C-SERT™ | RaceSert™ Lifetime Warranty

Cazbah CASE STUDY

From Word-of-Mouth to 90–95% Lead Conversion

How Cazbah helped C-Sert and RaceSert turn a specialized industrial solution into a clearer, more visible, and more effective online sales engine.

Read how Cazbah helped C-Sert and RaceSert attract better-fit industrial buyers.

Who Are C-Sert and RaceSert?

C-Sert provides permanent industrial thread repair solutions for manufacturers, steel mills, plastics companies, injection molders, and other operations dealing with stripped or damaged threaded holes. Their product solves a costly operational problem: keeping equipment running when downtime is expensive.

RaceSert brings that same repair concept into the automotive and engine block repair market, with a specialized focus on racing and high-performance applications.

Before partnering with Cazbah, C-Sert had a product with strong real-world value, but its website did not clearly communicate why the product mattered, who it was for, or how it solved an expensive operational problem. The company relied heavily on word-of-mouth, trade shows, sales reps, and direct follow-up, which made visibility harder to scale.

Key Facts:

- Specialized permanent thread repair solutions for industrial applications
- Serves manufacturers, steel mills, plastics companies, injection molders, and maintenance teams
- RaceSert expands the solution into racing and engine block repair markets
- Previously relied heavily on word-of-mouth, trade shows, and direct follow-up
- Partnered with Cazbah to improve visibility, buyer education, and lead quality

The Challenge

C-Sert's website existed, but it functioned more like a basic brochure than a strategic sales tool. It explained that the company existed, but it did not clearly communicate the product's value, ideal applications, or the cost-saving impact of permanent thread repair.

As a result, the company attracted inconsistent inquiries. Some prospects were simply trying to understand what C-Sert did. Others were small one-off repair situations that did not match the industrial applications where the company delivers the greatest value.

> ***CUSTOMER QUOTE :***
>
> ***"Before working with Cazbah, our online presence was hope."***
>
> ***— Kara Eckstrom, General Manager, C-Sert***

Key Challenges:

- Website was outdated and limited
- Value proposition was not clear enough online
- Inquiries were inconsistent and often misaligned
- Sales conversations required too much basic education
- RaceSert needed to launch with little domain authority

The Cazbah Strategy

Cazbah transformed C-Sert's digital presence from a simple online brochure into a clearer sales and education tool. The goal was not to attract everyone. The goal was to attract the right industrial buyers, educate them earlier, and make the sales process more efficient.

Approach:

- **Website Modernization:** Improved structure, messaging, product information, and usability so buyers could understand the solution before contacting the company.
- **Buyer Education:** Added product specifications, how-to information, videos, and clearer application content to reduce the need for basic explanation during sales calls.
- **SEO and Positioning:** Built keyword and content strategy around C-Sert's ideal customers, including maintenance teams, injection molders, steel mills, plastics companies, and industrial operators.
- **RaceSert Launch Support:** Applied the same strategic foundation to RaceSert, helping the new brand enter the market with clearer positioning and stronger digital structure.
- **Ongoing Partnership:** Provided hands-on support, recommendations, and responsive guidance to continue refining both brands.

Results & Reflection

Cazbah helped C-Sert and RaceSert turn specialization into a stronger online sales advantage. Instead of using the website as a static information page, the company now has a clearer digital presence that educates buyers, filters poor-fit inquiries, and builds confidence before the sales conversation begins.

The result is more than web activity. It is better-qualified prospects, stronger credibility, shorter education cycles, and a reported 90–95% conversion rate from online opportunities.

Key Results:

- Reported **90–95% conversion rate** from online opportunities
- **Higher-quality inquiries** from more educated prospects
- Less time explaining the basics and more time **solving real problems**
- **Stronger credibility** through a more modern, current, and legitimate digital presence
- RaceSert launched with a **stronger digital foundation**
- **Clear ROI** that supported expanding the partnership

> ***CUSTOMER QUOTE :***
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> ***"The return on investment I get from Cazbah is amazing. I think there's not a single penny wasted in what we put into Cazbah, which is why we moved forward with RaceSert, too."***
>
> ***— Kara Eckstrom, General Manager, C-Sert***

Ready to See What's Possible?

Your website should be your best salesperson.

Schedule a Complimentary Manufacturing Marketing Analysis

cazbah.net/analysis