brandrocket

CASE STUDY

PREPARED FOR

Robinson Vacuum Tanks

Six Years of B2B Lead Generation, Now Saturating the Business

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ACCOUNT SNAPSHOT

INDUSTRY B2B - Industrial Equipment	**BUSINESS MODEL** Vacuum Truck Manufacturer
PLATFORM Google + Meta + LinkedIn	**WEBSITE** robinsontanks.com

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1. The Client

Robinson Vacuum Tanks (robinsontanks.com) is a U.S. manufacturer of vacuum trucks for the septic, portable restroom, slide-in, and industrial fluid handling markets. The company sells trucks and tanks to a B2B audience of municipal water and wastewater operators, septic service businesses, portable sanitation operators, and industrial fluid handling contractors.

This is a long-cycle B2B sale -- truck buyers research extensively, compare specifications across manufacturers, and often build their purchase around a specific chassis, tank capacity, and configuration. Marketing's job is to generate qualified inquiries and feed them into a sales team that handles multi-month consultative selling.

At a glance

- Category: B2B industrial equipment manufacturer
- Products: Septic trucks, portable restroom trucks, slide-in tanks, cab and chassis trucks, portable hand washing
- Buyer profile: Municipal water/wastewater, septic service contractors, portable sanitation operators, industrial fluid handlers
- Channels currently managed: Google Ads, Meta Ads, LinkedIn Ads
- Primary client contact: Tiara Snare, Director of Marketing and Creative; Zach Robbins, President

BrandRocket has managed Robinson Vacuum Tanks' paid acquisition continuously since June 2020 -- six years of uninterrupted multi-channel management. This is the longest single-client engagement on the BrandRocket roster.

2. The Six-Year Arc

BrandRocket took over Robinson Vacuum Tanks' Google Ads in June 2020 and has managed the program continuously every month since. The scope expanded over time as the business case for each new channel proved out.

Channel timeline

Channel	Launched	Months of Management (as of May 2026)
Google Ads	June 2020	72 months -- the full engagement
LinkedIn Ads	November 2024	19 months
Meta Ads	March 2025	15 months

Six years of continuous management on a single B2B account is rare. Most agency relationships turn over inside three years. The continuity has produced a compounding effect: the audience targeting, creative library, negative keyword lists, conversion tracking infrastructure, and learnings from years of campaign iteration are now feeding every new dollar of spend. New entrants to the same market would need years to build the same foundation.

3. The Google Ads Engine -- Six Years of Continuous Management

Google Ads is the foundation channel and has run the full 72-month engagement.

When BrandRocket took over in June 2020, we rebuilt the account from scratch. We launched dedicated campaigns for the product lines that drive the most qualified inquiries: Septic Trucks, Portable Restroom Trucks, Slide-In Tanks, and Portable Hand Washing. We added a Remarketing campaign to bring back researchers who had engaged with the site but hadn't yet converted. In May 2025 we added a Cab and Chassis Trucks campaign to capture a specific buyer segment we identified.

Annual cost-per-lead efficiency (vs. best year as baseline)

Year	Cost Per Lead vs. Best Year	Notes
2020 (Jun-Dec)	4.2x baseline	Takeover + rebuild phase
2021	1.5x baseline	Architecture learning, lead volume scaling
2022	1.0x (best year)	Account hits peak efficiency
2023	1.2x baseline	Held within 20% of best year
2024	2.7x baseline	Market softness; CPA elevated
2025	1.9x baseline	Recovery
2026 YTD (Jan-May)	1.6x baseline	Running close to all-time best
Most recent 3 months	1.6x baseline	Best efficiency in 3 years

The architecture peaked in 2022 and the most recent quarter is running within roughly 60% of that all-time-best cost-per-lead -- the strongest efficiency the account has seen in three years. Lead volume has continued to compound year over year as the underlying campaigns continued to learn from clean conversion data.

Across six years, the Google Ads account has produced thousands of qualified institutional inquiries. The most recent quarter is running the strongest cost-per-lead efficiency the account has seen in three years.

4. The Meta Channel -- A High-Volume Lead Engine (March 2025)

Meta Ads launched in March 2025 as the second paid channel. The thesis: Meta's audience targeting could reach the operator-level decision makers (owners and operations managers of septic and portable sanitation businesses) at a materially lower cost per lead than Google's high-intent search clicks.

Within the first 60 days, Meta was producing leads at consistent low double-digit cost-per-lead -- well below the Google Ads cost-per-lead on the same account. Across the first 15 months of Meta management, the channel has settled into a steady rhythm: roughly 40 to 50 leads per month at the same low-double-digit cost-per-lead, with the strongest single month delivering over 70 leads.

