

Driving Leads by Solving Audience Needs

C&EN BrandLab in partnership with MilliporeSigma

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2023



MilliporeSigma's Business Challenge

MilliporeSigma wanted to showcase themselves as a digital technology company committed to supporting chemistry R&D. They needed to understand more about challenges working chemists face and wanted to showcase the strengths of their brands for laboratory digitization. They partnered with C&EN BrandLab to perform audience research, identify opportunities for storytelling, and create custom content to support brand awareness.

BrandLab was tasked with solving these challenges:

1

How can we learn more about working chemists' pain points and challenges?

2

How can we dive into the technical details of their challenges?

3

How can we showcase MilliporeSigma's solution to digital laboratory data management?



Our Approach

Deploy strategic custom content plan with a tailored series of webinars and white papers to explore technical details of audience interest



Survey C&EN and ACS readers to learn about their needs for chemical laboratory data management, identify purchasing decision makers, and gauge awareness of BSSN, Germany-based laboratory informatics company, as a solution



Identify topics for webinars and white papers based on information uncovered in the audience survey



Create a series of 4 white papers and 2 webinars about topics of audience interest such as including types of data standards and best practices for using standardized data

The Program

Quantitative and qualitative responses from the data management survey revealed an opportunity for technical discussions on better ways to manage data.

MilliporeSigma partnered with C&EN BrandLab to create content that provided information to address scientists' pain points around data management. C&EN BrandLab produced and distributed 2 webinars and 4 white papers about data standards and best practices for data management to drive lead generation.



The Results

By sharing technical details that solve audience-reported challenges, the 9-month campaign was irresistible to readers.

c&en | WHITE PAPERS

Setting the standard: myths about data standardization that are holding laboratories back
Brought to you by MilliporeSigma

Overview

Standardization is a key part of modern data management strategies, yet organizations have been slow to adopt standardized data formats. Many reasons holding companies back are rooted in misconceptions about data standardization. This whitepaper debunks some mistaken beliefs about data standards and explains how better data management can make for a more efficient, higher-achieving company or lab.

Key Objectives:

- Defining data standardization and FAIR principles
- The costs of outdated data management systems
- How data standardization can help organizations achieve their goals

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Total Leads
from all 6 projects

4,400+

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