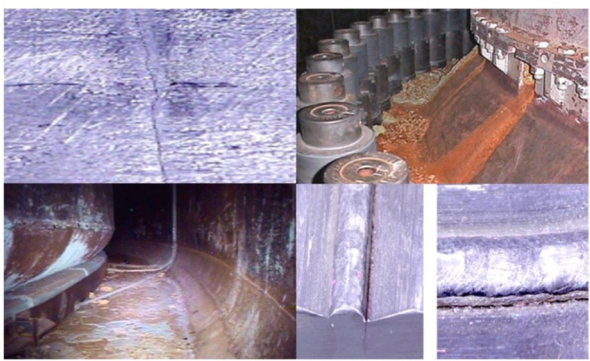


How Do You Inspect Areas You Can't Safely Access?
Explore remote imaging solutions for nuclear environments.



Monitoring Critical Areas

Explore Remote Imaging Solutions:
mirion.com/radiation-tolerant-cameras

Radiation-Tolerant Cameras for Nuclear Applications
mirion.com [Learn more](#)

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NuClear™ 400

Radiation-Tolerant Cameras

Paid Social Advertising - *How Do You Inspect Areas You Can't Safely Access?*



Honorable Mention Winner 2026

How Do You Inspect Areas You Can't Safely Access?

Mirion Technologies

Advertising/Marketing | Online | 53. Native Advertising

Lucas Marshall, Digital Content Marketing Strategist

Executive Summary & Objectives

To maximize pipeline impact within a highly conservative **30-day, \$1,500 budget**, we launched a targeted, lightweight B2B LinkedIn paid social campaign aimed at nuclear energy facility operators and safety directors.

Our objective was to bypass generic stock photography fatigue and capture high-intent leads with peak budget efficiency. Three creatives were introduced, with **one** becoming the clear standout. Success was measured by a target industry CTR baseline (0.50%) and bottom-line customer acquisition costs, particularly in comparison to other creatives. The learnings were applied to the second-phase of the campaign.

The Strategy & Creative Hypotheses

Three creative approaches were used:

- 1 standard product announcement-style ad, highlighting the camera's primary value proposition, using the product block shot and iconography consistent with our creative style
- 1 ad positioning the new product into our wider family of radiation-tolerant cameras
- 1 ad based on my hypothesis, that using authentic, real-world storytelling with actual camera footage, would perform better than more standard creative approaches

The strategy for this ad was built on two core behavioral hypotheses:

- **The Interrogative Hook:** We leveraged a question-based text format—*"How do you safely inspect areas you can't safely access?"*—to immediately strike at the audience's primary compliance and safety friction points.
- **The Visual Proof:** We bypassed polished corporate graphics in favor of a raw, grid-style layout showcasing four authentic, real-life camera footage panels. Anchored by the caption *"Monitoring Critical Areas,"* this high-contrast visual instantly established technical authority in a crowded professional feed.
- This psychological alignment carried was repurposed on the landing page problem statement to create a seamless, high-trust transition from ad click to conversion. into the user journey, where the exact same gritty application imagery. The same creative approach was carried through email, organic social, and other touchpoints.

Results & Market Impact

The "Hero" creative delivered historic efficiency, single-handedly carrying the campaign's ROI and proving that creative authenticity outweighs bloated ad spend.

- **Budget Optimization:** Captured **54.5% of total campaign impressions** (24,144 of 44,272) and drove **59.7% of all website traffic** (120 of 201 visits).
- **Baseline Excellence:** Secured a strong **0.50% CTR**, vastly outperforming the sterile, illustrative creative variations.
- **Unprecedented Conversion Rate:** Generated a massive **22.50% landing page conversion rate** (27 of the campaign's 35 total conversions) due to the unified, high-trust visual thread from ad to landing page.
- **Resource Efficiency:** Yielded an incredibly lean estimated **\$30.30 Cost Per Acquisition (CPA)** and an estimated **\$6.82 CPC**—well below the standard LinkedIn average of \$8.00–\$14.00.

Ultimately, this single asset was **2.3x more efficient** at driving actual pipeline than the other campaign assets combined, proving that human-centric, real-world visual storytelling can yield enterprise-level outcomes on a boutique budget.



Mirion Technologies

5,726 followers
Promoted



How do you maintain visibility when direct access is limited? ↓ Explore remote imaging solutions for inspection, monitoring and outage support:

<https://lnkd.in/eci6ZGR6>

Critical inspection and monitoring activities often take place in areas where direct access is limited. Radiation-tolerant camera systems help teams maintain visibility, support remote monitoring and reduce personnel exposure in demanding nuclear environments.

Explore Mirion Technologies' trusted solutions for inspection, monitoring and outage-related activities in radiation-affected areas.

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GIF



How Do You Inspect Areas You Can't Safely Access?

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Monitoring Critical Areas

Explore Remote Imaging Solutions:
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Radiation-Tolerant Cameras for Nuclear Applications

mirion.com

[Learn more](#)

Concept

How Do You Inspect Areas You Can't Safely Access?

Explore remote imaging solutions for nuclear environments.



