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## Challenges

Although Metiri Group had robust capabilities in PFAS testing—dedicated lab facilities, EPA Method 1633 readiness, NELAC certifications, and rapid sample turnaround—it faced multiple marketing and communication barriers:



### Low Market Awareness:

The target audience had limited awareness of Metiri's PFAS testing capabilities, certifications, or advantages.



### Undifferentiated Market Position:

Without clear messaging in the market, Metiri was indistinct from larger competitors already dominating this target market.



### Underleveraged Digital Channels:

Email, social media, and advertising channels were not being utilized to drive visibility or MQL generation.



## Driving PFAS Growth at Metiri Group

By aligning messaging with market pain points and promoting scientific depth, Metiri captured qualified lead sand engaged this target market.

## Opportunity

With heightened regulatory focus on PFAS, there was a timely opportunity to:



Introduce Metiri Group as a specialized, responsive PFAS testing partner.



Educate a fragmented market on Metiri's capabilities, turnaround time and scientific leadership.



Activate curated contact lists via digital campaigns to generate marketing-qualified leads (MQLs).



Position Metiri's regional branches to capitalize on market readiness.

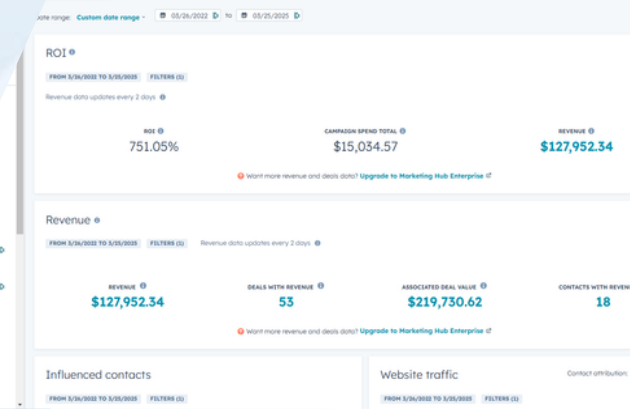
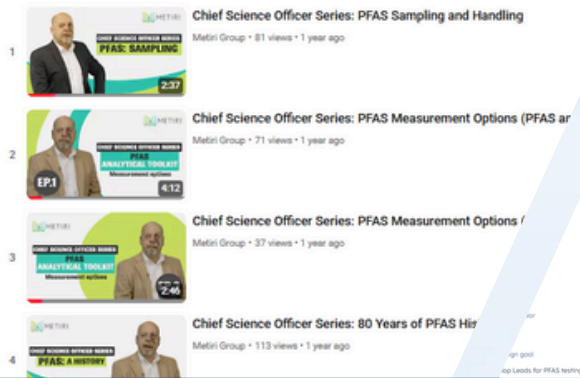
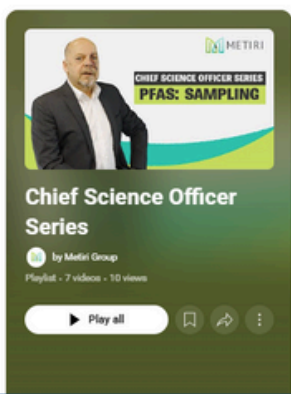
## Action

Launch a targeted, multi-channel growth campaign that combined market research, strategic messaging, paid advertising, email marketing, and social media to build awareness and drive lead generation.



Execute a coordinated marketing plan that introduced Metiri's PFAS capabilities to key decision-makers and positioned the company as a trusted, responsive laboratory partner.





# Metiri Group's Fast-Track to PFAS Market Leadership



With an integrated campaign and hyper-targeted outreach, Metiri positioned itself as the responsive, trusted partner for PFAS testing services.

## Solutions

Developed and deployed an integrated marketing initiative to address these needs and meet campaign objectives:



### Market Mapping & Identification

Segmented and curated high-value contacts across sectors.



### Paid Ad Campaigns

Launched keyword-driven exploration search campaigns focused on PFAS terms to reach prospects actively seeking services.

Deployed display and video ads on social ads platforms and across ad networks to build awareness and brand authority.



### Email Marketing & Landing Pages

Developed and delivered targeted emails via HubSpot to curated lists of existing and new contacts.

Created campaign landing pages that highlighted turnaround time, testing capabilities, and Metiri's consultative expertise.



### Social Media Messaging

Promoted PFAS content, lab certifications, and educational videos to position Metiri as a thought leader.

## Outcome

By strategically targeting its audience and delivering valuable content, the PFAS campaign achieved standout performance.



**55,000+ emails sent**



**15% CTR on lead gen download**



**41% conversion on a key downloadable guide**

Conversion pages

Date range: All time

PAGE URL	VIEWS	SUBMISSIONS	CONVERSION RATE
pfas.metirigroup.com/pfas-technical-bulletin	106	43	40.57%

