

# Wevolver x Protolabs

## Case study

Protolabs is a digital manufacturing source for custom prototypes and low-volume production parts.

Their services are being used by global organizations like Audi, HP, Intel, or NASA.

The result is an unprecedented speed-to-market value for product designers and engineers worldwide.



**800,000 +**      **700% increase**  
impressions      LinkedIn followers

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**700 +**      **32%**  
downloads      contact opt-in

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## Top 5 organisations reached

Samsung  
Siemens  
TDK  
Capgemini  
Ford



## THE OBJECTIVE

Protolabs approached Wevolver with the goal of generating demand for Protolab's technologies and positioning the company as top of mind in robotics manufacturing.

Secondary, Protolabs was aiming for a consistent increase in their social media reach and high-quality lead generation for its specific target audience.





## THE APPROACH

### 2023 Manufacturing Robotics Report

1. Analysis of Wevolver's community interest and data for concept creation.
2. Expert writers selected with deep expertise in both robotics and manufacturing fields.
3. Creation of the e-book and 5 long-read articles shared on Wevolver.com with a call to action to download the report.
4. Thoughtful social media posts creation with summaries of each article and sharing across all Wevolver's channels. A dedicated newsletter on top to boost results.

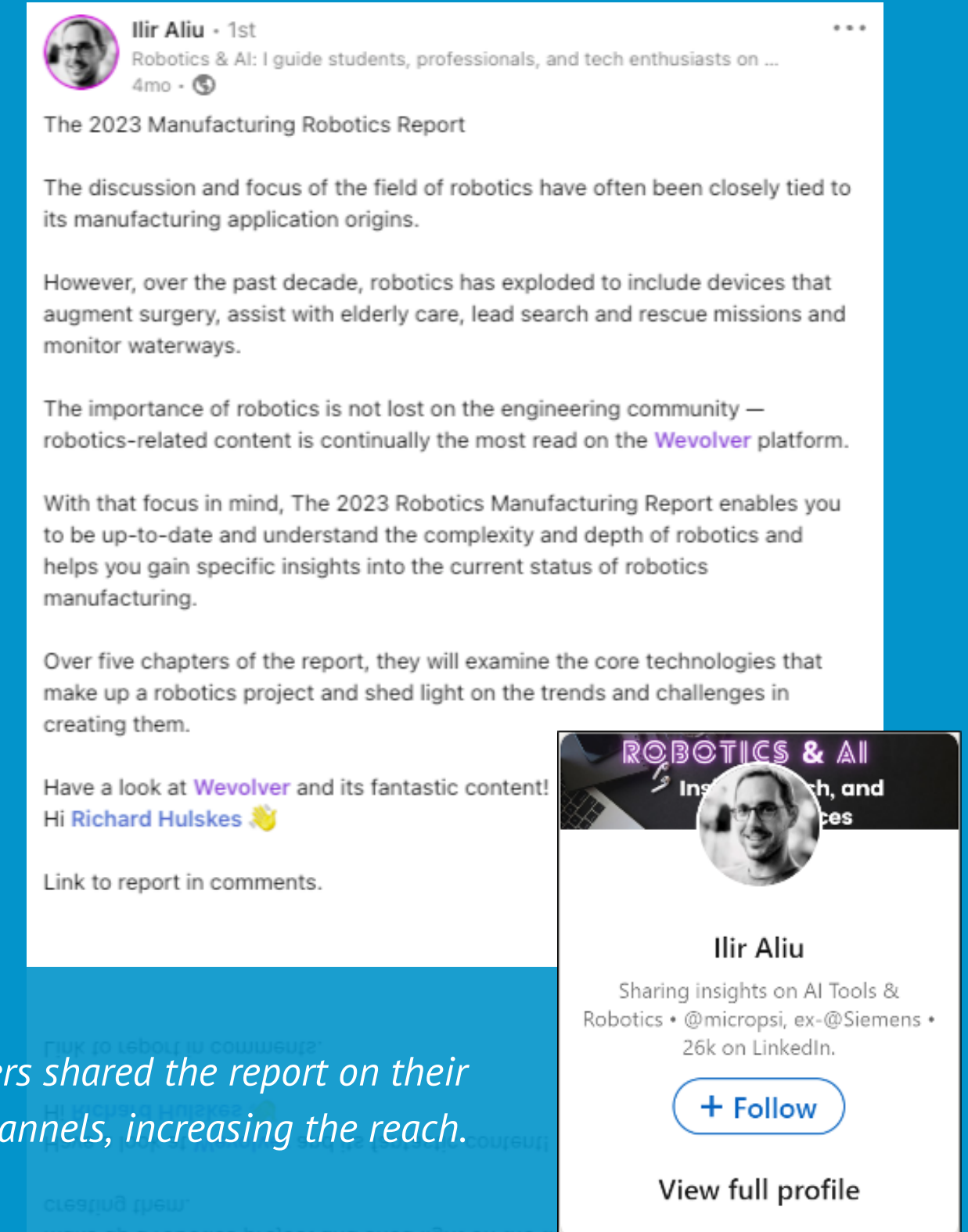


## THE RESULTS

### The campaign's success in the first 4 weeks:

- 800,000+ impressions via Wevolver & Protolabs channels.
- 15,000+ engagements.
- 700+ PDF downloads, 32% opted in to be contacted by Protolabs (lead-gen).
- Protolabs' average weekly new LinkedIn followers increased by 700% during the campaign.
- Protolabs' average monthly new Instagram followers increased by 537% during the campaign.
- The report got CPD accredited.

External influencers shared the report on their channels, increasing the reach.





## DATA INSIGHTS

This is a small sample of the 200+ organizations that we identified who accessed the report.

Note that due to privacy settings and cookie restrictions, we can only identify a part of our visitors and that startups and smaller companies are generally harder to identify.

**SAMSUNG**



**SIEMENS**



**maxon**

**Panasonic**





Stay cutting edge