



CASE STUDY:





Introduction

Procaps Group is a leading CDMO/CMO specialising in Softgel advanced technologies, offering end-to-end solutions from development to delivery in pharmaceutical products and specialized nutraceuticals.

We spoke with Rosella Del Vecchio Herrera, Marketing Director for Procaps on their marketing growth and work with GlobalData Marketing Solutions to increase brand awareness and lead generation.



Rosella Del Vecchio Herrera, Marketing Director, Procaps Group:

“10 years ago, we thought doing trade shows was everything in terms of finding new customers and new opportunities. Now we’re reaching new audiences practically everywhere. And it’s no longer just about us finding them. Through this platform they are finding us. And that’s exciting.”

“We love being able to capture opportunities by addressing what companies are looking for today. Ultimately, we’re here to deliver better health and nutrition to patients and consumers around the world.”

The Goals:

Procaps Group began a campaign with GlobalData Marketing Solutions to target, attract and develop leads.

Rosella Del Vecchio Herrera, Marketing Director, Procaps Group:

“Raising awareness, capturing leads, and growing organically were all part of our marketing plan.”

“Digital marketing through GlobalData Marketing Solutions enabled us to connect with the audiences that were difficult to reach any other way. We want to be front of mind and knew that we couldn’t simply wait for a specific trade show in order to create leads.”



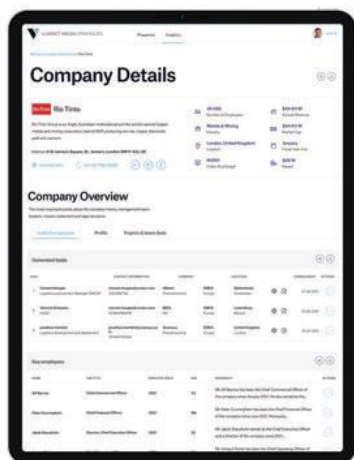
What is GlobalData Marketing Solutions?

It's all-in-one marketing platform that uses the latest AI to position content on GlobalData's journalistic websites. These digital publications have an established readership of over 30 million.

GlobalData Marketing Solutions can micro target decision makers and specific audiences by job title including over 500,000 companies worldwide. Our analysts, data scientists, award-winning journalists and technology specialists take complex information and create engaging content journeys.



This award-winning marketing solution is a game-changer in the industry, as noted by the judges at the CMA Awards who awarded it Gold in their most recent international marketing awards, praising it for its intelligence and innovation.



A content campaign was designed, and a customised dashboard provided which reflected campaign progress in real time.

“

Every time we have a piece that goes live, we're constantly monitoring the dashboard. We regularly get the leads notifications. Once we receive the leads, we pass them onto our sales team who follows up.

The Results

**Rosella Del Vecchio Herrera,
Marketing Director, Procaps
Group:**

“Our account manager, Alexander Tishchenko, is just great. I wonder occasionally if he ever sleeps. Despite a very different time zone he will respond to my email within minutes.”

“I have to thank GlobalData Marketing Solutions for their attention to detail and desire to understand every aspect of who we are. The service has been excellent, and we are looking forward to continuing our work together.”

With just two articles, Procaps Group has had 51 Leads, many of whom were from their target list of companies and have achieved 8,848 page views from companies in 10 countries who are reading their content.



“

Our account manager, Alexander Tishchenko, is always looking at how things are working, and whether there is anything additional that we need.

The service has been excellent and we're looking forward to continuing our work together.

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.