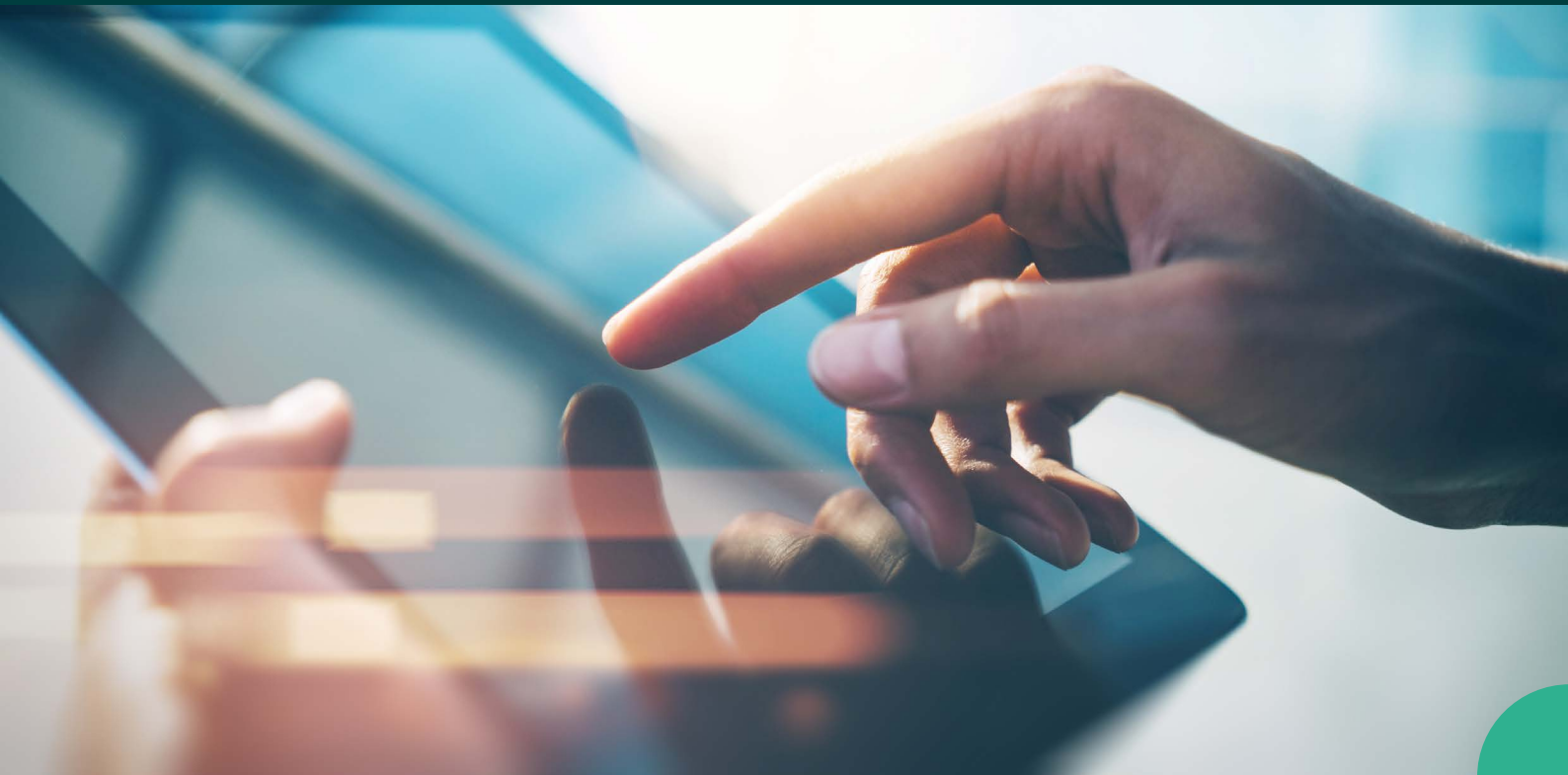


# Targeted Digital Marketing Campaigns with CPHI



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

[cphi.com/en/digital-products/digital-products/digital-marketing.html](https://cphi.com/en/digital-products/digital-products/digital-marketing.html)

