

BenchPrep Increases McGraw-Hill Education's Online Learning Engagement by 10x

Challenge

Keeping Up with a Changing Market

McGraw-Hill Education ("McGraw-Hill") is a leading learning science company and publisher that delivers personalized learning experiences. As the world went digital and technology adoption soared in recent years, McGraw-Hill realized a drastic need to reassess digital delivery options for their content to keep pace with competitors and meet the changing expectations of their evolving customer base. How could they digitize their well-known test prep material in a way that would generate more revenue and not abandon their core business model?

Solution

Digital Transformation with BenchPrep

McGraw-Hill needed to offer a best-in-class digital experience for their learners and quickly realized that BenchPrep was the answer. BenchPrep's turn-key online learning platform provided a smooth digital transformation and allowed McGraw-Hill to deliver a new cross-platform digital product that aligned with its print portfolio. Through BenchPrep, McGraw-Hill's digital product offers study tasks, practice questions, flashcards, full-length practice exams, and more to facilitate a comprehensive and engaging online learning experience.

“The platform is consistently met with awe from stakeholders across the education industry. Our traditional print product has now been reinvented into a robust digital offering, which has been tremendous for our business and our ability to successfully propel McGraw-Hill through a digital transformation. Digital learning has truly become part of McGraw-Hill's DNA.”

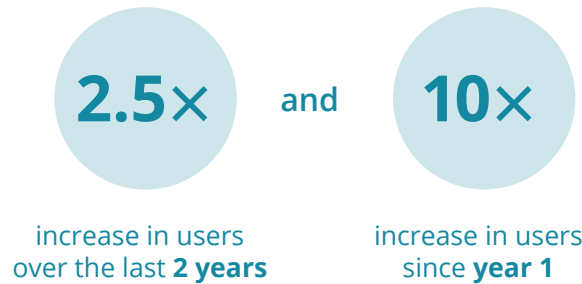
Bob O'Sullivan

Associate Publisher, McGraw-Hill Education

Results

Exponential Increase in Digital Learning Engagement

McGraw-Hill's top priority was rapidly increasing user adoption and engagement for online learning to accelerate its digital transformation.



“BenchPrep's platform offers us a quantum leap advantage for digital delivery where we've been able to clearly differentiate ourselves from our competitors. . . We never envisioned that McGraw-Hill would be able to deliver a platform experience comparable to what we offer today, and thanks to BenchPrep, we've made that happen.”

Christopher Brown

Publisher, McGraw-Hill Professional

BenchPrep allows McGraw-Hill to provide a personalized online learning solution that includes:

- Seamless digital learning experiences
- Speedy book-to-digital process
- Bite-sized content
- Actionable analytics
- Powerful engagement drivers

Visit benchprep.com to learn more about our award-winning platform.