

CPHI Case Study

How Procaps used targeted digital advertising as a springboard to success



Who are Procaps Group

Procaps Group is a developer of pharmaceutical and nutraceutical solutions, medicines, and hospital supplies that reach more than 50 countries in all five continents.

Procaps develops, manufactures, and markets over the counter (OTC) pharmaceutical products and prescription pharmaceutical drugs (Rx), nutritional supplements and high-potency clinical solutions.

For more information, visit www.procapsgroup.com



Rosella Del Vecchio Herrera

Marketing Director, Procaps

Rosella Del Vecchio Herrera is the Marketing Director for Procaps, responsible for all related activities to global marketing, branding, advertising, digital marketing, PR, customer experience, sales training, and ultimately all that has to do with driving growth and brand value.

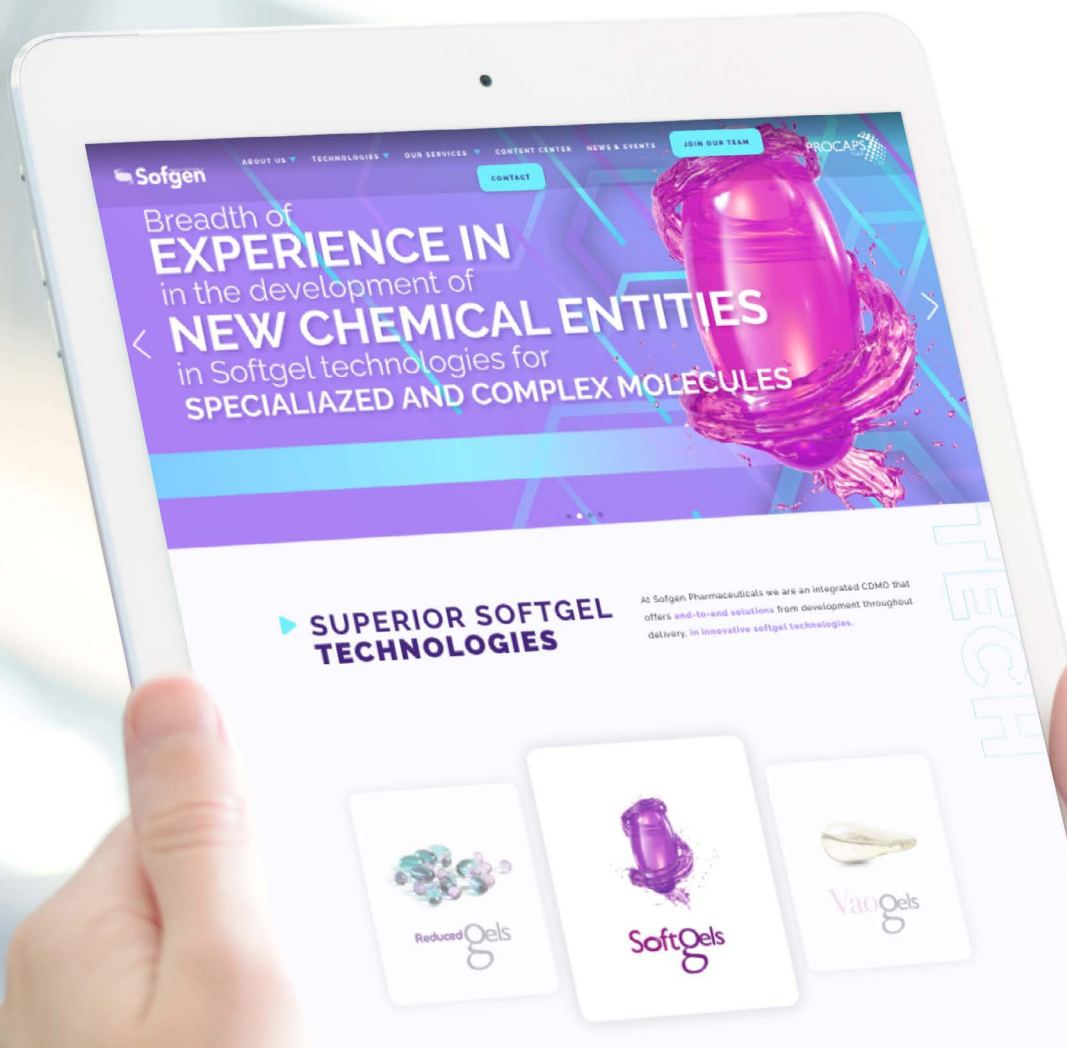
“Procaps have been working in partnership with CPHI for two decades. So when they were looking to expand their presence in North America, it was natural that they leveraged that relationship. And it worked out for them beautifully – with targets exceeded by a factor of almost four.”

1

The Challenge

Procaps is the largest Softgel CDMO in Latin America, and one of the top five globally in the development and manufacturing of softgel products.

Its recent business strategy focuses on expanding and growing in North America and other international markets. The primary goal is to establish itself as an industry leader in the American market, create brand awareness, and promote its advanced softgel technologies.