# What are your business objectives?

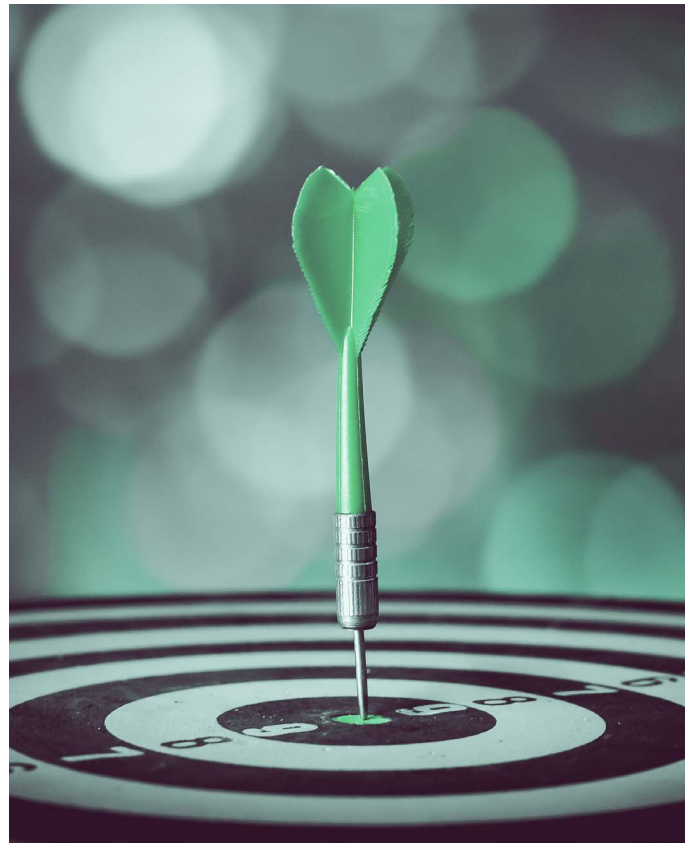
Reach your marketing and sales goals with targeted digital marketing campaigns, **tailored to your objectives.**

