

## WEBINAR CASE STUDY:

# HOW VALUABLE CONTENT DELIVERS FOR BOTH THE BRAND & THE AUDIENCE

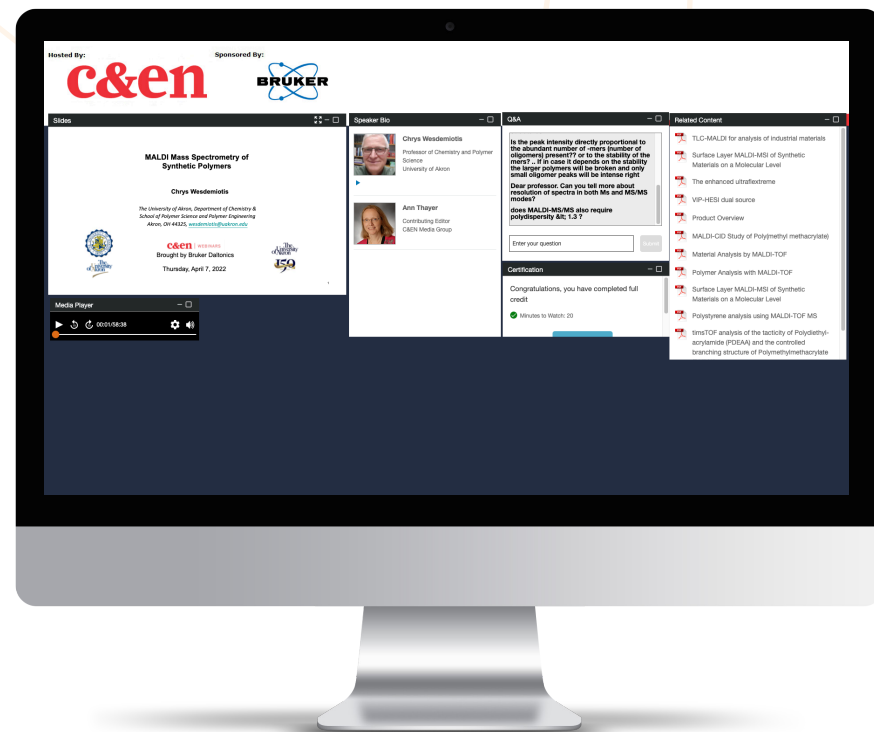


## THE CHALLENGE

Bruker Daltonics sought a lead generation campaign around its Matrix-Assisted Laser Desorption/Ionization Mass Spectrometry (MALDI-MS) tool. Bruker's goal was to reach a global audience of lab managers, polymer material scientists, and product developers that could be added to their sales funnel for follow up post-campaign. Given the complexity of the product, demonstrating product capabilities through the right tactic would be key for the success of the program.

## THE SOLUTION

C&EN recommended its high performing webinar program where Bruker could reach their target audience in an educational format. Bruker enlisted its subject matter experts to present on the various methods and applications of Matrix-Assisted Laser Desorption/Ionization Mass Spectrometry (MALDI-MS). The interactive Q&A session allowed the audience to ask questions and engage in discussion with the speaker. In addition to a great presentation, Bruker also provided multiple resources for viewers to download, this engagement then served as an added value to qualify prospects into actionable leads for their sales team.



## THE RESULTS



1,028

WEBINAR REGISTRANTS



456

LIVE ATTENDEES



987,902

BANNER IMPRESSIONS



985

RESOURCE DOWNLOADS



61

PROSPECTS ACTIVELY SEEKING TO BUY

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