Targeted Digital Marketing Campaigns with CPHI

Reach your target pharma audience with digital marketing campaigns. Online, all year round.

What are your business objectives?
Reach your marketing and sales goals with targeted digital marketing campaigns, tailored to your objectives.

Are you looking to...
- Generate new leads?
- Build brand awareness or launch a new product?
- Enter a new market?
- Position yourself as a thought leader?
- Secure relevant business meetings before and during your next CPHI event?
- Gain valuable insights about your target audience and learn what resonates with them the most?

Or perhaps you want to do it all!
Whatever your goal, we can tailor a specific digital package to meet your business objectives.

We’ll be there every step of the way.
Based on your goals, budget and timelines, our digital consultants will work with you to create the right campaign to achieve your targets. Plus, we can help you by:

- Monitoring progress
- Reporting on consumer behaviour
- Identifying key areas for optimization

We provide effective and intelligent post campaign support to maximize your return on investment (ROI) and keep your audience engaged.

Get in contact today
Why partner with CPHI?

At CPHI, we help you communicate your message to the customers that matter, both at our events and outside of them.

We’ll work with you to identify the right audience for your company from our database of over 470,000+ prospective clients, and will help you develop and launch a tailor-made campaign designed to meet your objectives.

The 5 elements to a successful partnership:

1. Access to opted-in, first-party, qualified pharma buyers
2. Full support from an experienced CPHI team of digital consultants for the whole duration of your campaign
3. Access to creative support from simple feedback and editing, to full content creation and design work
4. Real-time campaign reporting with insights into the behaviours of your selected target audience
5. Lead qualification and validation support, including arranging your business meetings

We can reach a highly targeted audience

Let us know your preferred selection criteria and we’ll build a campaign that targets and delivers that audience. Get in contact

Target the right audience through tailored segmentation

Product interest
- Contract Services, Finished Products Ingredients (APIs, excipients...) Bio Pharmaceuticals, Machinery & Equipment, Certification...

Industry interest
- Anti-Ageing Products, Dealers & Distributors Engineering, Regulators (Pharmaceutical) Research & Development...

CPHI Event Edition
- CPHI Barcelona, CPHI North America...

Job Level
- Director/VP, Top Tier Management, Senior Management, Middle Management...

Job Function
- Business Development, Consultant, Distribution, Product Development...

GEO Location
- Africa, Americas, Europe, SEA...
Let us do the hard work!

We’ll promote your brand and products in the right place, at the right time, to reach the audience you’ve specified.

At each stage, potential prospects will be qualified, so you have a pipeline of pharma buyers who are ready to engage with you in a 1-1 meeting.

Your goal:

**Lead generation** – engage and capture interested pharma buyers and influencers

**Awareness**
Target key buyers and influencers across the CPHI audience to create awareness of your brand

Your Options:
- Targeted banner
- Video ads
- Infographic

Where we’ll promote them:
All CPHI Event websites, CPHI.com, CPHI Online, AND across the web wherever your audience digitally travels

Your goal:

**Identify your TOP leads**
generated based on how they engage with your content and gain valuable insights on your target audience

**Lead Generation**
Generate leads of interested buyers and influencers

Your Options:
- Targeted banner
- Video ads
- Featured article
- Infographic
- Gated whitepaper

Where we’ll promote them:
All CPHI Event websites, CPHI.com, CPHI Online, AND across the web wherever your audience digitally travels

Your goal:

Create a pipeline of new business and get meetings booked for your sales team

**Lead Qualification**
Identify and prioritize the hottest leads for your sales team to follow up

Your Options:
- Targeted banner
- Video ads
- Featured article
- Infographic
- Gated whitepaper
- Webinar
- Trend report

Where we’ll promote them:
All CPHI Event websites, CPHI.com, CPHI Online, AND across the web wherever your audience digitally travels

86% of buyers will listen to a seller if they can provide meaningful insight
Let us create the formula that works for you!

Based on your unique needs, we’ll create a campaign formula that will deliver on your objectives.

Whether you want us to turn prospects to leads, grow awareness of a new launch or product or both, we’ll tailor a package that delivers.

What does it look like?

1. Trying to break into a new market or launch a new product? We can help you test the market with varied messaging and test which content resonates the most with your target audience. Why not try:

   **Awareness** + **Awareness** + **Awareness**

   With three awareness cycles, you’ll get your brand or solution out there!

2. Want to be seen as a thought leader and generate new leads? Leverage the power of content to show your market expertise, giving your audience a hook to engage.

   **Awareness** + **Lead Generation** + **Awareness** + **Lead Generation**

   A combination of awareness and lead generation will help you to generate new leads, leveraging on your best performing content assets.

3. Want to pre-qualify your audience ahead of your next CPHI event, and pre-book sales meetings?

   **Awareness** + **Lead Generation** + **Lead Qualification**

   Convert your leads into meetings for your sales team all year-round or pre-qualify your leads ahead of your next CPHI event.

Get in contact today
Let us show you how it works...

