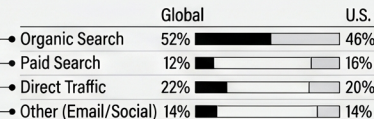


03

TRAFFIC
& PPC

Global vs. U.S. Traffic Sources



\$6.15

Average Google Ads CPC

While clicks are expensive, the 3.6% conversion rate on lead forms justifies the spend for high-value contracts.

02

ENGAGEMENT
& WEBSITE
METRICS

2m 45s

Average Session Duration

High session times indicate visitors are deeply evaluating technical specifications rather than browsing casually.

\$115

Cost Per Acquisition (RFQ)

The average cost to generate a qualified Request for Quote across all digital channels.



Desktop (58.4%)

Desktop is used for technical CAD file uploads and RFQs, while mobile traffic has grown 12% for preliminary research.



Mobile (38.2%)

Preliminary research in source recent sessions and RFQs traffic has grown 12% for preliminary research.

88%

Customer
Retention Rate01
RETENTION
& LOYALTY

4.5%

Landing Page Conversion

Purpose-built landing pages significantly outperform she-wide averages (2.8%) for capturing high-intent leads.

+45
Net Promoter Score (NPS)

A strong positive NPS indicates that word-of-mouth referrals from engineers remain a primary growth driver.

72%

Repeat Purchase Rate

Nearly three-quarters of customers place additional orders within a 12-month window once reliability is proven.

04

COMMUNICATION
CHANNELS

24.5%

Email Open Rate

For exceeding RSC averages, high span rates reflect the transactional and professional nature of fabricator-client relations.

1.8%

LinkedIn Engagement Rate

LinkedIn remains the dominant platform for professional networking and sharing technical manufacturing insights.

48%

Open Rate on
Quote Follow-ups

Transactional emails regarding specific quotes receive the highest priority and engagement from procurement officers.