

Building awareness in the biotech industry

Broadpharm with C&EN Media Group
A Case Study

c&en
MEDIA GROUP



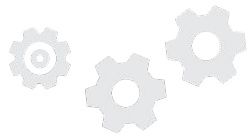
THE CHALLENGE

Broadpharm reached out to C&EN Media Group with the goal of reaching professionals in the Biotech Industry. Broadpharm is a biotech company who manufactures and supplies high purity PEG linkers and Click Chemistry reagents & advanced bio-labeling reagents worldwide. Broadpharm's mission was to build awareness of their products among active members of the biotech and pharmaceutical community.

C&EN was tasked with solving the following question for the team:

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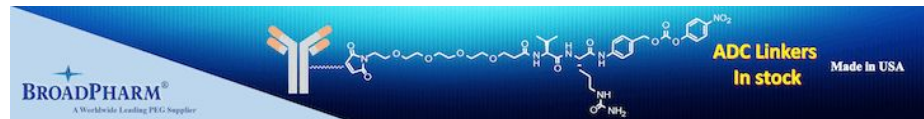
How could they reach the most interested viewers?





THE SOLUTION

C&EN Media Group suggested that Broadpharm run a banner campaign across ACS Journals in order to effectively reach the desired audience. Broadpharm ran a year-long campaign with a set number of monthly impressions across 7 selected ACS Journals including: ACS Chemical Biology, ACS Nano, Molecular Pharmaceuticals, Bioconjugate Chemistry, Journal of Medicinal Chemistry, Journal of the American Chemical Society, and Biochemistry. Broadpharm's provided banners were bright and clearly displayed product information with the right mix of eye-catching graphics and text.





Results

By selecting these journals, Broadpharm was able to reach a highly targeted audience and build awareness with 4,633,991 impressions and 3,447 clicks completed by the end of the year. With the success of this campaign and the engagement received, Broadpharm renewed their campaign for 2023. In the month of February 2023, Broadpharm's campaign in the ACS Journal of Medicinal Chemistry resulted in a .17% CTR, which is over 4 times higher than our ACS Journals site average for leaderboard ads.

Banner Results

Total impressions 2022:

4,633,991

2023 Campaign CTR:

.09%

Total clicks 2022:

3,447

ACS Journals AVERAGE:

.04%

2022 Campaign CTR:

.07%