## 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.**

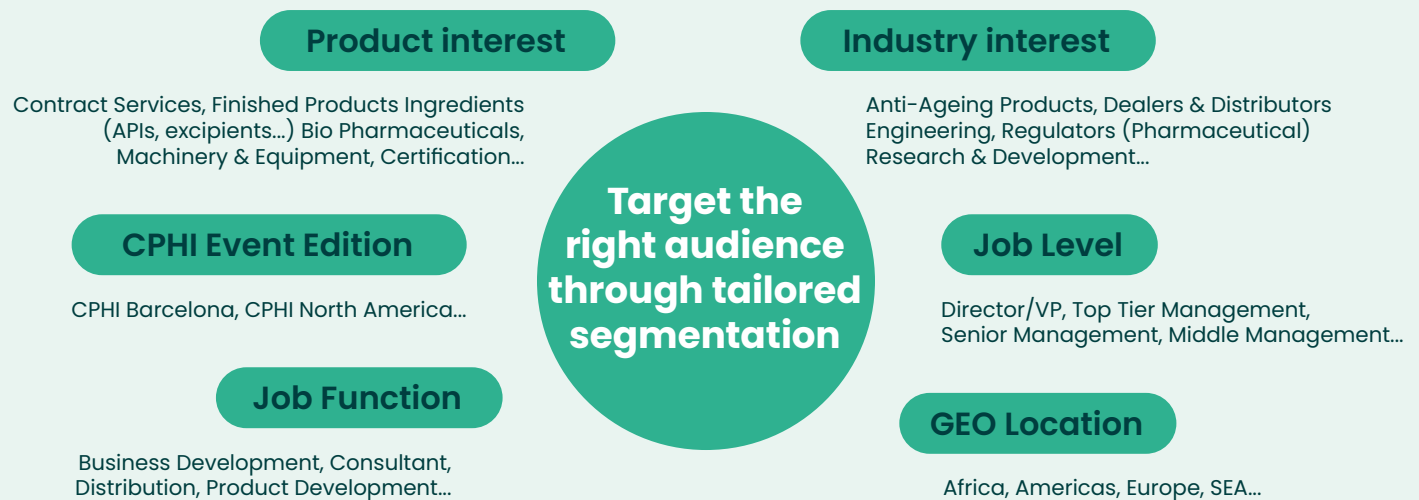
**Get in contact today**



# 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.



## 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](#)

## 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

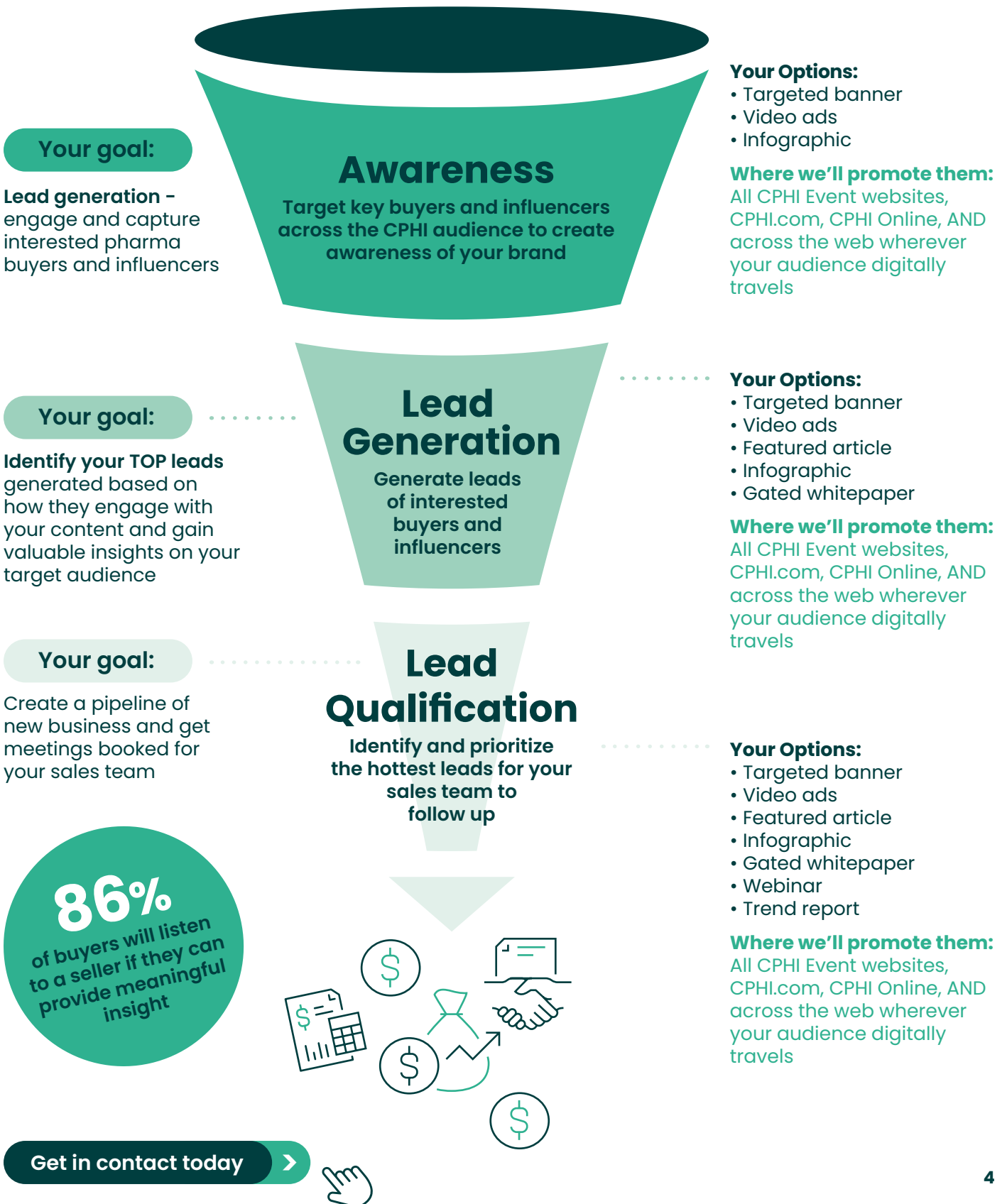
Get in contact today



# 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.



# 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.

Buyers are  
**23%**  
more likely to remember the key message of an ad when it aligns with the content of the site that is hosting it

