SUPPLIED WEBINAR CASE STUDY:

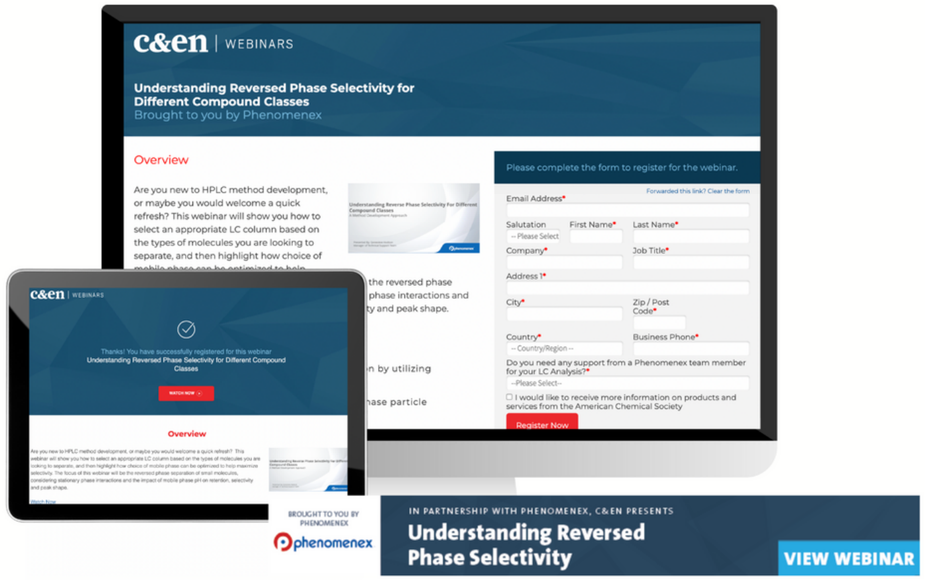
Reusing Existing Webinar to Drive Leads

THE CHALLENGE

Phenomenex sought a lead generation campaign to highlight how mobile phase optimization can maximize selectivity in HPLC method development. They provided C&EN with an existing webinar in MP4 video format with the goal of reaching scientists new to HPLC method development. These scientists are interested in learning the basics of different stationary phase interactions based on compound class, with the intention of adding them to their sales funnel for follow-up after the campaign.

THE SOLUTION

C&EN devised a comprehensive marketing strategy for Phenomenex, which included a customized registration page, banner ads, and a custom e-blast to generate leads for their sales team. C&EN hosted the MP4 file on its video platform and included the link on the confirmation page and in the email. The campaign was highly successful, Phenomenex not only exceeded the guaranteed number of leads but also garnered several prospects interested in being contacted for potential business opportunities. Additionally, their video provided measurable metrics for video views and engagement.



THE RESULTS

237 LEADS

3,241 PLAYBACK REQUESTS

27% VIDEO COMPLETION RATE

420,706 IMPRESSIONS | 251 CLICKS

C&EN MEDIA GROUP

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