**GlobalData Marketing Solutions Results Case Study**

# Datwyler Healthcare



DATWYLER

# Introduction

Kelly McCarry is the Global Digital Marketing Manager at Datwyler Healthcare.

Datwyler Healthcare offers solutions for drug packaging and medical devices, such as advanced elastomer formulations, coatings, aluminium seals and processing technologies.

The company has a 100-year history and was recently the recipient of the Pharmaceutical Excellence Awards 2021 for initiatives to reduce its carbon footprint.

# The Challenge

**Kelly McCarry, Datwyler:**

"In the past couple of years, we wanted to move more into an online brand awareness initiative. COVID jump started that for us; we couldn't meet in person so we had to find a way to reach our market digitally.

We found that our work with GlobalData Marketing Solutions and through Pharma Technology Focus magazine, we had had a great response to the content we were putting out, and we wanted to expand that and try to reach new regions.

We wanted to reach new companies and customers and to spread the word about Datwyler in general."

**Josh Jones, Key Account Manager:**

"We've been working with Kelly McCary since 2019. Our initial goal was brand awareness, which we recently expanded into a lead generation campaign with GlobalData Marketing Solutions."

# What is GlobalData Marketing Solutions?

GlobalData Marketing Solutions uses the latest AI to position content on Verdict's established journalistic websites. It targets specific audiences by job title to over 500,000 companies spanning six sectors.

The audience on Pharma Tech and Clinical Trials Arena websites alone has a combined readership of over 30 million — the largest in the marketplace.

GlobalData Marketing Solutions includes strategy development, audience identification, tailored content and performance analytics.

# How it works

Industry leading content is created and positioned in front of readers with the job titles/companies that a client requests.

> **"** Our initial focus was building awareness. Then we found we were getting great leads. Our sales team confirmed that the leads were right on track with our target audience. So we were very pleased with who we were reaching".
>
> Kelly McCarry, Datwyler
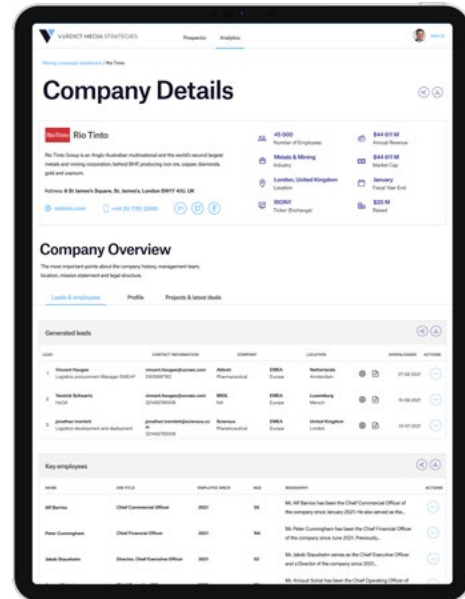
# The results

**Kelly McCarry, Datwyler:**

"One aspect of the campaign that we weren't necessarily focused on at the beginning was lead generation. Our initial focus was building awareness. Then we found we were getting great leads. Our sales team confirmed that the leads were right on track with our target audience. So we were very pleased with who we were reaching".

# How do you measure the success of GlobalData Marketing Solutions?

**Kelly McCarry, Datwyler:**

"It's a two-fold analytical effort, we started with the goal of brand awareness. We tracked this through ad impressions and clicks, website visits and downloads. That was how we were initially gauging our success on different campaigns. And we still continue to track this.

But now we're more focused on lead generation and getting our customers to come to us and speak with our experts. So we also measure the leads that come in, where they come from, and their quality; specifically, are they interested in our offerings and ready to move forward as a customer?"



# Tracking the results: the GlobalData Marketing Solutions dashboard

The GlobalData Marketing Solutions dashboard enables you to access key information and metrics on who is engaging with your content. Information is gathered on each user in real-time, and includes company, industry, location, company turnover and company employee numbers, alongside the content that they are visiting most frequently.

A unique ID can be attributed to users allowing you to attribute your lead and booking data.

