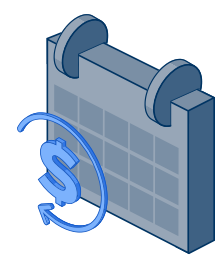


How LP Closed the Attribution Gap to Build a Reliable Pipeline for Hoover CS

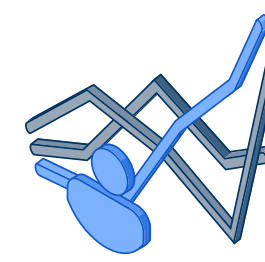
KEY METRICS



141%
Increase in Conversions



46%
Lower Cost Per Conversion



60%
Increase in Quote Requests

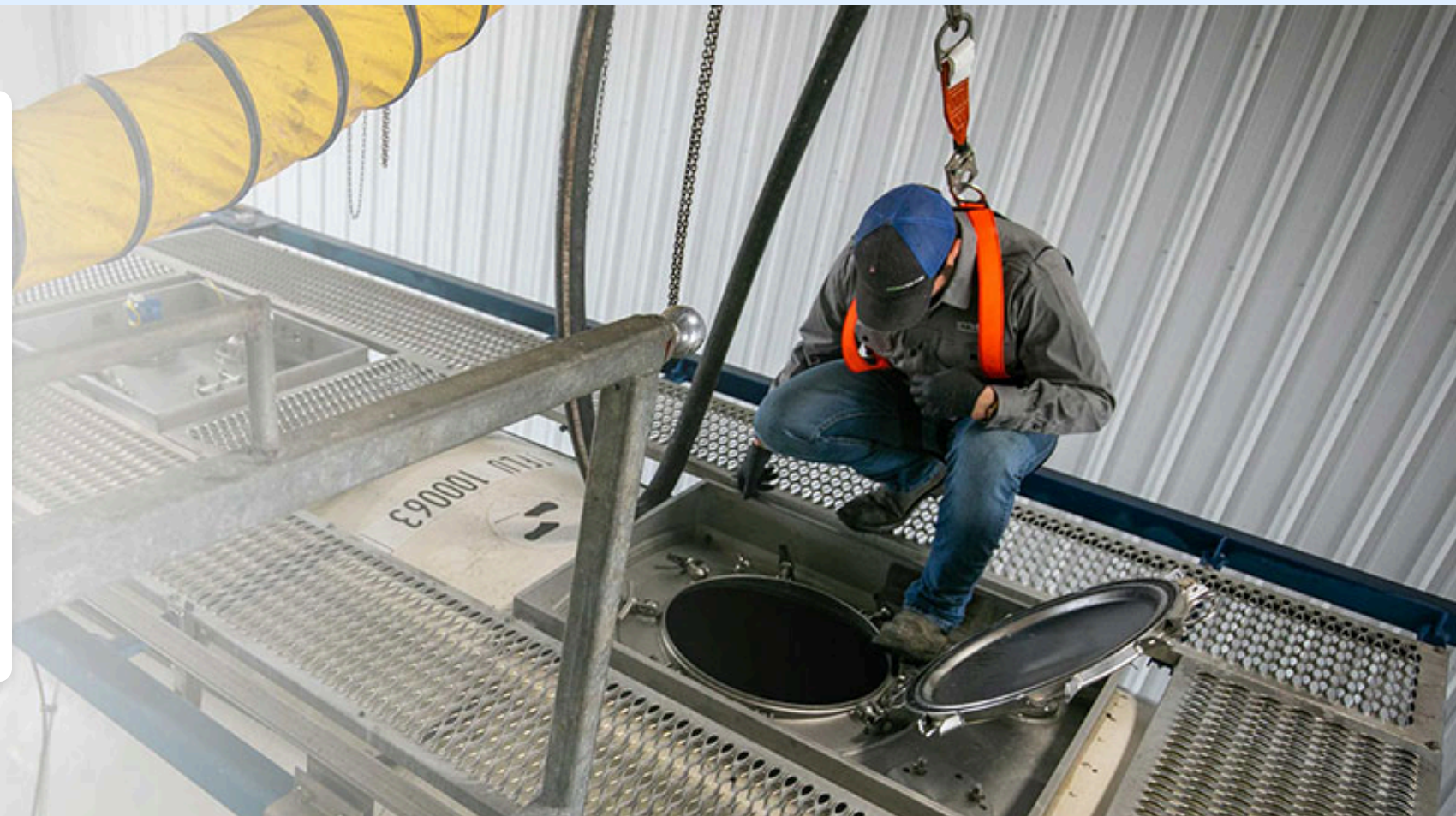
Industrial Success

The industrial packaging market is more competitive than ever, with tank suppliers competing for the attention of procurement teams and operational leaders who demand reliability, safety, and cost efficiency in their supply chain packaging. Building a consistent pipeline of high-quality leads is essential, albeit challenging, when serving niche sectors with specialized requirements.

To succeed, suppliers need to capture interest and earn trust by maintaining engagement throughout the buying journey. Here's how Logical Position (LP) helped Hoover CS close the attribution gap, strengthen inbound lead generation, and convert interest into long-term customer relationships.

ABOUT HOOVER CS

Hoover CS is a leading provider of sustainable packaging and fleet management solutions for the chemical, refining, and general industrial-end sectors. Headquartered in Katy, Texas, the company operates one of the largest mixed rental fleets and dedicated service centers, providing comprehensive services to their customers, such as tank cleaning and recertification, logistics support, and more—with speed, reliability, and scale.



