



Superior Concrete

CONCRETE MANUFACTURER

The company has seen a **66% increase** in high-qualified prospects.

Superior Concrete is a leading manufacturer of some of the most innovative turnkey precast fencing and wall solutions in the market. Their goal is to evolve and increase brand awareness with a great online presence that makes specifying their products easy.

Modernize operations



Understanding how COVID-19 changed the competitive landscape, Superior allocated marketing funds to transform their website into a digital showroom.

Concora Spec now powers their branded product library.

Capture leads



Now that Superior offers architects and contractors the ability to search their product lines online and generate submittals, they've increased commercial leads by 25%.

Notably, 85% of their inquiries were processed via Spec.

Increase sales



Throughout the pandemic, they've successfully addressed the health and safety of their employees while continuing to increase projects.

In just one year, Superior has seen a 15% increase in commercial sales.



"We've seen an increase in commercial leads and bid invitations by 25%. I'm thrilled with the results we are achieving. Sales are up and our sales force is happy."

MARC LEUNIS
Marketing Director

For more information, visit www.concoora.com or call: 877-436-9031, Mail: info@concoora.com