Monitoring Critical Areas

Explore Remote Imaging Solutions:
mirion.com/radiation-tolerant-cameras

Primary Text:

How do you maintain visibility when direct access is limited? ↓ Explore remote imaging solutions for inspection, monitoring and outage support:

<https://www.mirion.com/radiation-tolerant-cameras-for-remote-nuclear-inspection-surveillance>

Critical inspection and monitoring activities often take place in areas where direct access is limited. Radiation-tolerant camera systems help teams maintain visibility, support remote monitoring and reduce personnel exposure in demanding nuclear environments.

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Ad



How do you maintain visibility when direct access is limited? ↓ Explore remote imaging solutions for inspection, monitoring and outage support:
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😊 GIF 🖼️



Other ads within the campaign

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How do you maintain visibility when direct access is limited? Explore the NuClear 400 radiation-tolerant PTZ camera:
<https://lnkd.in/ej3Yu2TV>

Enables nuclear facilities teams by delivering:

- Dependable performance in nuclear applications, up to 400 Gy of cumulative exposure
- Flexible system integration and precise image control
- Safer remote monitoring of radiation-affected areas

How Do You Achieve Reliable, Radiation-Tolerant Vision?

INTRODUCING
NuClear™ 400
Radiation-Tolerant Pan-Tilt-Zoom (PTZ) Camera



Radiation-Tolerant Performance

Flexible System Integration

Precision Imaging & Control

Explore More Benefits:
mirion.com/nuclear-400

Remote Radiation-Tolerant PTZ Camera with HD Video to 400-Gy
mirion.com

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Goal: Highlight the NuClear™ 400, leaning into its value proposition.

Outcome: Performed second-best of the three ads, generating:

- 12,863 impressions, 54 clicks, with a .42% CTR, 6 conversions, and \$78.29 cost-per-conversion

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How do you maintain visibility when direct access is limited? Explore remote imaging solutions for inspection, monitoring and outage support:
<https://lnkd.in/eW2SMdfP>

Critical inspection and monitoring activities often take place in areas where direct access is limited. Mirion Technologies' radiation-tolerant camera portfolio helps teams maintain visibility, support remote monitoring and reduce personnel exposure in demanding nuclear environments.

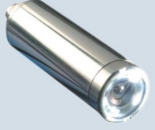
Now featuring the NuClear 400, a radiation-tolerant PTZ camera that combines dependable HD video monitoring, full PTZ functionality and 400 Gy radiation tolerance for demanding nuclear applications.

How Do You Maintain Visibility When Direct Access Isn't Possible?

Explore radiation-tolerant camera solutions for monitoring, inspection and outage support.



NEW!



Find Your Remote Imaging Solution:
mirion.com/radiation-tolerant-cameras

When Direct Access Isn't Possible

mirion.com

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Goal: Position the NuClear™ 400 within Mirion Technologies' wider portfolio of radiation-tolerant cameras, as a new solution.

Outcome: Performed the worst of the three ads, generating:

- 7,265 impressions, 27 clicks, with a .37% CTR, 3 conversions, and \$65.76 cost-per-conversion.
- I ultimately paused the ad to let the other two run evenly.

Ads leveraging the same style in phase II of campaign



Mirion Technologies

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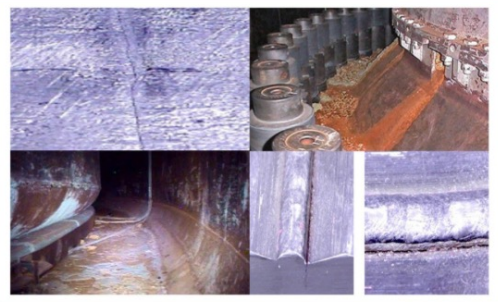
How do you maintain dependable visibility when direct access is limited? ↓
Explore how the NuClear 400 radiation-tolerant PTZ camera delivers:
<https://hubs.li/Q04rfKhH0>

Capabilities:

- Dependable performance in radiation-affected areas, up to 400 Gy of cumulative exposure
- Flexible integration with existing systems and support for future modernization
- Full PTZ functionality for precise image control and remote monitoring

How Do You Inspect What You Can't Access Safely?

Explore remote imaging, purpose-built for the unique demands of nuclear environments.



→ See the problem

How Do You Inspect What You Can't Access?

Inspection & Surveillance Tasks Are Critical.

But Direct Access Isn't Always Possible.

Critical inspections often take place where personnel can't safely go. Radiation, confined spaces and operational constraints limit access and visibility.



→ What nu

The Challenge with Nuclear Ir

Inspection & Surveillance Tasks Are Critical. But Direct Access Isn't Always Possible.

Critical inspections often take place where personnel can't safely go. Radiation, confined spaces and operational constraints limit access and visibility.

→ What nuclear inspection requires

The Challenge with Nuclear Inspection

Nuclear Inspection Requires:



Remote inspection & surveillance



Reduced personnel exposure



Visibility in confined or inaccessible areas



Faster, more informed decisions

→ Solution

What Nuclear Inspection Requires

Reliable, Radiation-Tolerant Vision for Demanding Nuclear Inspection Tasks

The NuClear™ 400 radiation-tolerant PTZ camera delivers dependable HD monitoring, precise image control and flexible integration for demanding nuclear applications.



Explore the Solution

NuClear™ 400 Radiation-Tolerant PTZ Camera