

Case

A collaborative campaign

study

for Amplicon's product content

Amplicon LB May 2020



E&T Connect Email



About Amplicon

Amplicon has more than 45 years' experience manufacturing and distributing products and systems for industrial applications. The UK-based company supplies industrial computing, data communications, measurement and control and engineering services to manufacturers, system integrators and OEMs internationally.

Driving website traffic

When Amplicon wanted to raise brand awareness, in addition to driving traffic to a product-specific webpage, the organisation turned to E&T's sales team.

A collaborative campaign

A long-term E&T client, we understand Amplicon's offering well. Over the years the sales team has learnt what type of content attracts the right audience and will pull high quality traffic through to the company's site.

E&T worked closely with Amplicon to develop content that would provide brand consistency and recognition across our various digital channels. The campaign ran from May to July 2020, starting with two solus emails. These were followed up by five daily newsletter text box slots each month for the product promotion, alongside website banners to raise brand awareness.

A schedule was created to ensure optimal promotion, and throughout the campaign we analysed statistics to ensure results were on target and provided a summary review at the end of each month.

Results

The E&T website ads had a total of **142,500 impressions** over the three-month period, and **55 total clicks**. By analysing and updating the newsletter copy accordingly, we were able to achieve a total of **230,542 impressions** and over **1,102 clicks** from the **newsletter text box activity**.

The highlight of the campaign however, was the solus emails, which drove a huge number of clicks to Amplicon's website and YouTube channel. **Engagement was well above our average response of 126 clicks and 1.28% click-through rate (CTR), with more than 1,000 clicks and a CTR of 5.1%.**

Website Banners

142,500 impressions
55 clicks

Newsletter Text Boxes

230,542 impressions
1,102 clicks
Average CTR **74**
clicks per newsletter

Solus emails

93,666 sent
20,981 opened
1071 clicks
5.1% 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