



MEDELPHARM

the tableting instrument company

CASE STUDY:

MEDELPHARM Campaign: 2022



VERDICT MEDIA STRATEGIES



Introduction



Ingrid Coyle, Director of Corporate Business Development & Communication at the company MEDELPHARM, a compaction simulator technology and data acquisition software company that became a part of KORSCH group at the end of 2022.

Coyle spoke to us about their 2022 VMS campaign including their goals for brand awareness and lead generation, strategies, and campaign results.

The Challenge

The goals included raising awareness, creating bespoke content and generating leads.

Ingrid Coyle, Director of Corporate Business Development & Communication at MEDELPHARM:

“With the pharmaceutical process the sales cycle can be 1-5 years. We wanted brand awareness in the market; to get known for our pharma research technology.”



The Strategy

MEDELPHARM'S targeted content campaign was designed to attract and convert quality leads.

MEDELPHARM created a list of target companies to reach, and further VMS targeting ensured they were aware of every potential prospect match in the countries and positions that they wished to engage with.

We chose a data first objective with a dashboard that revealed in real time the campaign results, page views, and leads.

With that data came information about the leads, company backgrounds, and business intelligence that created valuable conversations for the follow-ups.

MEDELPHARM could connect with their leads at the click of a button.

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“We could tell them who we'd like to target, in which geographical area, which position in the company the leads should have, etc.

And I must say, the leads we leads we received were really amazing.”

The Results

With just 5 articles, MEDELPHARM achieved 37% more pageviews than their initial benchmarks, and 60% of their target companies were reading their content. 69% percent of users reading their content were senior decision makers.

MEDELPHARM received 126 leads in total.



“That we asked for the leads of all the key players in research and development from Europe to India, SE-Asia and the Americas etc., and the VMS people could deliver; that’s pretty amazing I must say.”

**–Ingrid Coyle, MEDELPHARM
2022 Campaign**

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