this works isn't any single ad or headline; it's the operating system underneath the CASE program. That system is portable to a new market or product portal.

The four building blocks we'd bring on day one

1. Seed audiences from the client's own account and contact data, refined monthly by job title, skill, and company, the same method that found Bridgestone, John Deere, and BASF this time.
2. A paired Google + LinkedIn launch for every product, so paid social and paid search validate each other from week one instead of testing channels one at a time.
3. A pre-built GEO/FAQ content template, created after CASE, so the new portal is AI-answer-engine ready from launch rather than being added a year in. GEO/FAQ pages are optional depending on the market. Still, the same principle applies to every landing page: the more product detail engineers find when they land, the lower the bounce rate, so we'd build that depth in from the start, regardless of the GEO/FAQ decision.
4. A quarterly Master Plan cadence with organic content running continuously underneath, the rhythm that lets CASE compound results product over product.

We'd also keep room for a lighter-weight 'offshoot' test running alongside the core quarterly cadence, the way Flexible Packaging ran in parallel with the Large Tile Adhesives quarter and already posted a 22.6% open rate on its first LinkedIn conversation ads. It's a low-lift way to probe a new market or segment without slowing the main Master Plan, and it's an option we'd bring to the next portal, too.

Proposed launch phasing for the next portal

Weeks 1-2 Foundation	Mine the new market's account list into seed + lookalike audiences; stand up conversion tracking from day one, applying what we learned getting Minifibers' tracking in place. Build the landing page with real product depth (GEO/FAQ page optional, but detail lowers bounce rate).
Weeks 3–6 Launch	Go straight to the winning creative pattern, awareness-first Pmax and LinkedIn Sponsored content driving to a page with a tracked conversion button, skipping the lead-gen-form and carousel tests 2025 already ran.
Ongoing Scale	Apply the quarterly Master Plan cadence per product line, with organic content and audience refinement running continuously, exactly as it does for CASE today.

Appendix: 2025 Milestone History

Milestone: Initial lead gen testing (Vinapor & Starvis)

- Lead gen video ads launched to test early-stage form submissions
- **Learning: CTR and engagement were below benchmarks, so we opted to switch these two to carousel campaigns**

Milestone: Pivot to carousel ads (Vinapor & Starvis)

- Carousel ads replaced lead gen video while maintaining the same audience
- **Impact: Higher CTR, lower CPC, stronger engagement**

Milestone: Awareness-first approach (Adhesives & Large Tile Adhesives)

- Campaigns focused on driving traffic to content
- **Impact: Strong click volume, qualified company/job title engagement, increased portal activity**

Milestone: Document ad Lead Gen Campaign (CASE)

- We wanted to try a document ad campaign to see if we could collect leads.
- **Learning: The campaign's draw was not strong enough; the user did not want to fill out the form based on a snippet of the document.**

Milestone: Pivot to video with Lead Gen form (CASE)

- A video campaign featuring reworked ad creative and copy was designed to capture attention and draw users to download the line card or register for the portal, replacing the document ad.
- **Impact: Improved engagement and generated leads from BASF and Eastman contacts**

Milestone: Transition into two campaigns per formulation Campaigns

- At the beginning of 2026, we began implementing these learnings by launching two campaigns: one on Google and one on LinkedIn.
- **Impact: High impressions, clicks, and engagement demonstrated strong audience interest.**

Data shows users need a better understanding of the portal's content, so they want to register.

Overall Learning

Video campaigns perform best and offer to learn more about products perform better than portal registration; downloads of the line card and brochure were not strong enough offers.