

Demonstrating Product Capabilities with Proven Case Studies

Agilent with C&EN Media Group:
A Case Study

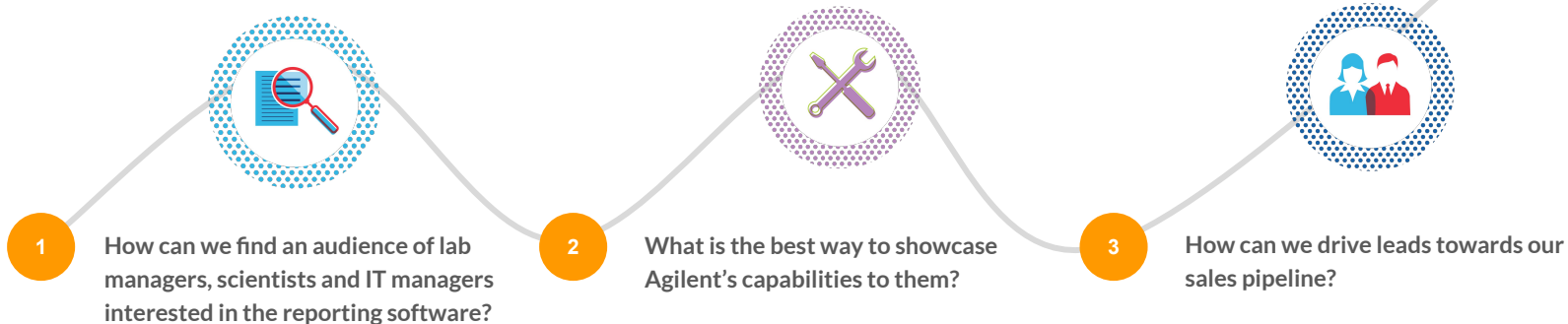
c&en
MEDIA GROUP



What was Agilent's Challenge?

Agilent wanted to demonstrate capabilities of its reporting software in a format that was easily understood and interactive, without coming across as too commercial. They were looking to reach a target audience of lab managers, scientists and IT professionals that could benefit from seeing how Agilent could help them increase productivity by eliminating data errors and delivering faster results.

C&EN was tasked with solving these questions:





Our Approach to Demonstrating Product Capabilities: Proven Case Studies with Trusted Clients



1

Present content your audience wants to see.

To ensure Agilent's webinar would receive a high registration conversion, C&EN's team suggested specific recommendations on the title and webinar content that would best resonate with our readers.

2

Demonstrate how your product solves problems.

Agilent's reputable client took part in the webinar to present how they improved productivity and quality of data in the lab by using Agilent's product, building trust and credibility with authentic examples.

3

Have a post-webinar strategy.

C&EN worked with Agilent on including key questions as part of their registration page to help categorize leads based on their interest in the subject and in purchasing the product. This information provided a systematic way for Agilent to reach out to hot leads first.



The Program

C&EN Media Group developed a turn-key webinar program including email promotions, banners, and a custom landing page on behalf of Agilent.

Information about the guest speakers and highlights of the webinar were included in the promotional assets. Agilent's client was from a major chemical company, which also helped drive interest and registration, as readers were curious to see the application in a real-world scenario.





Results

C&EN was able to exceed goals for Agilent in both quantity and quality of interactions. The results below demonstrate how C&EN created an effective pipeline of prospects for Agilent, and provided support in nurturing prospects into a sales conversation.

The Right Prospects

715

Qualified scientist leads
delivered to Agilent

Real Engagement

240

Live attendees

And Business Results

82

Registrants stated they had
plans to purchase

49

Registrants asked to be
contacted by Agilent

316

Registrants asked to join
Agilent's email database

32

Questions asked during the
webinar



Get In Touch 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

c&en
MEDIA GROUP