**Kelly McCarry, Datwyler:**

"One of the greatest things about the dashboard is being able to see a constantly updated list of customers who are looking at your content and what they're looking at. We have our own lead dashboard as well and the different countries we're reaching.
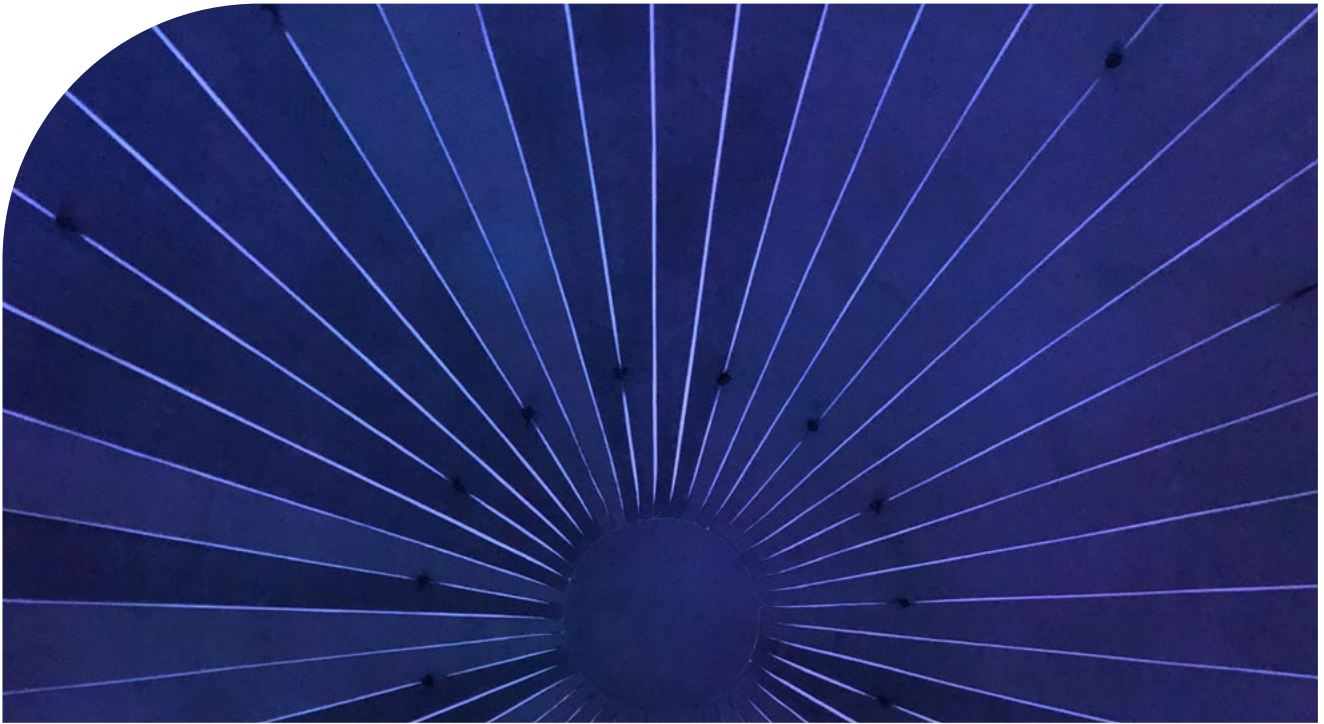
It really gives you a full picture of your overall campaign performance including who are you reaching. Are you reaching the right people? What are those different regions and companies interested that can help us in marketing our products? It enables us to refocus our messaging when needed, and to make sure that everything we're doing is aligned with our goals".

## Did you think the GlobalData Marketing Solutions campaign was going to work?

**Kelly McCarry, Datwyler:**

"Before we started with the larger campaign with Josh, we had already done some basic advertising and a Company Insight Page with Pharma Technology Focus magazine. And we were seeing a great response from those. So I had high hopes for the program.

And it really was a success based on the results

we saw; it proved that we we're moving in the right direction. And I will say whenever I'm talking about increasing awareness and generating leads, this is one of our top programs that does that for us. So from a company buy in perspective, it is something that we all agree we want to continue doing, and we really see the value in it."

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GlobalData Marketing Solutions is a GlobalData business, giving it access to best-in-class technology, unmatched data and audience reach.

GlobalData employs 3,500 developers, data scientists, analysts, award-winning journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

Powered by  GlobalData.