

Best Digital Campaign

Mission Max

“The success of this campaign has literally taken our breath away, we weren’t expecting the uptake on sample requests to be anywhere near as positive as it has been.

“This in turn has given us a great base to work on with the sales team to reach the end users who have requested packs and to generate demand within our merchant customers.”

Julie Farmer, Channel Marketing Manager,
Polypipe Building Products

2,352 %

Increase in sales leads

£2m+

Value of product sales

9,235%

Return on investment (ROI)

-95%

Drop in cost per
lead (YoY)

