

Detection Technologies

Detection Technologies | Brand Messaging & Lead Generation

OBJECTIVE

[Detection Technologies](#), world leader in compression optimization and fleet management, offers solutions for chemical injection, compression, and other production operations. Detection engaged Pierpont to promote the brand in the U.S. and global oil and gas industry markets.

SOLUTION

Pierpont met with the leadership team, employees and customers to identify the core brand elements and develop key messaging for each audience. A thought leadership campaign comprised of event appearances, contributed content and earned media raised the visibility of key Detection leaders across the industry.

An aggressive sales plan was supported by ad placements and a Google AdWords campaign that drove significant new leads into the sales pipeline.

RESULTS

As a result, more than 100 customers and thousands of users came to depend on Detection Technologies to monitor and manage over 10,000 compression-related assets worldwide.

BY THE NUMBERS

100+

Customers and Thousands of Users

10K+

Compression-related Assets Worldwide

