

DIGITAL DISPLAY CASE STUDY: CAPTURING INTEREST FROM A NICHE TARGET AUDIENCE



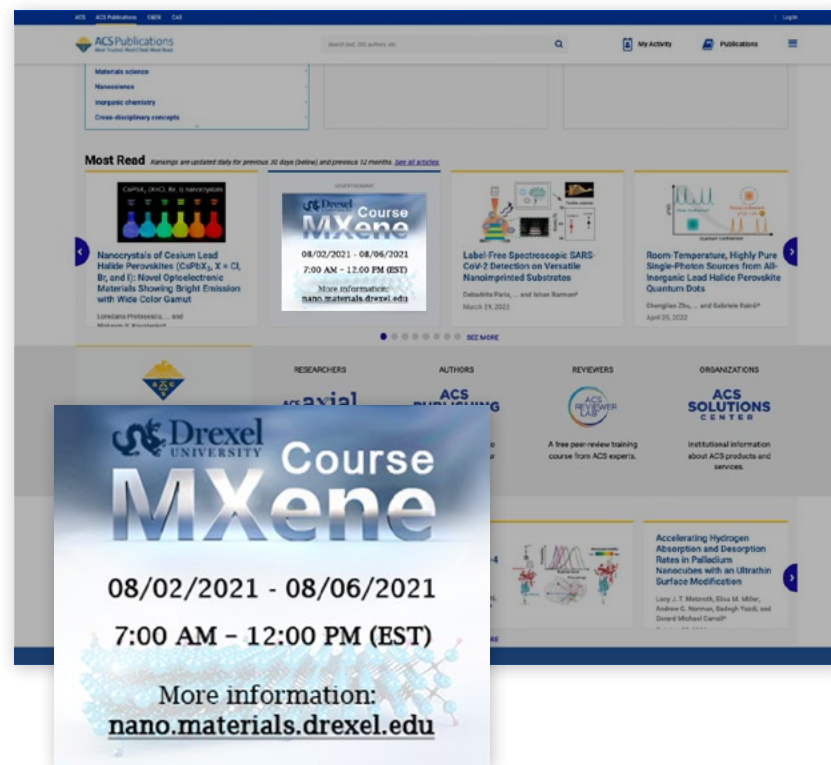
THE CHALLENGE

Drexel University wanted to promote a comprehensive online course on synthesizing and characterizing MXene, a class of two-dimensional inorganic compounds. The target audience of this course included post-doc researchers, students, faculty, and industry leaders that worked with MXene or were looking to advance their skillset. How could they drive relevant traffic to reach and secure registration from their desired audience?

THE SOLUTION

The C&EN advertising team recommended a digital campaign that combined the right elements of targeting, content, and timing. First, C&EN helped Drexel University select the most appropriate journals of which the readers were their ideal target audience, including ACS Nano and ACS Nano Letters Journals. Second, Drexel University worked on creative highlighting the topic, instructor, date, start time, and a call to action to register. Having these details included on the ads helped drive relevant traffic to the school's registration platform. Finally, C&EN scheduled the campaign one month before the course start date, with more impressions delivered as the event drew closer to create urgency.

CLIENT AD ON PUBLS.ACS.ORG



THE RESULTS

 **62**
CLICKS

 **0.24%**
CTR

 **3X**
3X BETTER THAN THE
AVERAGE CTR OF 0.07%

c&en
MEDIA GROUP