

Solving Drug Discovery Challenges with Artificial Intelligence (AI)

MilliporeSigma Webinar Case Study
with C&EN Media Group

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2023



MilliporeSigma's Business Challenge

Artificial intelligence (AI) innovation has been growing at a rapid pace and the ability to discover new “drug-like” and synthetically viable compounds via AI is of great interest to medicinal chemists. A key challenge in using AI for drug discovery is the lack of robust machine learning (ML) models trained on experimentally proven data. MilliporeSigma turned to C&EN Media Group on how they could effectively demonstrate solving drug design challenges with validated AI/ML methods and computational tools with the AIDDISON™ integrated platform.

C&EN Media Group was tasked with solving these questions from the team:

1

How can we educate our key target audience on solving drug design challenges with the right methods and tools?

2

How can we reach key decision makers in pharmaceutical and biological chemistry companies?

3

How can we generate quality leads for our sales pipeline?

Our Approach

Educate and connect
with the target
market through
webinars



Deliver Content in an Interactive Format

Through C&EN's robust webinar platform, MillioreSigma was able to present their webinar content in an engaging format that allowed for webcam, audience questions, resource downloads and more.



Market the Campaign Through Multiple Channels

C&EN Media Group prepared all marketing materials including banner ads and email promotions that helped generate leads from our pool of influential contacts including ACS members and C&EN readers.



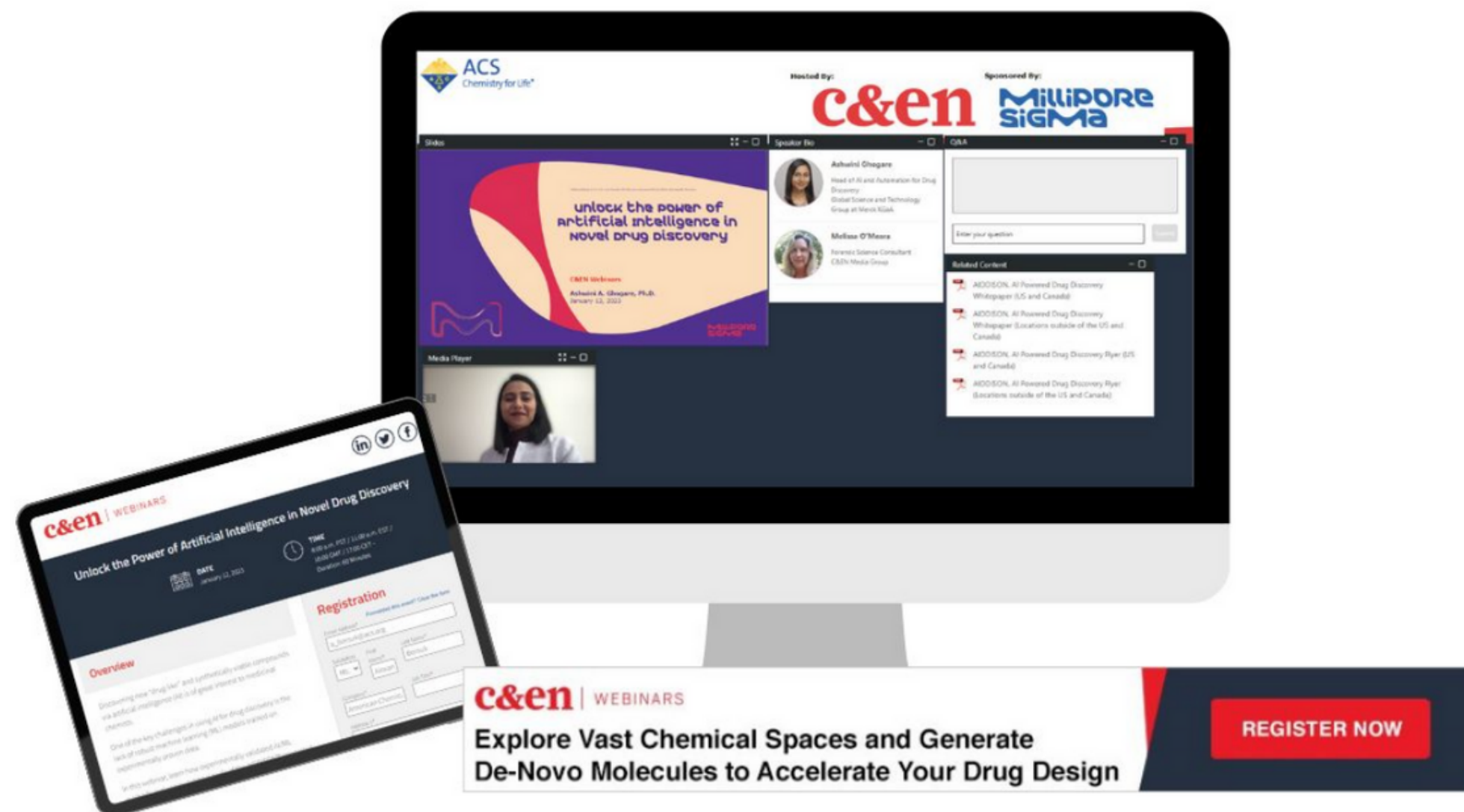
Provide Multiple Touchpoints

MilliporeSigma included downloadable white papers and resources for attendees to access during the webinar. The analytics on who downloaded the resources provided additional intel for MilliporeSigma's sales team.

The Program

C&EN Media Group built a lead generation strategy around MilliporeSigma’s webinar titled “Unlock the Power of Artificial Intelligence in Novel Drug Discovery.”

Dr. Ashwini Ghogare, head of AI and Automation for Drug Discovery in the Global Science and Technology Group at Merck KGaA, showed attendees how the AIDDISON™ platform can unlock ingenuity for new molecule designs tailored to their needs with AI methods and computational tools and much more. Dr. Ghogare utilized two case studies to demonstrate to attendees how the AIDDISON™ platform can help users branch from known into novel chemical spaces and to optimize a new lead series.



The Results

By implementing a highly effective lead generation strategy for MilliporeSigma's webinar campaign, C&EN Media Group was able to surpass MilliporeSigma's guaranteed lead goal of 600 by over 103%. The results below demonstrate how C&EN Media Group created a robust pipeline of leads for MilliporeSigma.



Real Results

1,220+

**Qualified Leads Delivered
to MilliporeSigma**



Downloadable Resources

488+

**Total Downloads from
Attendees**



The Right Prospects

Examples of Relevant Titles Include:

**Medicinal Chemists,
IT/Computational Chemists,
Discovery Scientists, R&D
Scientists, Group/Team Leaders,
Director/VP-Level Executives, Data
Scientists, Chief Scientific Officers**



Plan your next campaign with us.

C&EN Media Group is available to consult with you on your marketing challenges. We pride ourselves on driving real business results for our clients. Contact us at advertising@acs.org or download our [Lead Generation Playbook](#) to learn more.

Contact Us

