



**Atomic  
Zebra**



# **NORTHSTAR ACCESS CASE STUDY**

# 1. Client Background

## **Industry & Market:**

Northstar Access is a national scaffolding company that provides essential services to developers and builders across Canada. With a broad geographic reach, they play a critical role in the construction industry, offering safe and reliable scaffolding solutions for projects of all sizes.

## **Challenges Faced:**

Before partnering with Atomic Zebra, Northstar Access struggled to grow their online sales and expand their B2B client base. Despite having a well-established presence in the industry, their existing website was not effectively converting leads or attracting new business opportunities, which significantly limited their growth potential.

## **Specific Goals:**

The primary goals were clear: drive more qualified leads through an improved website and double their sales in six months.

# 2. Challenges and Objectives

## **Challenges Limiting Growth:**

Northstar Access faced several significant challenges that hindered their growth. Their website was not effectively driving leads, which meant that potential business opportunities were being lost. Additionally, other scaffolding companies were aggressively encroaching on their market share, leading to intensified competition within the industry.

## **Defined Objectives:**

To overcome these hurdles, Northstar Access set clear objectives: increased market share, improved online presence and higher quality leads.

# 3. Strategy and Approach

To effectively position Northstar Access for growth, we began with an in-depth market research phase. This involved a comprehensive competitive analysis to understand how other scaffolding companies were positioning themselves online. We also examined Northstar Access's target audience to identify key demographics and behaviors that could be leveraged in the campaign.

We leveraged our experience to drive the most conversions while minimizing friction for users and developed an approach that increased qualified users converting on the website.

We also ran forecasts across digital channels like Google Ads, Facebook Ads, and LinkedIn Ads to determine which platforms would be most effective in driving revenue and conversions. This comprehensive analysis revealed specific gaps in the market where our client could gain a competitive edge. Based on these insights, we crafted targeted campaigns designed to boost Northstar Access' overall growth.

# 4. Implementation

Prior to the campaign launch, we held detailed discussions with Northstar Access to establish key milestones and objectives. Northstar Access set an ambitious target of achieving 2x lead and revenue growth within six months. To ensure a smooth rollout, we engaged in regular communication and weekly meetings with Northstar Access, gathering their input and refining our targeting strategy to align with their goals.

We closely monitored performance using data-driven analytics, allowing us to make real-time adjustments as needed. We conducted A/B testing on multiple campaigns and landing pages to identify the best-performing variations, ensuring we achieved high conversion rates.

# 5. Results

## **Impact on Conversions and Revenue:**

Highly targeted campaigns and a new website resulted in a significant impact on Northstar Access' business. Within six months, Northstar Access' conversions and revenue experienced a 2x increase, growing to 3x within twelve months.

## **Key Performance Indicators (KPIs):**

- **Customer Acquisition Costs (CAC):** We successfully reduced the CAC to levels below what Northstar Access had previously experienced before the campaigns were launched.
- **Conversion Rates:** These steadily improved as the campaign progressed, with ongoing adjustments leading to higher quality leads.

Prior to Atomic Zebra's involvement, Northstar Access primarily drove leads through offline channels. Following campaign and website launch, their digital revenue and conversions doubled in just six months and increased to threefold by the end of the year, marking a dramatic shift in their business growth trajectory.