

eNEWSLETTER CASE STUDY:

REACHING THE RIGHT AUDIENCE TO DRIVE PRODUCT USAGE



THE CHALLENGE

A scientific software company approached C&EN with a challenge: How could they drive adoption and usage of a new, free data visualization tool? This company wanted to reach early biotechs and academics without any prior experience in database structures. It was very important for the company to generate traffic to their platform site and conversions from interested users.

THE SOLUTION

The C&EN team worked with this company on an integrated campaign, which included a strong presence in C&EN's weekly newsletter of 151,000 ACS members and subscribers. The company invested in our high performing sponsored content unit, which allows space for a text headline, description, and image. Formatted to appear alongside our top news of the week, this company was able to gain the right exposure in a highly viewed newsletter. The company tactfully used the text space to highlight key features of their product: free product, publication-ready graphs and no sign up required in order to use the product.

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COVER STORY

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FEATURES Editorial Celebrating entrepreneurship

THE RESULTS

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