

Addressing Pain Points and Solubility Challenges for Drug Discovery

Technobis Crystallization Systems Supplied White Paper
Case Study with C&EN Media Group

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2023



Technobis Crystallization Systems' Business Challenge

Scientists and chemists in the field of crystallization face challenges related to complexity of molecules, measuring solubility, understanding crystallization kinetics, and selecting appropriate solvents and mixtures. Overcoming these challenges is crucial for the successful development of solid forms in drug discovery. Technobis Crystallization Systems sought to partner with C&EN Media Group on identifying opportunities to reach an audience of chemists in the pharmaceutical space and drive leads for their sales pipeline.

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

1

How can Technobis Crystallization Systems share their information on crystallization processes within the pharmaceutical industry?

2

How can C&EN reach key decision-makers in the pharmaceutical industry who are seeking solubility solutions?

3

In what ways can C&EN drive high-quality leads from the Technobis Crystallization Systems campaign to fill their sales pipeline?

Our Approach

Leverage Technobis Crystallization Systems' expertise and existing content for an effective distribution strategy to the right audience of chemists.



Create Customer Centric Content and Address Pain Points: Technobis Crystallization Systems addressed crystallization challenges and created content that would best serve its audience with the solution.



Targeted Campaign Deployment: Our team thoroughly reviewed the content and provided expert guidance on the best strategy to optimize Technobis Crystallization Systems's goals.

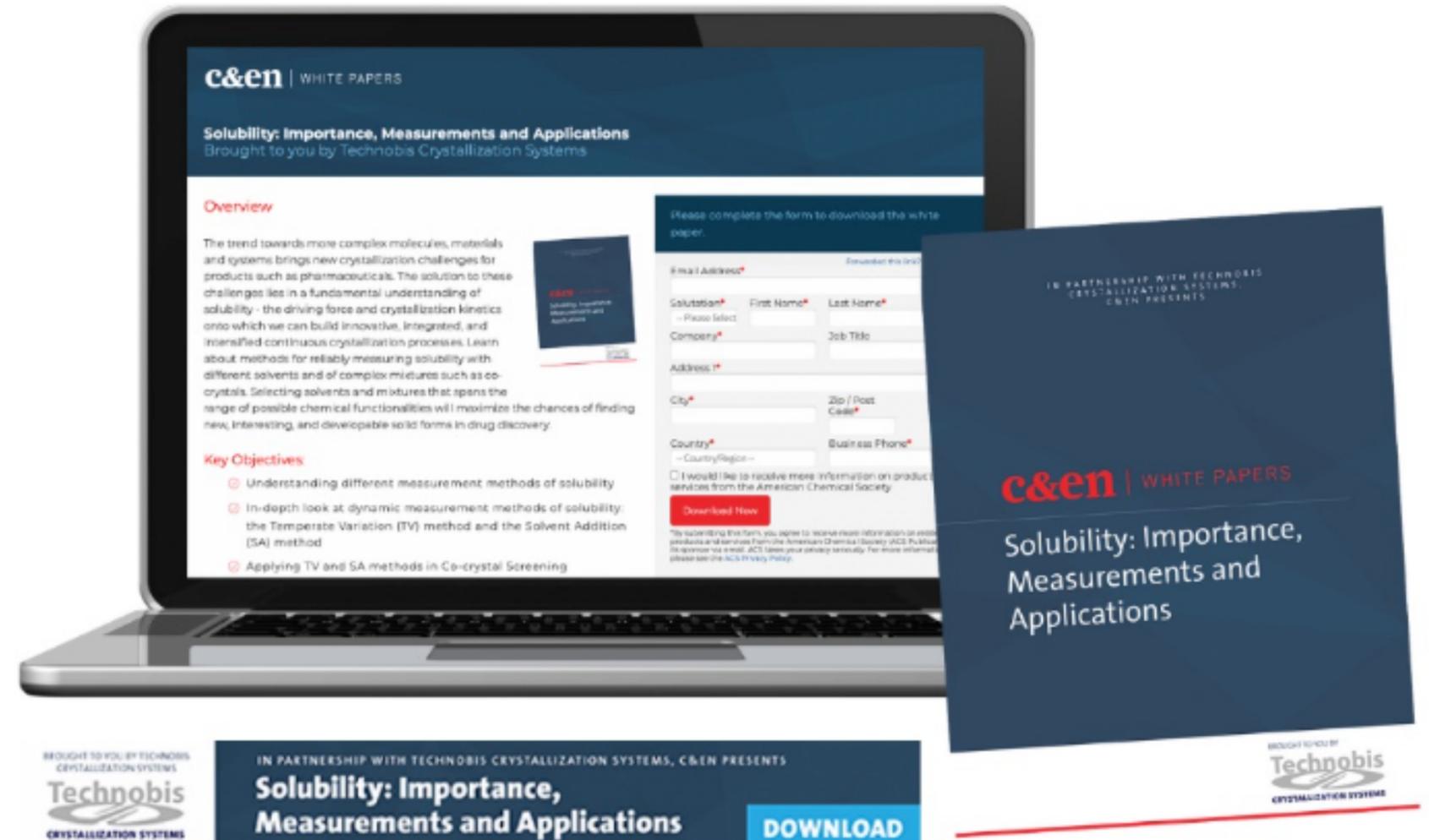


Targeted Audience Engagement
C&EN leveraged its lead generation expertise by identifying and reaching the target audience and capturing high-quality leads.

The Program

C&EN Media Group created customized marketing materials to promote Technobis Crystallization Systems's informative guide on solubility measurement methods.

These materials include a custom landing page, email campaigns, and banner ads that were designed specifically to engage with the target audience and encourage them to access the supplied white paper. The aim was to provide readers with valuable insights that may increase their chances in discovering new and usable solid forms in drug discovery.



White Paper Results

This supplied white paper campaign proved to be highly effective, resulting in increased conversions among scientists eager to enhance their knowledge of solubility. With these high number of downloads, Technobis Crystallization Systems's campaign surpassed the guaranteed lead goal of 100 by 658%. The following results illustrate how C&EN Media Group successfully created a strong pipeline of potential customers for Technobis Crystallization Systems.



Banner Ad Impressions

1,068,687

Clicks: 809 / CTR: 0.08%



Real Results

758

Qualified Leads Delivered
to Technobis
Crystallization Systems



The Right Prospects

Job titles of downloads:

Analytical Chemist, Biochemist, Chemical Engineer, Chemist, Chief Scientist, Engineer, Laboratory Manager, Principal Engineer, Process Research Scientist, R&D Chemist, Senior Scientist, Technician, Quality Control Manager, Product Specialist



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

