



How Superior Concrete Products Increased Commercial Sales using Concora's Digital Experience Platform

15% Increase in Commercial Sales

WHO IS SUPERIOR CONCRETE?

Superior Concrete Products is a leading designer, manufacturer, and installer of the most innovative turnkey precast solutions in the market.

As a member of the National Precast Concrete Association (NPCA), it proudly provides NPCA-certified precast materials across the country for nearly four decades.

With extensive experience and years of dedication, Superior Concrete Products has become the go-to choice for fast, durable, beautiful, and affordable fencing and wall solutions.

CHALLENGES AND GOALS

Superior Concrete Products wanted to increase the awareness of their screening walls, rail fences, and retaining walls for the utilities - commercial, municipal, residential, and government marketplaces and generate more commercial sales.

In regards to architects, engineers and contractors (AECs), they were looking to enhance their online presence with a stellar website experience, which would make specifying and purchasing their products easier.

Additionally, since there were no Trade Shows in 2020, Superior Concrete Products had to think even more innovatively than before. Due to their proactiveness, they addressed the health and safety of their employees, while continuing to acquire new customers and meeting existing customers' needs. And in order to do so, they knew they required a great online presence.

WE'VE SEEN AN INCREASE IN COMMERCIAL LEADS AND BID INVITATIONS BY 25%.

MARC LEUNIS
MARKETING LEADER

THE CONCORA SOLUTION

Knowing its reputation for improving and enhancing commercial builders' digital strategy, Superior Concrete Products partnered with Concora. They added the Concora Design Studio to their website, which allowed them to access specs easily, request quotes, and automate their submittal process.

Understanding how COVID changed the landscape, they reallocated funds to online media and Concora. When they partnered with Concora, they were able to take advantage of Concora's web experience platform, transforming their website to a digital storefront specifically targeting AECs.

Concora's Commercial Portal bolted directly onto Superior Concrete Products' website, allowing for intuitive product searching, automated submittals, product content management, increased high quality lead generation, and product specs.

Additionally, when they partnered with Concora, Superior Concrete Products were also able to work with Concora's digital agency partner, Lodestar, which was able to leverage SEO/SEM to increase Traffic to their website (potential customers). 85% of that traffic went through Concora, where AECs could find what they needed to specify and purchase their products.

Superior Concrete Products recognized that SEO/SEM alone wasn't as valuable as it could be. So, they sought to support digital AEC buyer journeys to specify and purchase their products through Concora's digital experience platform.

THE RESULTS

Concora has increased its commercial leads by 25% as Superior Concrete Products has already seen a website traffic increase of 125%, of which 85% of its inquiries were processed through Concora.

Most significantly, after implementing Concora's platform, Superior Concrete Products has seen a 15% increase in commercial sales.

"I'm thrilled with the results we are achieving...Sales are up and our sales force is happy."

Marc Leunis
MARKETING LEADER

With Concora's innovative lead generation and intuitive buyer journey, when AECs visited their website, they encountered a well-organized and user-friendly site, which translated into 66% of visitors spending a substantial amount of time viewing products, downloading brochures, and viewing their gallery.

20% INCREASE IN ORGANIC & DIRECT TRAFFIC

66% INCREASE IN HIGH QUALIFIED PROSPECTS

15% INCREASE IN COMMERCIAL SALE

WHAT'S NEXT?

Superior Concrete Products recently added animated videos demonstrating the benefits of their walls versus CMU block, metal, or wood walls. These are helping developers visualize and engage with their products.

With the launch of Concora's newest feature, Project Showcase, they will be able to add 3D rendering of their products inside CGI environments, which is important to AECs because they are visual people. By implementing Project Showcase, Superior Concrete Products can promote featured materials, educate AECs even more about their products, and add a call-to-action through digital submittals.

**Implement
Concora's
commercial portal in
less than 30-days**