## cæen Media GROUP

# 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:

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

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

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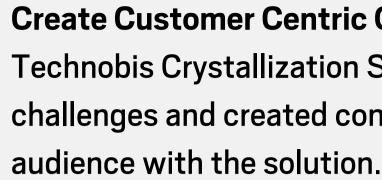


In what ways can C&EN drive high-quality leads from the **Technobis Crystallization** Systems campaign to fill their sales pipeline?

**Our Approach** 

**C&C1** MEDIA GROUP

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



**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** leads.



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**Create Customer Centric Content and Address Pain Points:** Technobis Crystallization Systems addressed crystallization challenges and created content that would best serve its

C&EN leveraged its lead generation expertise by identifying and reaching the target audience and capturing high-quality

# 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.

### C&en | WHITE PAPERS

Solubility: Importance, Measurements and Applications u by Technobis Crystalliza

### Overview

nd systems brings new crystallization challenges for pducts such as pharmaceuticals. The solution to these hallenges lies in a fundamental understanding of plubility - the driving force and crystalization kinetics nto which we can build innovative, integrated, and censified continuous crystallization processes. Learn bout methods for reliably measuring sclubility with ifferent solvents and of complex mixtures such as co systals. Selecting solvents and mixtures that spans the ange of possible chemical functionalities will maximize the chances of finding ww. Interesting, and developable solid forms in drug discovery.

### **Key Objectives**

O Understanding different measurement methods of solubility In-depth look at dynamic measurement methods of solubilit

the Temperate Variation (TV) method and the Solvent Addition [SA] mathed

Applying TV and SA methods in Co-crystal Screenin

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IN PARTNERSHIP WITH TECHNOBIS CRYSTALLIZATION SYSTEMS, CBEN PRESENTS Solubility: Importance, **Measurements and Applications** DOWNLOAD





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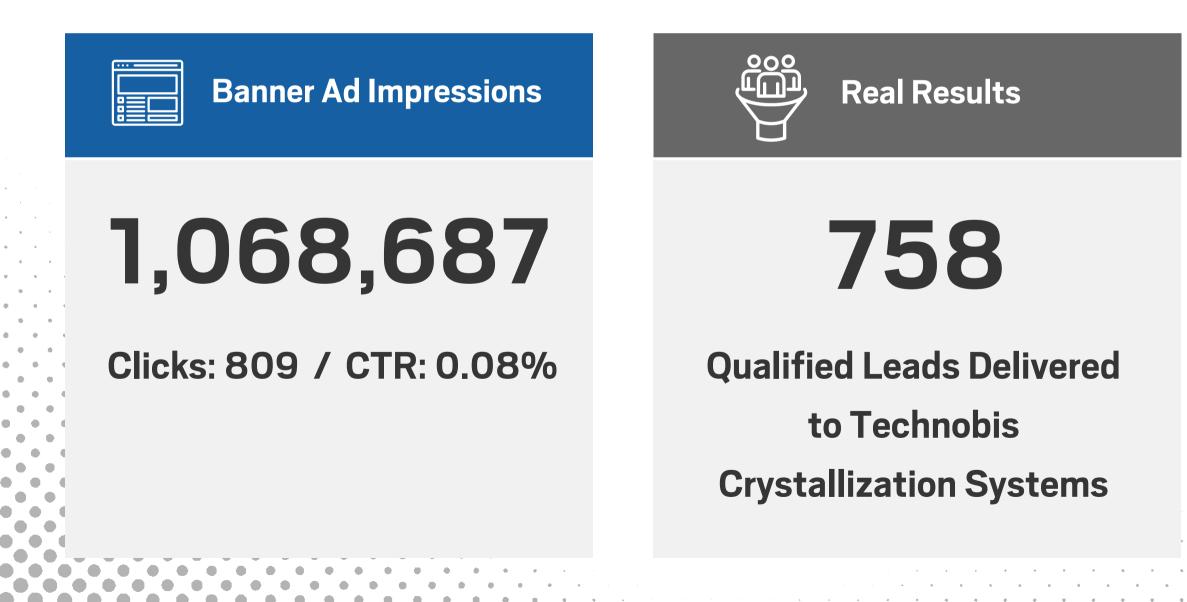
2 I would like to receive more information on pradu envices from the American Chemical Society

Solubility: Importance, Measurements and Applications



# 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.



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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

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# 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 <u>advertising@acs.org</u> or download our <u>Lead Generation Playbook</u> to learn more.

