



“Immediate Results & ROI” Case Study



Case Study

Carlos Tribino
Lead Strategist
Setex Technologies

Website

setexgrip.com

Industry

Technology, Ecommerce,
Material Science

Employee Count

11-50

About Setex

Setex Technologies, Inc. is a Carnegie Mellon University spin-off that is the first commercial manufacturer of dry adhesive technology providing micro-fibrillar polymer based dry adhesives and surfaces for a wide range of product applications.

About Carlos Tribino, Lead Strategist, Setex

Carlos is a growth hacker with 20+ years' experience in building global and startup brands through innovative strategy and omni-channel marketing. Experience in Fortune 500 and startup companies alike.

When it came to choosing an agency to help improve performance of an existing Google Ads campaign, VNE was an obvious choice for him. VNE's professional team goes above and beyond to maximize profitable conversions. It analyzes data and recognizes patterns that contribute to overall exceptional performance.

“VNE is highly responsive, flexible, and delivers the best quality service a business could ask for. It also has great people we can rely on for help analyzing data and building new strategies.”

- Carlos Tribino, Lead Strategist



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“Working with VNE provides the additional benefit of human involvement in the process of conversion rate optimization.

It’s terrific working with smart people who are adaptive and provide high quality service.”

- Carlos Tribino,
Lead Strategist,
Setex Technologies

Strategy & Goals

VNE developed an efficient campaign structure for Setex relying on audience targeting to maximize conversions and reduce waste. This strategy produced accelerated revenue growth. VNE helps Setex achieve short and long-term goals. In turn, Setex uses two metrics to evaluate VNE’s performance: Customer Acquisition Cost (CAC) and Sales per Month.

Short-term Goals:

- Reduce cost per sale
- Increase sales
- Sync conversion data

Long-term Goals:

- Increase market share
- Reduce sales seasonality

The Results



333% Increase in Sales



91.5k Increase in Impressions



78% Lower CPA

Setex, working with VNE, made significant and sustainable optimizations to its Google Ads campaign.