

Heavy Lifting, Higher Returns: How Kenco Shifted Email Marketing into High Gear

Revenue
+36%

Conversion Rate
+971%

Unique Clicks
+558%

At A Glance

Industry
Contractor

Services Used

PPC

SEO

Social

Email

Business Model
E-Commerce | B2B

Primary Objective

Unlock revenue potential by expanding audience reach and improving customer data utilization in email marketing

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Overview

Kenco is a leading provider of material handling equipment and industrial solutions, serving businesses across warehousing, logistics, and heavy machinery operations. With a strong presence in the U.S., Kenco supports a wide range of customers—from small operations to large-scale enterprises—helping them optimize efficiency through high-performance equipment and services. Their customer base relies on durable, high-value machinery, making long-term relationships and repeat engagement critical to sustained growth.



The Problem

Kenco worked with a prior agency but wasn't satisfied with the results or the lack of proactive management. They needed a partner who could develop a multi-touchpoint strategy to grow revenue and bolster customer lifetime value. At the time, they operated through two separate websites, which fragmented campaign data and obscured insights into customer buying behavior.



Before working with LP, we knew we had untapped potential—but we didn't have the visibility or structure to act on it. Their team helped us connect the dots across our data, expand our reach, and turn our marketing to drive revenue. The growth we've seen has been nothing short of transformative, and we're excited to keep building on this momentum.

— Jessica Skinner, Marketing Manager, Kenco

The Solution

Logical Position (LP) developed a full-funnel strategy designed to unify data, expand reach, and drive qualified lead generation across channels. By aligning Paid Media, Organic Search, and Email Marketing efforts, Kenco scaled both visibility and conversion efficiency.



Paid Search

Captured high-intent prospects actively searching for industrial equipment and solutions. Restructured campaigns prioritized service lines, with refined keyword targeting and optimized landing pages to improve lead quality. Continuous bid adjustments and performance monitoring ensured budget was allocated toward the highest-converting opportunities.



SEO

To strengthen long-term visibility, LP implemented an SEO strategy focused on increasing Kenco's presence for key industry terms. This included on-site optimizations, technical improvements, and content enhancements designed to attract qualified B2B traffic. The result was a stronger organic foundation that supported sustained growth in lead generation.



Paid Social

LP utilized Paid Social to expand Kenco's reach and engage decision-makers earlier in the buying cycle. Audience targeting was refined using firmographic and behavioral data, enabling campaigns to reach relevant business audiences. This channel played a key role in building awareness and feeding the remarketing pipeline.



Email Marketing

Email became the primary revenue-driving channel through a complete overhaul of data infrastructure and campaign strategy. LP integrated Kenco's customer data into Klaviyo, unifying insights across multiple websites and enabling advanced segmentation.

The Results

+36%

Revenue
Blended Google and Microsoft

PPC

+226%

Conversions
Revenue increased by 178%

Social

+27%

Top 10 Keywords
Year-over-year comparison

SEO

+900%

Revenue
Over \$1M Generated

Email

+558%

Unique Clicks
Targeted audience segments

Email

+41%

Top 20 Keywords
Product-specific landing pages

SEO

✔ Sustained Growth Achieved

By transforming fragmented data into actionable insights, Kenco was able to fully leverage the power of email marketing. With a scalable infrastructure now in place, the strategy continues to evolve—expanding reach, refining segmentation, and pushing performance boundaries.

The result isn't just a one-time lift, but a **repeatable, data-driven growth engine**—one that will continue to deliver value until the data says otherwise.

Ready to Achieve Similar Results?

Let's discuss how we can help you scale your business with integrated digital marketing strategies.

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