Getting a global reach for McGraw Hill's engineering content

About McGraw Hill
A leading educational publisher, McGraw Hill launched their award-winning engineering reference and teaching platform that delivers world-renowned, engineering content for academics, students and professionals.

Engineering the right campaign
To take their campaign to the next level and drive traffic to their website and lead generation landing page, web banners were featured on the E&T website, five daily banner slots were included in the E&T e-newsletter and a solus email was delivered to E&T’s global audience.

The branding activity on the website and e-newsletter were put together prior to the email launch, to ensure our audience had visibility of McGraw Hill and their key message before being delivered the dedicated, target email.

Banners placed on E&T e-newsletter

![Banners placed on E&T e-newsletter](image)

Results
The web banners on the E&T website had a total of 14,337 impressions and 13 total clicks, with the five daily e-newsletter banners achieving 95,102 impressions and 87 clicks with an average of 24 clicks per banner.

The campaign highlight was the success of the targeted email. Engagement soared well above our average response of 126 clicks and 1.28% click-through rate (based on a global send).

Solus email stats:
- 47,643 sent
- 8,851 open
- 537 clicks
- 6.07% CTR

Want to find out how a bespoke E&T digital campaign could benefit your business?
Contact the E&T Team for further information advert@theiet.org or 01438 767351

TABPI award wins, September 2020:
- 2020 Technical Article GOLD
- 2020 How-to Articles SILVER
- 2020 Department BRONZE