## 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.

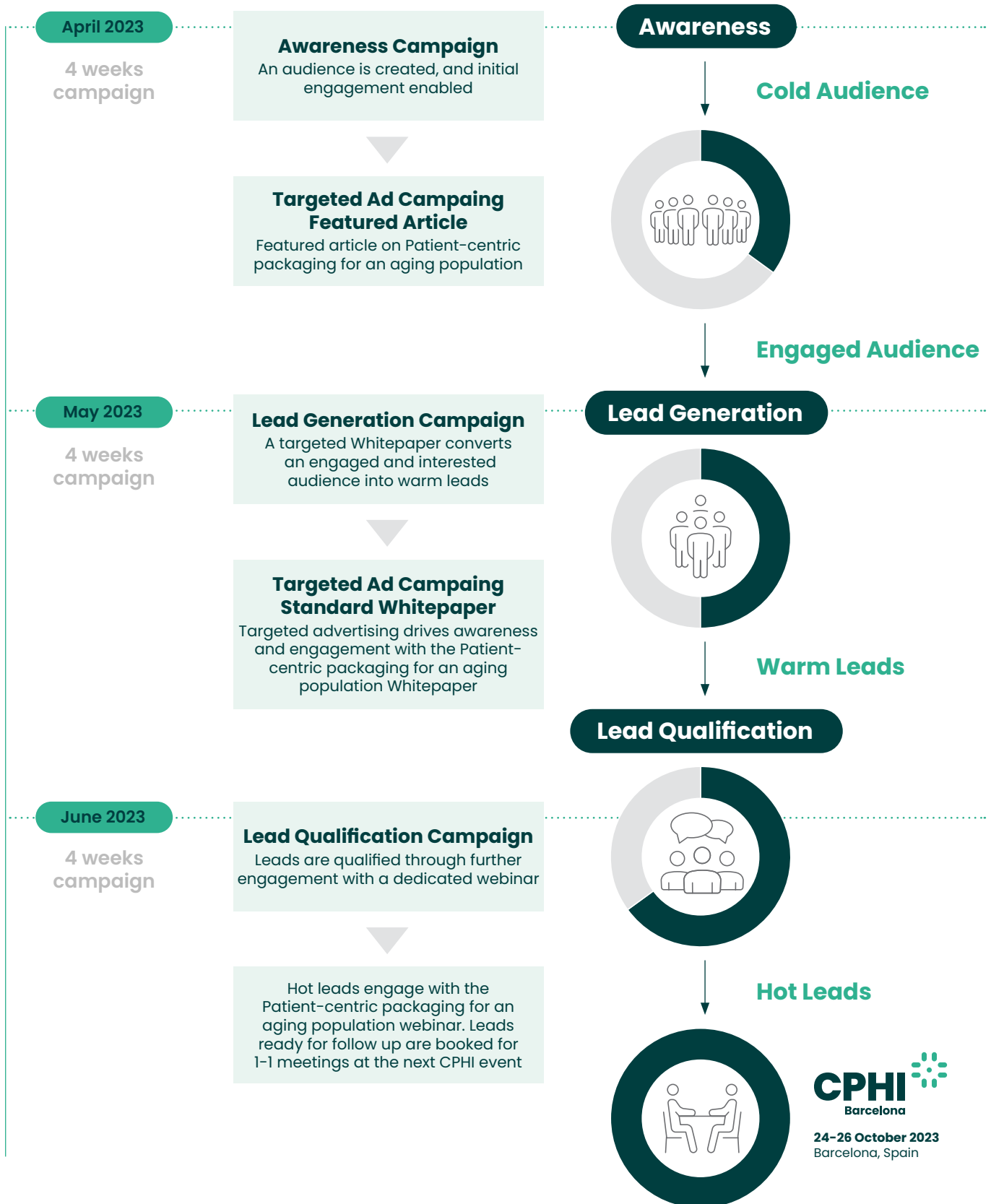
Get in contact today



# 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:



Get in contact today



# CPHI Targeted Advertising Packages

Package Details	Warm-up Package	Lead Generation Package	Lead Qualification Package
<b>Targeted Banner Ads</b> CPHI Online, CPHI.com, CPHI SMART-Event web pages*, audience extension on LinkedIn etc.	✓	✓	✓
<b>Targeted Video Teaser Ad</b> max. 20 sec video running across CPHI Online, extended beyond CPHI to select web properties	✓	✓	✓
<b>Standard Featured Article or Infographic**</b> distributed on CPHI Online	✓	✓	✓
<b>Whitepaper</b> featured on your company's profile page, distributed on CPHI Online and featured as "recommended content" alongside similar articles		✓	✓
<b>Webinar, Trend Report, Custom Trend Report or Custom Whitepaper</b> incl. infographic			✓
<b>Direct-email campaign</b> •To your engaged audience: Invitation to register or gain early access to your content •To your non-engaged audience: extended marketing campaign			✓
<b>PRICE</b>	from <b>€7,000***</b>	from <b>€12,000***</b>	from <b>€30,000***</b>

Add-ons			
<b>Standard Featured Article or Infographic on CPHI newsletter</b>	<b>€500</b>	<b>€500</b>	<b>€500</b>
<b>CPHI Newsletter: Display Ad – Top Position</b>	<b>€1,000</b>	<b>€1,000</b>	<b>€1,000</b>
<b>CPHI Newsletter: Display Ad – Bottom Position</b>	<b>€500</b>	<b>€500</b>	<b>€500</b>
<b>Social Media Video (max. 3 mins)</b>	<b>€2,500</b>	<b>€2,500</b>	<b>€2,500</b>
<b>Podcast 1 Episode (webinar only)</b>	<b>€3,000</b>	<b>€3,000</b>	<b>€3,000</b>

\*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

Get in contact today



## Pharma companies already working with us:

ThermoFisher



ALFASIGMA



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

**470,000+**  
pharma  
professionals

**2,000+**  
content  
articles

**68,000+**  
social media  
connections

**2,950,724**  
CPHI web visits  
in 2022

**458**  
average registrants per  
webinar

**3,062**  
average qualified leads  
per trend report

**2,120**  
average unique  
views per whitepaper

**9,840**  
average impressions  
per article

# 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](#)