



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 microinjection molded components that went well-beyond the available molding systems of the day. This discovery led to the invention of the 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 audiences in the 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 and provided high-quality traffic and leads for their website at an 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 marketplace."

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.
x55 more visits than sector players that are not subscribed to Booster.

The screenshot shows a search results page for 'MICRO MOLDING + United States'. The top navigation bar includes 'ACTIVITY', 'MICRO MOLDING', and 'United States'. The search results are filtered to show 12 companies and 9 products and services. A 'Discover our Trusted Top Suppliers' section highlights 'AUTOMOTIVE PLASTICS ROCHEFORT' as a thermoplastics processing services provider from France. Below this, the 'Accumold' profile is featured as a 'Verified company' from Ankeny, United States. The profile includes a description of their high-tech manufacturing capabilities, a list of services (thermoplastics processing, die-stamping, and stretch blow moulding), and a 'Supplier of' section. To the right, a 'Our recommended products' sidebar lists items like 'Accumold Medical Molding for the...', 'Two-Component Micro Molding', and 'Material Selection'. The left sidebar contains filters for 'B2B PROSPECTION LIST', 'Certified Suppliers', 'COMPANY TYPE', 'INTERNATIONAL TRADE', 'LOCATION', and 'ACTIVITIES'.