

How Informative Content Resonates with Audiences and Delivers Results

MAC-MOD Analytical Supplied White Paper Case Study
with C&EN Media Group

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2023



MAC-MOD Analytical's Business Challenge

High pressure liquid chromatography (HPLC) is a benchmark technique used in labs across the world. With this technique, there are common issues that can arise from any part of the instrument. Learning each component of the instrument along with awareness of the types of problems can occur is informative for both new and experienced analysts. MAC-MOD Analytical recognized the value of this information and developed a guide of the techniques and strategies to help resolve chromatographic issues in laboratory settings. MAC-MOD Analytical sought to work with a media partner on developing the right distribution strategy for this content that would ultimately help drive leads for their sales pipeline.

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

1

How can we optimize our educational outreach to effectively disseminate MAC-MOD Analytical's cutting-edge techniques for troubleshooting LC Chromatography?

2

What innovative strategies can we leverage to enhance our reach to key decision-makers in the laboratory industry seeking scientific advancement?

3

How can we employ a highly targeted and data-driven approach to not only generate a steady stream of high-quality leads, but also to nurture these prospects into valuable customers?

Our Approach

Implement a strategy that focuses on the needs of your target audience



Create customer centric content.

MAC-MOD Analytical addressed prevalent pain points and created content that would best serve its audience first.



Find a collaborative media partner.

C&EN thoroughly reviewed the content and provided guidance on the best strategy given MAC-MOD Analytical's goals.



Launch to the right audience.

C&EN's team of seasoned marketing experts launched an integrated campaign reaching ACS' extensive database.

The Program

With a strong promotional strategy developed, the C&EN Media Group team put together a custom landing page, email and banner ad promotions to launch MAC-MOD Analytical's informative guide on LC Chromatography Troubleshooting.

These marketing materials were designed to capture the attention of the target audience and encourage them to download the white paper for more information.



The Results

This white paper campaign proved to be highly effective, resulting in increased conversions among scientists eager to enhance their knowledge of troubleshooting LC Chromatography. With these high number of downloads, MAC-MOD Analytical's campaign surpassed the guaranteed lead goal of 200 by 300%. The following results illustrate how C&EN Media Group successfully created a strong pipeline of potential customers for MAC-MOD Analytical.



Banner Ad Impressions

1,108,957

Clicks: 815 / CTR: 0.07%



Real Results

805+

Qualified Leads Delivered
to MAC-MOD Analytical



The Right Prospects

Examples of Relevant Titles Include:

Analytical Chemist, Analytical R&D
Manager, Application Scientist,
Chemist Supervisor, Chemist,
Engineer, Lab Technicians, Principal
Scientist, R&D Scientist, Senior
Analytical Chemist



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