2

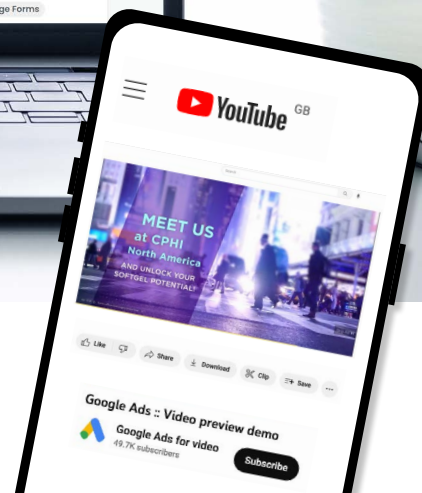
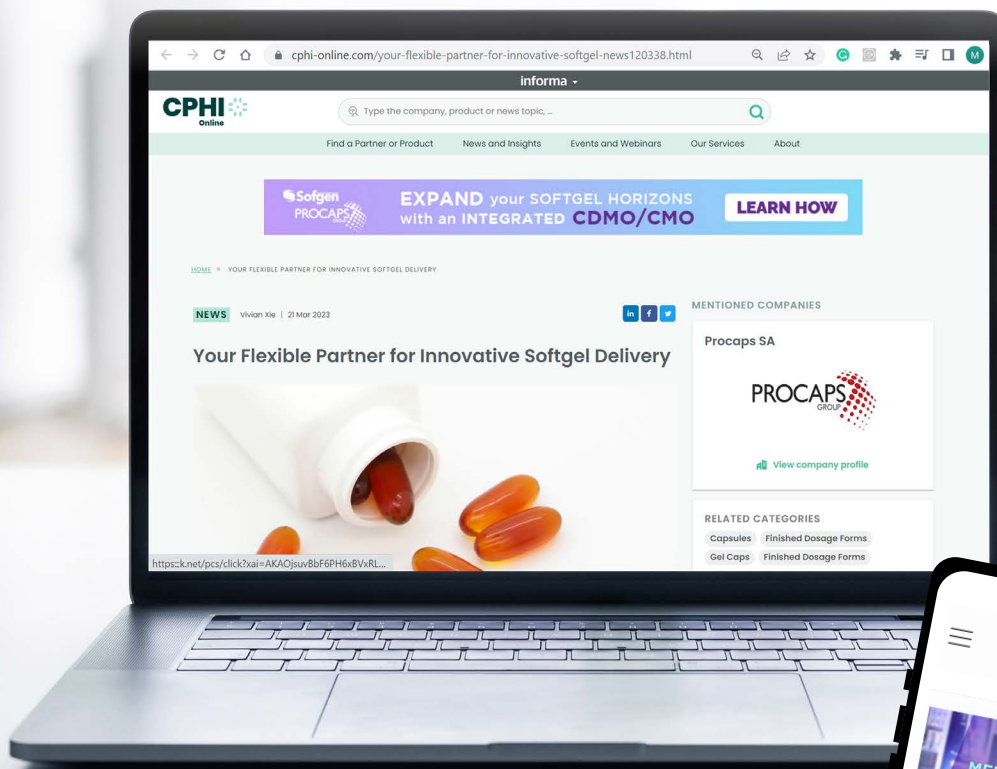
The Solution

With our Brand Awareness package, Procaps used the strength of static, video and content advertising to educate their audience about their technology across CPHI websites with global reach.

We helped them build their ideal customer profile from our database, based on geography, demographics, interests and more, so they were able to target precisely.

Two different variations were tested, including a new dynamic infographic – incorporating video into a banner – created with the support of CPHI design team.

“Digital marketing and exhibiting at CPHI are firmly in our future plans.”



3

The Strategy

Having worked with CPHI for over 20 years, exhibiting at our events worldwide and connecting with the pharma industry via our digital solutions, Procaps turned to us for help. Together, we devised a blended and multichannel solution – leveraging the synergy of online and offline products.

Central to the multi-channel campaign strategy was a prominent presence at [CPHI North America](#) for Procaps. Here, they were able to meet face to face with key players in the North American market, to showcase and demonstrate their advanced technology, and establish long-lasting business relationships with new and existing clients.

To ensure that the onsite meetings were with the right potential partners, the first step in the campaign was to engage with a targeted audience for Procaps through CPHI's targeted digital marketing solutions prior to the event. This helped:

- **generate brand awareness**
- **educate the right audience about their technology**
- **drive meaningful meeting requests at CPHI North America**

By targeting specific pharma professionals in Europe and North America with a selected product and industry interest, they were able to tailor Procaps' message for increased relevance and engagement.



4

The Results

**63,740**Infographic
Impressions**363**

Clicks

**0.34%**

CTR

**7**

meetings*

**face-to-face meetings at CPHI North America*

“CPHI supported and advised us in the selection, design and implementation of all kinds of digital product. We’ve come to appreciate the value of a blended marketing approach to generate the highest ROI, and we’re so happy to have had the support of CPHI along the way.”

Do you want results like this?

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