



CASE STUDY - Booster International -

How ACCUMOLD used Booster by Kompass to drive High-Quality B2B traffic and Conversions

Customer's expectation:

more visibility and B2B conversions

Like many great start-ups Accumold® began operations in a rented garage. Accumold founders discovered there was a growing need to manufacture small and micro injection molded components that went well-beyond the available molding systems of the day. This discovery led to the invention of our first Micro-Mold® platform in 1985. In fact, Accumold is the only company that has been continuously dedicated to micro molding for over 30 years. To accelerate business development, the company wanted a solution which would allow them to improve their visibility among B2B audience on domestic market and globally, as well as to increase conversions to their website.

Solution

To address Accumold's expectations, Kompass, B2B marketing international player, proposed **Booster**, a unique SEO solution for B2B companies. Booster is a content rich **online company profile** with enhanced long-term visibility in both Kompass B2B portal and search engines. This in turn results in higher traffic, leads and conversions.

Why Kompass

- B2B audience comes to Kompass to find suppliers
- Improved credibility for your company
- Support from Kompass experts

Results

Booster enabled Accumold to increase their visibility, provide with high quality traffic and leads for their website at affordable price. In the last 12 months, the company received:



27,745
views



432
on their website and Phone number



1st page
on Google and Kompass



- Industry: Plastic Manufacturer
- Headquarter: IA, USA
- Founded: 1986
- Number of employees: 350
- Member of Kompass B2B community: +8 years
- Other: exporter 

"Kompass has been a great tool enabling our potential customers with a path to find us. Every month our Kompass portal brings us a wide variety connection from all over the world. It's been a perfect complement to our on-line marketing needs to remain visible in the market place."

AARON JOHNSON
VICE PRESIDENT, ACCUMOLD



ACCUMOLD' search results examples

Kompass B2B directory USA:
1st position on [first page](#)
for *"Thermoplastics processing services"*

Results

Thanks to Booster International, ACCUMOLD has been displayed more than 18,566 times on Kompass searches and has received 2,720 clicks in the last 12 months:
x 55 more visits than sector players that are not subscribed to Booster.

ACTIVITY ▾ MICRO MOLDING United States 🔍

Search results for : MICRO MOLDING + United States

B2B PROSPECTION LIST
[BUY NOW](#)

Certified Suppliers ☐

COMPANY TYPE

- ☐ Producer
- ☐ Distributor
- ☐ Service providers

INTERNATIONAL TRADE

- ☐ Import
- ☐ Export

LOCATION
x United States

- ☐ Select all
- ☐ India (150)
- ☐ Spain (122)
- ☐ France (99)
- ☐ Czech Republic (94)
- ☐ Italy (87)


[More countries](#)


ACTIVITIES

- ☒ Select all
- ☐ Thermoplastics processing services (6)

12 COMPANIES ▾ **9 PRODUCTS AND SERVICES** ▴

Discover our Trusted Top Suppliers



AUTOMOTIVE PLASTICS ROCHEFORT
Thermoplastics processing services
🇫🇷 France


Accumold
Ankeny - United States
 Accumold is a high-tech manufacturer of precision micro, small and lead frame injection molded plastic components. Utilizing processes developed from our Micro-Mold® technology, we design, build and produce unique molds and parts efficiently for a variety of markets that include Micro Electronics, O... [To the page](#)

Supplier of:

- Thermoplastics processing services
- Die-stamping services for thermoplastics
- Stretch blow moulding services for thermoplastics...

Verified company
[See the 8 products](#)

 Material Selection



 Innovative Technol...



Importer / Exporter



D & M Plastics
Burlington - United States
General info: D & M Plastics, founded in 1972 and located in Burlington, Ill., is an injection molding company that specializes in tight tolerance applications. Its capabilities include: precision molding for tight tolerance components, high temperature materials, engineered resins and pre-mold/... [To the page](#)

Supplier of:

Our recommended products


Accumold Medical Molding for the...
 Accumold


Two-Component Micro Molding
 Accumold


Material Selection
 Accumold