

Industrial Metal Plating Case Study

How an Industrial Plating Manufacturer Replaced a \$500K/Month Customer Loss and Generated \$1M in New Revenue

By Samantha Turba

Business Profile

Industry: Manufacturing

Sub-Industry: Industrial Metal Plating

Region: Southwest U.S. (National Service Footprint)

Starting Revenue: \$1,234,658

Ending Revenue: \$2,234,658

Starting Net Income: \$168,252.93

Ending Net Income (YTD July 2025): \$318,252.93

Starting Employee Count: 10

Ending Employee Count: 10

Number of Owners: 1

Purpose of Engagement: The company engaged Cogent Analytics after losing its largest customer (\$500K/month) to rapidly stabilize revenue, rebuild inbound demand, and create a scalable marketing engine that produced measurable ROI.

ROI Summary

Total Increase in Annual Revenue:

- ~81%
- \$1,000,000

Total Increase in Net Income:

- ~89%
- \$150,000

ROI Multiple:

- 3.57x (Net Income)
- 24.0x (Revenue)

1. About the Business

This industrial metal plating company provides precision coating solutions for high-spec components used in oil and gas, aerospace, electronics, and defense manufacturing. The business had long relied on craftsmanship, quality, and word-of-mouth referrals to sustain revenue.

Despite strong technical capabilities, the company had no digital footprint. Its website was outdated, search visibility was nonexistent, and no inbound lead generation systems were in place. Client acquisition depended almost entirely on a small number of legacy relationships.

In mid-2024, that vulnerability was exposed when the company abruptly lost a single customer responsible for \$500,000 per month in revenue. With no inbound pipeline to replace the loss, revenue declined sharply, and cash flow risk escalated. Leadership needed a rapid, results-driven marketing intervention tied directly to revenue replacement.

2. Initial Challenges

The company faced an immediate commercial and financial threat:

- **Customer Concentration Risk:** One customer accounted for a disproportionate share of revenue. When that relationship ended, there was no buffer.
- **No Inbound Demand Engine:** No SEO strategy, no paid media, no lead capture funnels, and no content to attract new buyers.
- **Poor Digital Infrastructure:** An outdated website lacked technical service detail, industry-specific language, and conversion pathways.
- **Zero Search Visibility:** The business did not rank for core industrial plating keywords, rendering it invisible to buyers actively searching for services.
- **No Measurable Marketing ROI:** Marketing had never been treated as a performance function tied to revenue or profitability.

The company did not need branding. It needed revenue replacement, quickly, with proof.

3. Operational Results

Cogent Analytics executed a phased strategy: immediate lead generation to stabilize demand, followed by infrastructure and content development to reduce long-term acquisition cost and scale profitably.

Sales Volume / Demand Generation

Baseline Condition	Cogent Action Implemented	Measurement Lever	Result

No inbound leads; total reliance on referrals	Launched Google Ads campaigns targeting high-intent industrial plating keywords	Google Ads conversion tracking; CRM lead logs	Generated 244 qualified leads over 12 months
No digital conversion assets	Built high-conversion landing pages for copper and electroless nickel plating	Landing page conversion rate; lead source attribution	Created a reliable inbound pipeline within weeks

Marketing Efficiency

Baseline Condition	Cogent Action Implemented	Measurement Lever	Result
No paid media experience	Structured Google Ads campaigns with service-specific ad groups	Cost per conversion; CTR	Achieved \$37.17 average cost per lead
Unknown keyword performance	Optimized campaigns around high-intent industrial searches	Campaign CTR benchmarks	CTRs reached 10.75% (Silver), 9.45% (Gold), 6.81% (Copper)

General & Administrative (Marketing Infrastructure)

Baseline Condition	Cogent Action Implemented	Measurement Lever	Result
Outdated website with no SEO	Full website rebuild with technical SEO and service-specific content	Keyword rankings; Quality Score	Improved Quality Scores from "Poor" to "Excellent" and reduced paid media costs
No content strategy	Monthly blogs, videos, email, and social content	Organic traffic trends; engagement metrics	Achieved sustained organic visibility and brand credibility

Cash Flow & Capacity Impact

Baseline Condition	Cogent Action Implemented	Measurement Lever	Result
--------------------	---------------------------	-------------------	--------

Revenue decline after \$500K/month customer loss	Rapid lead generation + scalable inbound demand	Revenue trend analysis	Replaced lost revenue and added \$1M in new revenue
Marketing spend perceived as cost	ROI-driven campaign management	Net income vs. marketing spend	Increased net income by \$150,000

Return to Owner

Baseline Condition	Cogent Action Implemented	Measurement Lever	Result
Reactive growth; survival mindset	Predictable inbound pipeline	Lead volume vs. capacity	Owner selectively reduced ad spend due to excess demand
No control over growth pace	Balanced paid + organic strategy	Lead quality metrics	Shifted from desperation to selectivity

Owner Quality of Life

Prior to engagement, the owner faced existential risk following the loss of a \$500K/month customer. Following implementation, inbound demand stabilized, revenue surpassed pre-loss levels, and the business regained control over growth pace.

The owner reached a point where advertising was intentionally paused due to operational capacity constraints, a reversal from survival to control.

6. Client Reflection

“We have had an influx of work coming through and actually needed to pause ads just to catch up on leads. This time last year, we never could have imagined this outcome.

Marketing saved our business.”

- Owner