Logical Position has been a true partner in helping us grow. From day one, they took the time to understand our business and built a strategy that not only improved brand awareness but also delivered highly qualified prospective customers. Monthly meetings with our Account Manager created a space for us to provide feedback that led to intentional and strategic campaign optimization, resulting in higher conversion rates at lower costs. I'm thankful for their partnership and look forward to our continued success!

— Britney Samson, Senior Marketing Manager

Overcoming Obstacle

Following a rebrand that shifted Hoover CS from tank manufacturing to rental and service solutions, the company faced a disconnect between website traffic and its updated offerings. Many inbound inquiries were still tied to the legacy business, while early SEO and PPC efforts generated interest, the leads lacked quality and conversion potential. To realign their digital presence with their new direction, Hoover CS turned to Logical Position to build brand awareness, attract qualified prospects, and strengthen their growth pipeline.

Measuring Success

Hoover CS partnered with LP to increase top-of-funnel brand awareness with a more qualified audience segment. The ultimate goal was clear: attract new customers through a full-funnel campaign structure that nurtured qualified leads across multiple touchpoints.



Strategy

A careful account build, supported by significant client input on industry-specific terminology, got us off on the right start. Frequent monitoring of the search terms report to weed out low intent/low quality searches has been critical, as well as reviewing customer inquiries to identify additional keywords for ongoing campaign optimization. This has refined our audience to the point of very little spam/unqualified leads coming through and taking up their sales team's time.

Implementation

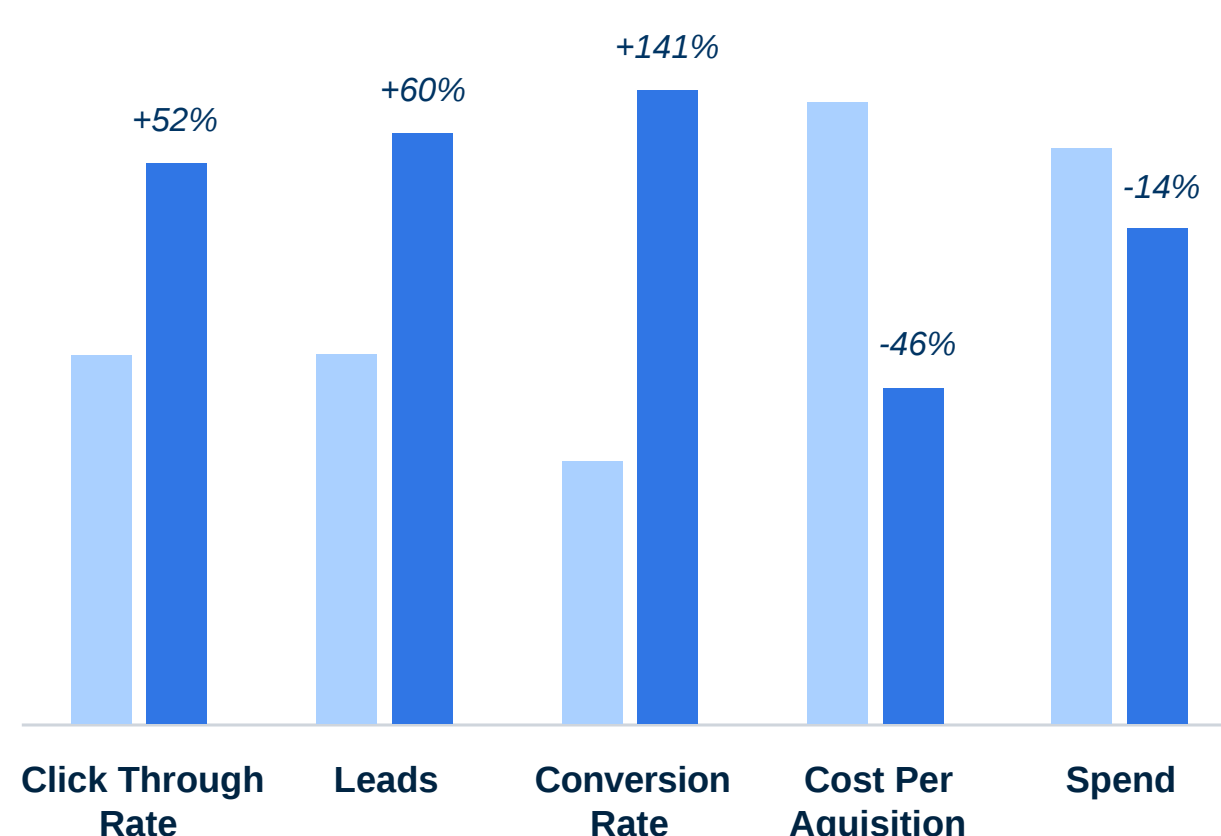
Beginning in early May 2025, we rebuilt our campaigns to align with a website revamp that focused on segmenting product lines & services and improving landing page relevancy.

Results

The company has since migrated to a new CRM platform, enabling more granular lead analysis and customer journey data, which can help with targeting and copy.

Impact

With a more robust website and improved campaign efficiency, Hoover CS has established a strong foundation to engage existing customers and attract new prospects across many industries and sectors. Through tailored product messaging and geo-targeted campaigns, they've engaged a high-value audience, strengthened customer loyalty, expanded distribution, and unlocked new partnerships and opportunities to boost the bottom line.



Tips For Achieving Similar Results

- Create landing pages tailored to product niches unique to your audience.
- Use campaign data to reduce low-quality leads and enhance audience targeting signals.
- Continuously optimize UX to ensure seamless lead capture and conversions.

Ready to start packaging up success with a strategy that delivers? Reach out to our fleet of marketing experts for a complimentary, reliable account review.

[Learn More](#)