

# Creating Easy Wins: How to Deliver Existing Content in New Ways

Merck MilliporeSigma with C&EN Media Group  
A Case Study

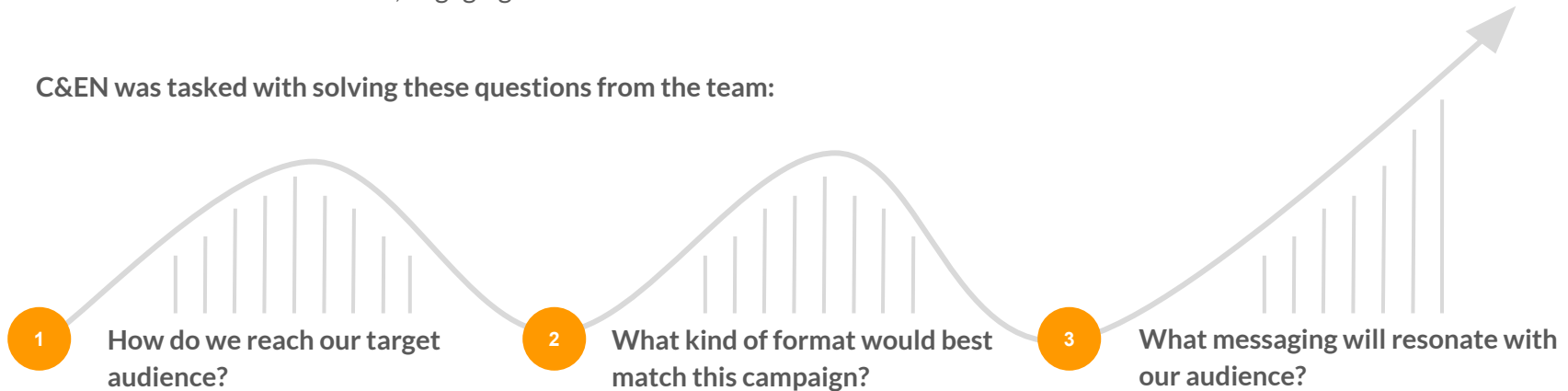
**c&en**  
MEDIA GROUP



# Defining Merck MilliporeSigma's Challenge:

Merck MilliporeSigma approached C&EN about driving traffic and conversions to their site for their extensive range of high-quality coupling reagents for in situ activation. Merck MilliporeSigma even already had the content they needed. Their challenge? Reaching their target audience in a way that would be informative, engaging and valuable to the reader.

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





## The Solution? Native ad units

Native ad units appear alongside editorial content and provide an uninterrupted, immersive user experience. Native ads (sponsored content units) run similar to other display ads on [cen.acs.org](http://cen.acs.org) and [pubs.acs.org](http://pubs.acs.org), but highlight a main, engaging photo or creative and are accompanied by text in a designated section. Native ad units give advertisers more opportunities to distribute engaging branded content that adds value to the user experience.

In MilliporeSigma's case, the native display ad program helped them promote their existing content with imagery and well-written headlines. When a visitor clicks the ad, it leads them to a relevant landing page hosted on the MilliporeSigma site, prompting the user to take action, like downloading an application note.



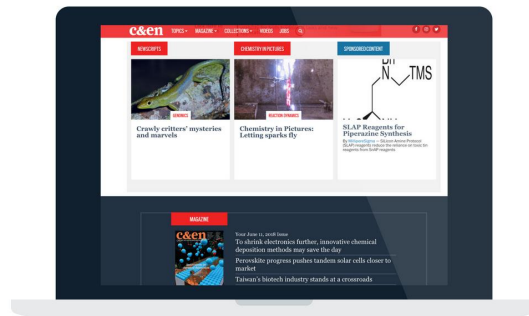
# The Program

C&EN advised the Merck MilliporeSigma team that our audience responds best when text copy is paired with an engaging image. At right, screenshots show Merck MilliporeSigma's native ad units. Using the units we recommended, MilliporeSigma was able to focus on providing strong visuals like chemical structures to accompany the text. The ad is integrated natively with our editorial features and stories and clearly labeled as sponsored content.

Merck MilliporeSigma also created multiple versions of headlines, text and images, and included a call to action to prompt the user to learn more about their specific applications of peptides.



# Our approach to delivering results: Enhance valuable content that resonates



1

**Develop a campaign strategy first and assign goals.**  
C&EN worked with MilliporeSigma on identifying the right medium of advertising that would meet the goals and ROI they needed. In this case, as MilliporeSigma already had an educational guide on reagents, our recommended approach were native ad units.

2

**Provide context to your product.**  
Though our client already had content, we worked with them to find the right messaging to use in their ads. We asked them: How is your product or service solving for real world problems? The answer was weaved into native ad units. By giving context to the reader, MilliporeSigma enticed the reader to learn more.

3

**Do A/B Testing.**  
MilliporeSigma tested a variety of different combinations of headlines, descriptions and images. This helped them test which messaging resonated the best. We then served those top performing ads that prompted user action, increasing the return on the campaign.



# Results

MilliporeSigma wanted to provide relevant information that would appeal to their target audience. By taking this approach and leveraging C&EN's native ad units, MilliporeSigma was able to serve their content in an uninterrupted, user-friendly way that yielded high engagement and click throughs to their site.



## The Results

**.64%**

Campaign CTR

**4x**

industry benchmarks for  
native ad CTR

## Benchmarks

**0.16%**

Industry average CTR on  
native ads

**0.44%**

Average Native Campaign  
CTR on C&EN/ACS  
Publications

(\*Source Business Insider/Google)

(\*Source C&EN Internal Data)



# Plan your next native advertising campaign with us. [Click here to learn more.](#)

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