

Conducting Research for Content Credibility

ACD/Labs with C&EN BrandLab
A Case Study

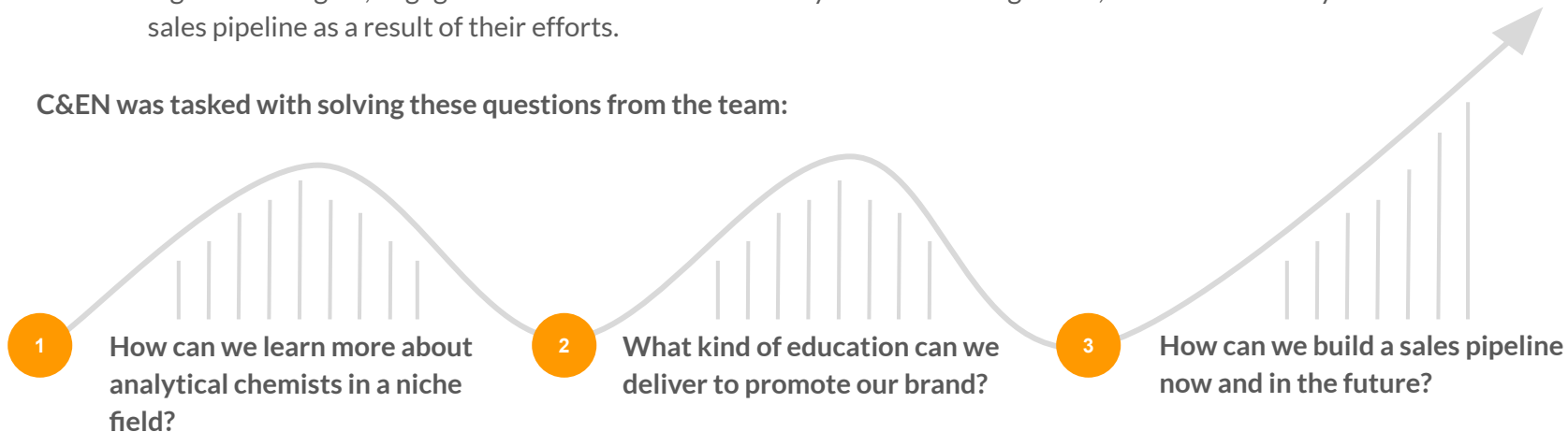
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BRANDLAB



Defining ACD/Labs' Challenge

ACD/Labs specializes in software for small-molecule chemistry R&D and provides enterprise solutions for analytical data handling and knowledge management. As such, ACD/Labs wanted to better understand how laboratories currently manage their analytical data. The company wanted to find these high-value targets, engage them in education about analytical data management, and build a healthy sales pipeline as a result of their efforts.

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





Conducting Research for Content Credibility: Leveraging Data & Lead Generation

1

Budget for Market Research.

C&EN BrandLab conducted a survey for ACD/Labs to uncover challenges researchers face in data management. When original data and case histories are added to content, a custom project is elevated to a new level of credibility and engagement. Plus, the audience takes away market intelligence they can actually apply in their organizations.

2

Commit to a Content Strategy.

C&EN BrandLab wrote and designed a custom eBook and infographic based off the survey content for ACD/Labs' campaign. The two pieces worked together - and as separate assets. The eBook was also created as an interactive PDF to help engage the audience.

3

Optimize Lead Generation.

C&EN BrandLab took every opportunity to prompt users to start a relationship with ACD/Labs by sharing their contact information with the company. In doing so, C&EN BrandLab was able to generate a significant amount of interest in ACD/Labs products - and qualified leads for the sales team.



The Program

At right, screenshots show the infographic and eBook C&EN BrandLab created on behalf of ACD/Labs.

Both elements were designed to drive awareness and education of the state of data management, leveraging statistics and facts cited in ACD/Labs' eBook.

Custom landing pages, emails and promotions were created by C&EN BrandLab and marketed to collect leads for immediate sales impact.

[Download the eBook here.](#)





Testimonial

“Our goal was to get a better understanding of our target audience in how they handle data management in their labs through market research. We then took the data we learned to develop custom content that would hit on the pain points and position us as a top solution provider in the data management space.

C&EN BrandLab understood exactly what we were trying to achieve and helped us develop an engaging infographic and comprehensive eBook, which we were able to generate quality leads from for our sales team.”

- **Sanji Bhal, Director of Marketing & Communications, ACD/Labs**



Results

C&EN BrandLab was able to exceed goals for ACD/Labs in both quantity and quality of interactions. The results below demonstrate how C&EN not only collected valuable survey information to fuel credible content but also created an effective pipeline of prospects for ACD/Labs. The entire program provided support in nurturing prospects into a sales conversation.

Meaningful Data.

780

Survey respondents, including testimonials and case studies for future use.

Real Engagement.

717+

Qualified leads delivered to fill ACD/Labs' sales pipeline.

Purchasing Power.

500+

Professionals with job titles: CEO, Director, VP, Lab Manager, Department Head



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C&EN BrandLab 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

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