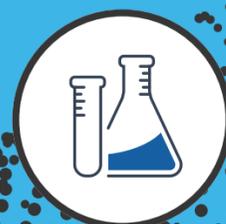


Driving video engagement with high-impact ad units

Nanalysis Rich Media Case Study
with C&EN Media Group

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2023



The Challenge

Nanalysis came to C&EN Media Group with the mission of promoting a series of online webinar presentations they had posted to their [YouTube](#) channel. Nanalysis is one of the leading global manufacturers of nuclear magnetic resonance instruments and spectroscopy products. Through informative webinars, they sought to highlight the performance of their NMR instruments in the polymer and pharmaceutical space.

C&EN Media Group was tasked with solving this question from the team:

How could they generate buzz amongst scientists and secure more webinar viewers



The Solution

C&EN Media Group suggested Nanalysis run a high-impact header reveal campaign across ACS Journals to direct viewers to their webinar series. A header revealer ad is the first thing visitors see when they access C&EN Online or ACS Journals, displayed at the very top of the page.

Nanalysis ran a 5-month long campaign throughout all ACS Journals, promoting different presentations on their YouTube channel. The banner shown to the right generated some of the best results in their campaign. With this high-impact rich media unit, Nanalysis was able to reach an audience of active researchers, chemists and engineers.



The Results

Nanalysis' November Header Revealer campaign came in with a CTR of 3.59% which is over 4 times more than our already high .85% ACS Journals site average.



Clicks

7,160



Impressions

199,339



Campaign Click Through Rate

3.59%

(ACS Journals Average CTR .85%)



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 [Digital Advertising Toolkit](#) to learn more.

Contact Us