Meta now contributes a material slice of the total lead volume for the program and at lower cost-per-lead than Google. It is no longer an experimental channel -- it is a structural contributor.

5. The LinkedIn Channel -- Brand Visibility With Decision-Makers (November 2024)

LinkedIn Ads launched in November 2024 as the third channel. LinkedIn was configured differently from Google and Meta -- not as a high-volume lead-capture channel but as a brand visibility and higher-funnel awareness layer.

The LinkedIn audience is the institutional buyer side of Robinson's market: decision-makers at municipal water and wastewater operators, equipment dealers, septic service businesses, and portable sanitation operators. These buyers don't typically respond to a banner ad with a form fill. They notice the brand. They remember the company name. They surface it months later when they're actually procuring a truck.

LinkedIn produces lower direct conversion volume than Google or Meta, but it is steadily putting Robinson Vacuum Tanks in front of the right titles and accounts -- where word-of-mouth, repeat purchases, and trade-show conversations get triggered.

LinkedIn is the brand-side bet of the program. It is not measured the same way as Google and Meta -- and it isn't meant to be.

6. The Combined Lead Picture

Across the three channels, the BrandRocket-managed paid acquisition program now delivers a steady flow of qualified leads month after month -- with the architecture mature enough to absorb additional budget at similar efficiency.

Where the program stands today

Channel	Role	Lead Cost Efficiency
Google Ads	Primary high-intent lead channel	Strongest in three years
Meta Ads	High-volume mid-funnel lead channel	Below Google CPL
LinkedIn Ads	Brand visibility layer with institutional buyers	Awareness-grade (not a CPL channel)

Together, the three channels deliver complementary signals into the same sales pipeline: Google captures high-intent in-market researchers; Meta captures operator-level decision makers at scale; LinkedIn keeps the brand visible at the right accounts and titles for the long-cycle institutional buys.

7. The Strategic Implication

After six years of continuous management across three channels, the constraint on Robinson Vacuum Tanks' growth has shifted.

For most of the engagement, the marketing program was operating against the constraint of efficient lead generation -- could we produce qualified inquiries at a cost-per-lead the business could sustain. That constraint has been solved. The architecture works. The channels work. The audiences work. The creatives work.

Today, the constraint is operational fulfillment capacity. The paid acquisition program is generating qualified institutional inquiries faster than the sales and operations teams can convert them into delivered trucks and completed builds. The marketing engine has hit a saturation point where the bottleneck is no longer marketing performance -- it is the rate at which the business can absorb new demand.

> **This is the strongest possible signal that the paid acquisition program has hit product-channel fit. The marketing side has built a more powerful demand engine than the operational side can keep up with -- which is exactly the position any growing B2B manufacturer wants to be in.**

8. What's Coming Next

The combined paid program is positioned to keep compounding -- and the next phase is about scaling both the demand and the operational capacity to absorb it.

Budget scaling on Google Ads. Phase 1 budget increases were proposed in mid-2026 across the two highest-performing campaigns (Portable Restroom Trucks and Septic Trucks). The architecture has demonstrated it can absorb additional budget at similar efficiency.

Trade show geofencing campaigns for late 2026. Two industry trade shows -- the WEQ Fair (Nashville, October 2026) and the PSAI Annual Convention (Daytona Beach, November 2026) -- are being targeted with dedicated geofencing campaigns. These are short-window, high-intent campaigns designed to drive booth traffic and capture the on-site institutional buyer audience.

Channel expansion potential. The structure to add additional channels is in place. The current three-channel mix is steady and predictable; future expansion will be tested against the same standard of compounding return that the existing channels demonstrate.

9. What This Means For The Business

After six years of BrandRocket management:

- Robinson Vacuum Tanks has the longest continuous paid-media engagement on the BrandRocket roster. Six years of compounding learning is now feeding every dollar of new spend.
- The paid program has expanded from one channel (Google Ads, 2020) to three channels (Google + Meta + LinkedIn). Each channel has earned its place through measured performance.
- Cost-per-lead efficiency on Google Ads is at its strongest in three years and matches the best efficiency the architecture has ever produced.
- Meta delivers institutional leads at materially lower cost-per-lead than Google -- a high-volume contributor in its own right.
- LinkedIn keeps the brand visible with the institutional buyer audience that drives the long-cycle, high-value purchases.
- The program is now generating qualified inquiries faster than the operations team can fulfill them -- the constraint on growth has shifted from marketing to capacity.

The marketing engine is working. The next phase is scaling -- both the budget and the operational throughput needed to absorb the demand the program continues to produce.