

Overview

The Clitec GmbH campaign highlights the launch of a cutting-edge, sustainable product line that merges efficiency with eco-conscious innovation. Designed to meet industry demands for customizable, energy-efficient solutions, the campaign underscores how Clitec GmbH's products empower businesses to achieve operational excellence while contributing to environmental sustainability.

Key Objectives

1. **Promote Sustainability:** Showcase Clitec GmbH's commitment to environmentally friendly solutions that align with upcoming regulatory standards.
 2. **Highlight Product Versatility:** Emphasize the adaptability of the product line to meet diverse industry needs.
 3. **Drive Engagement:** Encourage businesses to explore Clitec GmbH's offerings for optimized, energy-efficient operations.
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Target Audience

The campaign is designed for:

- **Industry Professionals and Decision-Makers:** Key figures in sectors such as manufacturing, energy, and healthcare who are actively seeking sustainable operational solutions to enhance efficiency and reduce environmental impact.
 - **Sustainability Advocates:** Organizations and stakeholders dedicated to aligning their operations with global environmental objectives, promoting eco-friendly practices, and contributing to a healthier planet.
 - **Regulatory-Conscious Businesses:** Companies proactively preparing for compliance with the 2025 EU F-Gas Regulation, which introduces significant restrictions on the use of high global warming potential (GWP) fluorinated gases in refrigeration and air conditioning sectors.
 - **Environmental Compliance Officers:** Professionals responsible for ensuring their organizations adhere to evolving environmental regulations, particularly those related to the use and reporting of fluorinated greenhouse gases (F-gases).
 - **Product Development and R&D Teams:** Teams focused on integrating sustainable technologies into products and services, seeking innovative solutions that meet both performance and environmental standards.
 - **Facility and Operations Managers:** Professionals overseeing the maintenance and efficiency of organizational infrastructure, looking for systems that reduce energy consumption and environmental impact.
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Key Messaging

- *"Optimize your operations sustainably with Clitec GmbH!"* Discover versatile, energy-efficient solutions tailored to your needs.
- *"Eco-conscious innovation for a healthier planet!"* Clitec GmbH's systems reduce energy consumption, lower costs, and ensure compliance with environmental regulations.
- *"Choose durability, functionality, and sustainability in one package!"* Upgrade your systems today with Clitec GmbH's state-of-the-art technology.

01.08.2024 - 01.11.2024

Performance Graphs

LinkedIn

Kampagnen / Ausgaben

- Kampagnen Total: \$185,19
- CPM: \$4,07 CHF
- CPC: \$2,72
- Impressionen **45.548**
- Average CTA: 0,15 %
- Clicks: 68

