

NATIVE ADVERTISING UNIT CASE STUDY: **BUILDING AWARENESS AND DRIVING PRODUCT ADOPTION**

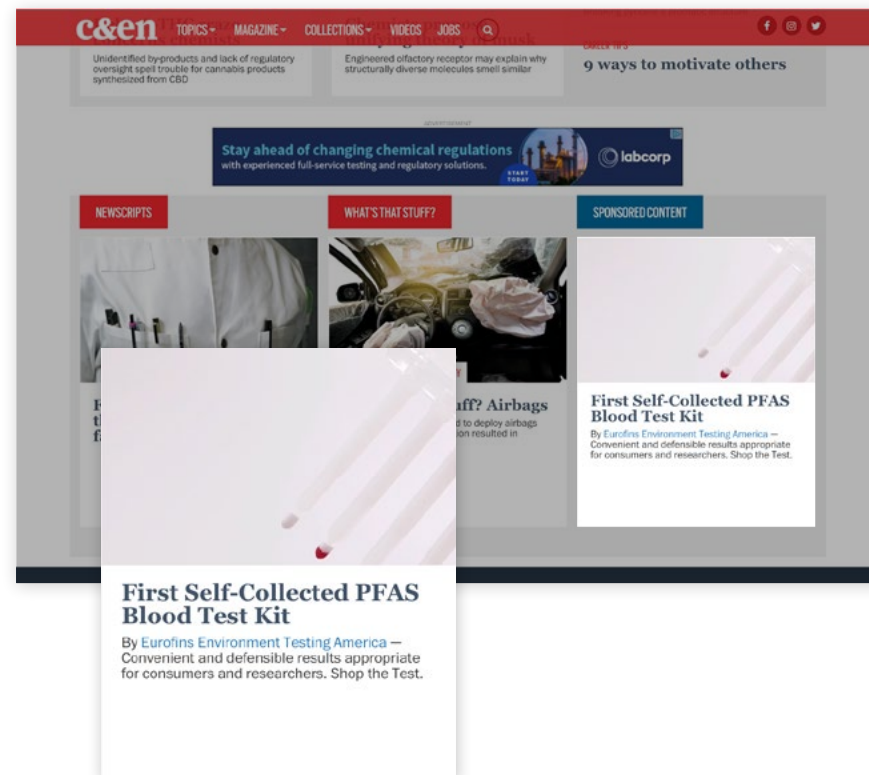


THE CHALLENGE

Eurofins Environment Testing America needed help designing a campaign launch of their exciting new product empowerDX, a PFAS Exposure™ Blood Test. PFAS blood testing is recommended to patients who are likely to have a history of environmental or occupational exposures. The campaign goal was to raise awareness, build credibility and drive purchases of their product – all while reaching their target audience in the most efficient way. Eurofins approached C&EN about how they could meet their goals through an engaging ad format.

THE SOLUTION

C&EN proposed native ad units across C&EN and ACS Journals sites for best results. Appearing in line with editorial and journal content, these native ad units allowed Eurofins Environment Testing America to advertise their new product and messaging alongside top stories and news coverage that organically generated high engagement. Through C&EN's robust advertising tools, Eurofins was able to run four sets of ads, all of which had multiple headlines, descriptions, and image options. With multiple creatives, their campaign was automatically optimized for engagement.



THE RESULTS

 **0.18%**
CTR

 **3X**
BETTER THAN THE
AVERAGE CTR OF 0.06%

c&en
MEDIA GROUP