A recent client active in the pharma packaging market and exhibiting at our next CPHI event in Europe wants to enhance their ROI and make the most of their experience by scheduling onsite meetings in advance with relevant new buyers interested in patient-centric packaging.

We developed a tailored campaign that delivers on their objectives:

- **April 2023**
  - 4 weeks campaign
  - **Awareness Campaign**
    - An audience is created, and initial engagement enabled

- **May 2023**
  - 4 weeks campaign
  - **Lead Generation Campaign**
    - A targeted Whitepaper converts an engaged and interested audience into warm leads
  - **Targeted Ad Campaigning**
    - Standard Whitepaper
    - Targeted advertising drives awareness and engagement with the Patient-centric packaging for an aging population Whitepaper

- **June 2023**
  - 4 weeks campaign
  - **Lead Qualification Campaign**
    - Leads are qualified through further engagement with a dedicated webinar
  - **Lead Generation**
    - Engaged Audience
  - **Lead Qualification**
    - Warm Leads
  - **Awareness**
    - Cold Audience

Hot leads engage with the Patient-centric packaging for an aging population webinar. Leads ready for follow up are booked for 1-1 meetings at the next CPHI event.

Get in contact today
# CPHI Targeted Advertising Packages

<table>
<thead>
<tr>
<th>Package Details</th>
<th>Warm-up Package</th>
<th>Lead Generation Package</th>
<th>Lead Qualification Package</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Targeted Banner Ads</strong></td>
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<tr>
<td>CPHI Online, CPHI.com, CPHI SMART-Event web pages*, audience extension on LinkedIn etc.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td><strong>Targeted Video Teaser Ad</strong></td>
<td></td>
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<tr>
<td>max. 20 sec video running across CPHI Online, extended beyond CPHI to select web properties</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Standard Featured Article or Infographic</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>distributed on CPHI Online</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td><strong>Whitepaper</strong></td>
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<tr>
<td>featured on your company’s profile page, distributed on CPHI Online and featured as “recommended content” alongside similar articles</td>
<td></td>
<td>✔</td>
<td>✔</td>
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<tr>
<td><strong>Webinar, Trend Report, Custom Trend Report or Custom Whitepaper</strong></td>
<td></td>
<td></td>
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<tr>
<td>incl. infographic</td>
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<tr>
<td><strong>Direct-email campaign</strong></td>
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<tr>
<td>• To your engaged audience: Invitation to register or gain early access to your content</td>
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<td></td>
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<tr>
<td>• To your non-engaged audience: extended marketing campaign</td>
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<tr>
<td><strong>PRICE</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>from €7,000***</td>
<td>from €12,000***</td>
<td>from €30,000***</td>
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<table>
<thead>
<tr>
<th>Add-ons</th>
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<tbody>
<tr>
<td><strong>Standard Featured Article or Infographic on CPHI newsletter</strong></td>
<td>€500</td>
<td>€500</td>
<td>€500</td>
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<tr>
<td><strong>CPHI Newsletter: Display Ad – Top Position</strong></td>
<td>€1,000</td>
<td>€1,000</td>
<td>€1,000</td>
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<tr>
<td><strong>CPHI Newsletter: Display Ad – Bottom Position</strong></td>
<td>€500</td>
<td>€500</td>
<td>€500</td>
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<tr>
<td><strong>Social Media Video</strong> (max. 3 mins)</td>
<td>€2,500</td>
<td>€2,500</td>
<td>€2,500</td>
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<tr>
<td><strong>Podcast 1 Episode</strong> (webinar only)</td>
<td>€3,000</td>
<td>€3,000</td>
<td>€3,000</td>
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*Subject to exhibiting status
**CPHI to review and approve content before publishing – support with creation is available if required
***Minimum recommended targeted audience: 5,000 contacts. Impression/click rate target calculated at 8 impressions x total contacts.
Warm up rates are 125 EUR/CPM. rate increases to 200 EUR/CPM from 11th September – 24th November 2023
Pharma companies already working with us:

- ThermoFisher
- Pfizer CentreOne
- ALFASIGMA
- Polpharma

Let us help you to engage the CPHI community...

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>470,000+ pharma professionals</td>
<td>470,000+</td>
</tr>
<tr>
<td>2,000+ content articles</td>
<td>2,000+</td>
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<tr>
<td>68,000+ social media connections</td>
<td>68,000+</td>
</tr>
<tr>
<td>2,950,724 CPHI web visits in 2022</td>
<td>2,950,724</td>
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<tr>
<td>458 average registrants per webinar</td>
<td>458</td>
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<tr>
<td>3,062 average qualified leads per trend report</td>
<td>3,062</td>
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<tr>
<td>2,120 average unique views per whitepaper</td>
<td>2,120</td>
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<tr>
<td>9,840 average impressions per article</td>
<td>9,840</td>
</tr>
</tbody>
</table>

Let’s get the conversation started...

Chat to our digital experts.
We’ll help you to create a tailor made campaign based on your budget, timelines and objectives.

Michael Moore
Key Account Manager

Schedule a meeting