

EBOOK CASE STUDY:

BUILDING BRAND REPUTATION AND LEADING THE WAY FOR SUSTAINABILITY

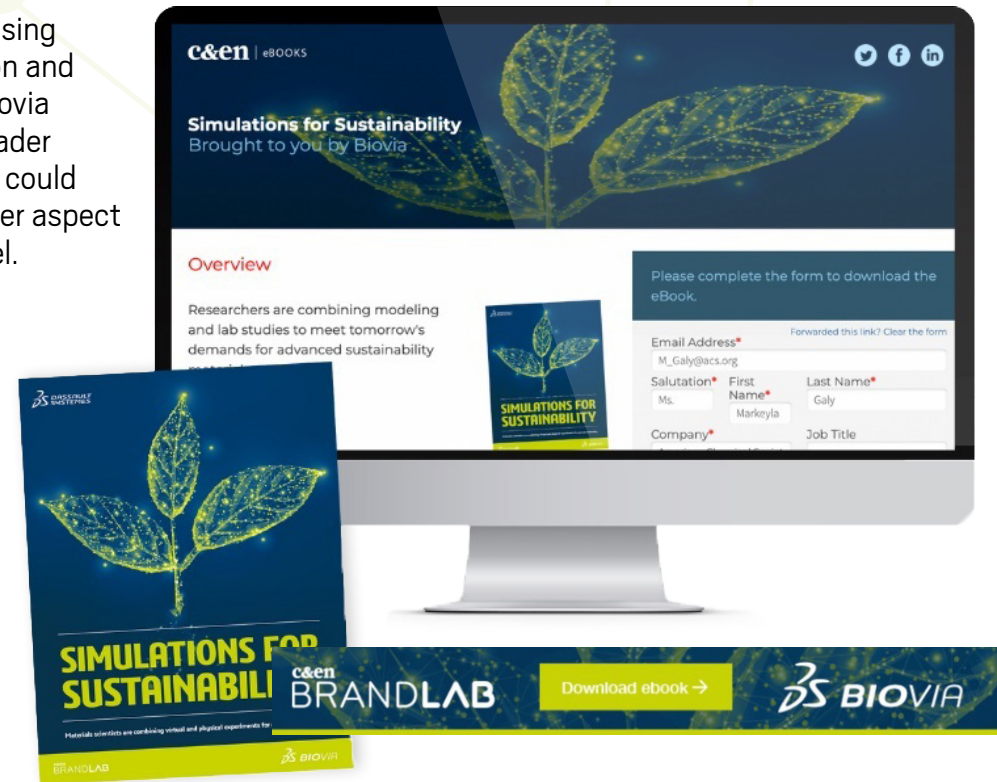


THE CHALLENGE

Customers, regulators, and investors increasingly require products made using sustainable materials and processes, with an eye toward efficient operation and long service life, recyclability, and environmentally responsible disposal. Biovia reached out to C&EN BrandLab with the goal to become a global brand leader in molecular modeling software. They wanted to show how their solutions could apply to developing sustainable materials for a variety of industries. Another aspect of this goal was to generate a certain number of leads for their sales funnel.

THE SOLUTION

C&EN BrandLab suggested a custom eBook campaign that would focus on Biovia's capabilities in multiscale modeling and simulation for materials science. The C&EN BrandLab team completed a deep dive into the content -- conducting stakeholder interviews and developing the story Biovia wanted to deliver. Then the team produced an eBook demonstrating how multiscale modeling can help scientists better predict characteristics of new materials for batteries and polymer composites, and also help scientists optimize sustainable development processes. After the eBook content was finalized, C&EN launched a robust marketing strategy that helped Biovia reach and exceed a guaranteed number of leads for their sales pipeline.



THE RESULTS

 **861**
DOWNLOADS

 **1,682,937**
BANNER IMPRESSIONS

 **884**
BANNER CLICKS

 **7,720**
CLICKS ON FACEBOOK

 **183**
REACTIONS

c&en
BRANDLAB