

— MAZE ENVIRONMENTAL



CAMPAIGN STATS



PRE-ROLL & DISPLAY

Impressions - 126,348
Engagements - 22,459
Completions - 99,814



SOCIAL MEDIA

Impressions - 295,079
Engagements - 36,697
Completions - 230,162



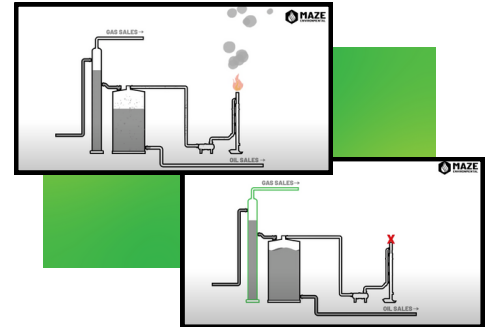
OTT STREAMING

Impressions - 62,487
Completions - 48,739

“

Proscalar helped us take our creatives to a level that broke through language barriers; to help us acquire new business”

- Brooks Pearce
CEO MAZE Environmental



WATCH CAMPAIGN VIDEO

[45 Second Spot](#)

BRAND AWARENESS CAMPAIGN

Opportunity: MAZE Environmental faced growing competition and needed to distinguish itself in the crowded energy sector. In early 2023, MAZE engaged Proscalar to enhance its brand presence and generate high-quality leads via social media marketing, especially in preparation for the 2023 Abu Dhabi International Petroleum Exhibition & Conference (ADIPEC).

Process: We implemented a tailored social strategy across Facebook and LinkedIn, focusing on thought leadership content on LinkedIn to build credibility, and more visual, engaging ads on Facebook to capture attention. The creative campaigns underscored MAZE's innovative solutions in the energy industry, targeting decision-makers in key markets.

RESULTS

In just six months, MAZE Environmental saw an unprecedented 15,000 new followers—triple their previous growth rate. Social referral traffic to the site surged by 300%, driving substantial interest in MAZE's offerings. The campaign generated over 50 qualified sales inquiries, directly linked to our targeted efforts.

“Meet us at ADIPEC” Ad's (convention center geofenced)
400,012 Impressions / 2,062 Clicks



MAZE
ENVIRONMENTAL

UPSTREAM EMISSION REDUCTION
TECHNOLOGY