

# Naylor MetroDrain Launch

With rising demand for sustainable construction, Naylor launched MetroDrain LC, a low-carbon drainage solution that reduces emissions by 48%. SLG Agency developed a campaign to highlight MetroDrain LC's sustainability and position Naylor as an innovation leader.

The 'Less Carbon. More Sustainable' campaign, featuring CGI visuals and a carbon calculator, was promoted via paid social and search ads, reaching over 193,000 construction professionals. With a 7.2% CTR and 15,990+ clicks, the campaign successfully drove traffic to a landing page where users explored the product's benefits.

**193,139**

impressions  
generated across  
the campaign.

**15,990**

link clicks,  
demonstrating  
significant  
engagement.

**7.2%**

click-through rate,  
well above the  
industry average  
of 2.44%.

**£0.40**

average cost per  
click, showcasing  
cost efficiency.

