

# Canny use of specifier-friendly content drives 140x ROI.

**Promat**  
by etex

Promat

The right structural steel fire protection preserves the steel and prevents collapse.

etex inspiring ways of living

Promat

Increased testing reduces the risk of fire spreading and saves lives.

etex inspiring ways of living

Promat

We understand the importance of controlled testing for structural steel fire protection.

etex inspiring ways of living

The right structural steel fire protection prevents collapse.

See the full picture. Ask us about our Structural Steel CPD.

Promat

Our clever campaign for Promat helped them to stand out amidst the masses of well-intentioned but boring technical content our audience was bombarded with. It worked a treat – delivering a sales pipeline 272% higher than the target.



**£millions**  
in leads



**x141**  
ROI



**186**  
SQLs

