HMH

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About HMH

HMH offers K–12 curricula that foster growth and build lasting momentum, delivered through a streamlined platform. This technology uncovers data insights that help educators identify student motivators and lead to better student outcomes.

Campaign Overview

Strategic Intent

This high-intensity growth campaign was designed to accelerate the sales pipeline, expand district penetration, and demonstrate the value of HMH's ecosystem.

Phased Approach

Phase 1: AI Pilot- Prove AI-driven segmentation + personalization can drive incremental MQL volume

Phase 2: Full Campaign Execution- Scale validated learnings to broader demand generation and pipeline creation efforts during peak sales season

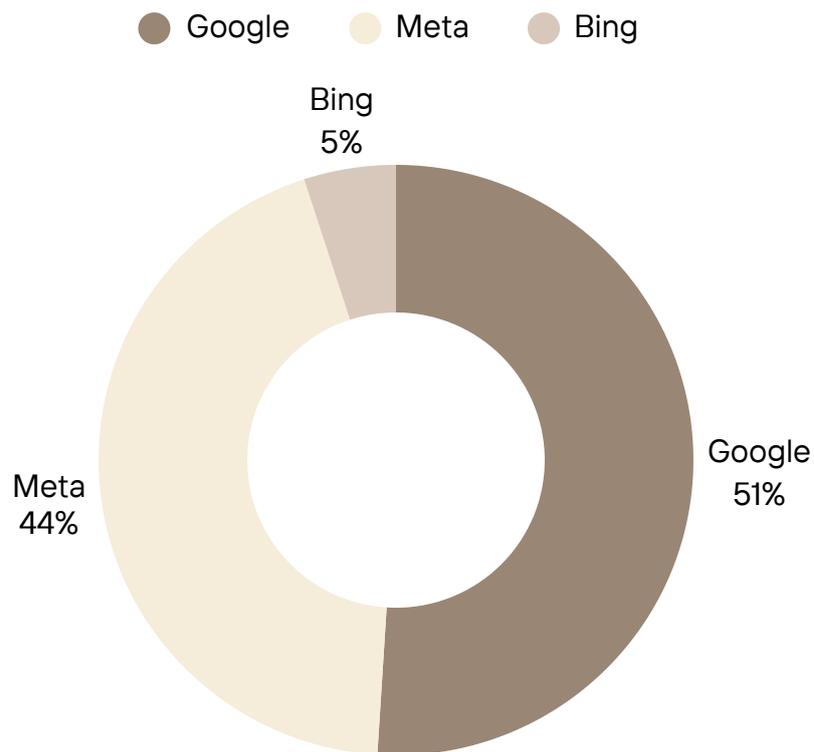### Paid Media Goals

- Double MQLs YoY
- 32% MQL to SQL CVR

Measurement

- MQLs
- CVR (MQL to SQL)
- SQLs

Phase 1 Channel Mix

Digital Platforms

Google   Meta   Bing

Bing
5%

Google
51%

Meta
44%

For this campaign, budget was borrowed from non-peak months, and January's budget increased by 45%. To help isolate the effect of AI-driven segmentation and personalization, this campaign launched on channels with historical performance data (Google, Meta, and Bing). Budget was strategically allocated based on channel and campaign performance over the previous 12 months. Over the course

of the January, channel optimizations were made, and budget shifted from low-performing campaigns to high performers.

Phase 1 Results

Spend

81% of January's total budget was spent, with the remaining 19% rolling over to February/Phase 2.

Goal Results

- Double MQLs YoY ✅
- 32% MQL to SQL CVR ✅

MQLs Increased by 272%!
In January, MQLs from paid media increased by 272%, more than doubling the MQL goal!

48% MQL to SQL CVR
The CVR from MQL to SQL exceeded the 32% goal!

SQLs increased 2,280% YoY!
January 2025 drove a fairly low number of SQLs, while January 2026 jump-started HMH's peak season!

While AI-driven segmentation and personalization can't take sole credit for January's success, HMH noted that 2026 SQLs have "improved buyer readiness," indicating that this campaign approach resulted in a higher-caliber, qualified lead.

HMH leadership praised performance, wanting to increase budgets even further and launch campaigns on additional channels to extend their reach.

Stay tuned for results from Phase 2!

Reach Out

For questions, email Margaret Lawhorn at margaretlawhorn1993@gmail.com.