

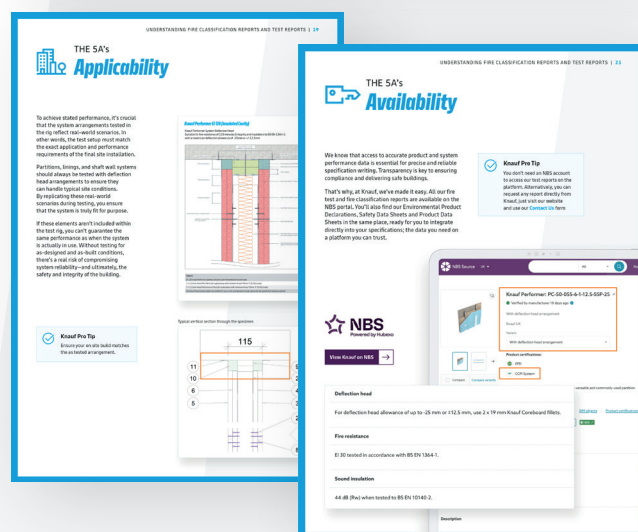
Best low budget campaign

Up to 75% of applications to the Building Safety Regulator for Gateway 2 are being rejected because of missing or flawed information.

We focused our campaign on closing that data transparency gap, one that affects the whole industry, not just Knauf.

We surveyed 302 design team members to find out where they were most struggling. 26% said they had continued specifying a product despite having concerns about its accompanying data and 86% told us they wanted structured support tools like checklists or guides. The results helped us shape a campaign to educate design teams, including a memorable checklist, the “5 A’s”, built into a practical guide for comparing fire test data, a CPD, a comprehensive LinkedIn campaign, and a partnership with Architecture Today including a live webinar and follow-up emails.

Broad-audience LinkedIn click-through rates reached 3.5–5.9%, well above the 0.44–0.65% typical for B2B LinkedIn activity, and Google Display achieved a 1.05% click-through rate against a typical B2B benchmark of 0.22–0.46%. The overall result: 219 Marketing Qualified Leads, 40% of which converted in a meeting discussing 145 projects, a potential pipeline of £63.8 million all for a total campaign investment of £30,470.



£63.8M

Pipeline from 219 leads generated

3.5-5.9%

LinkedIn CTR

840+

Webinar-engaged leads