

# SUCCESS STORY

## Integrated Content Channel Campaigns



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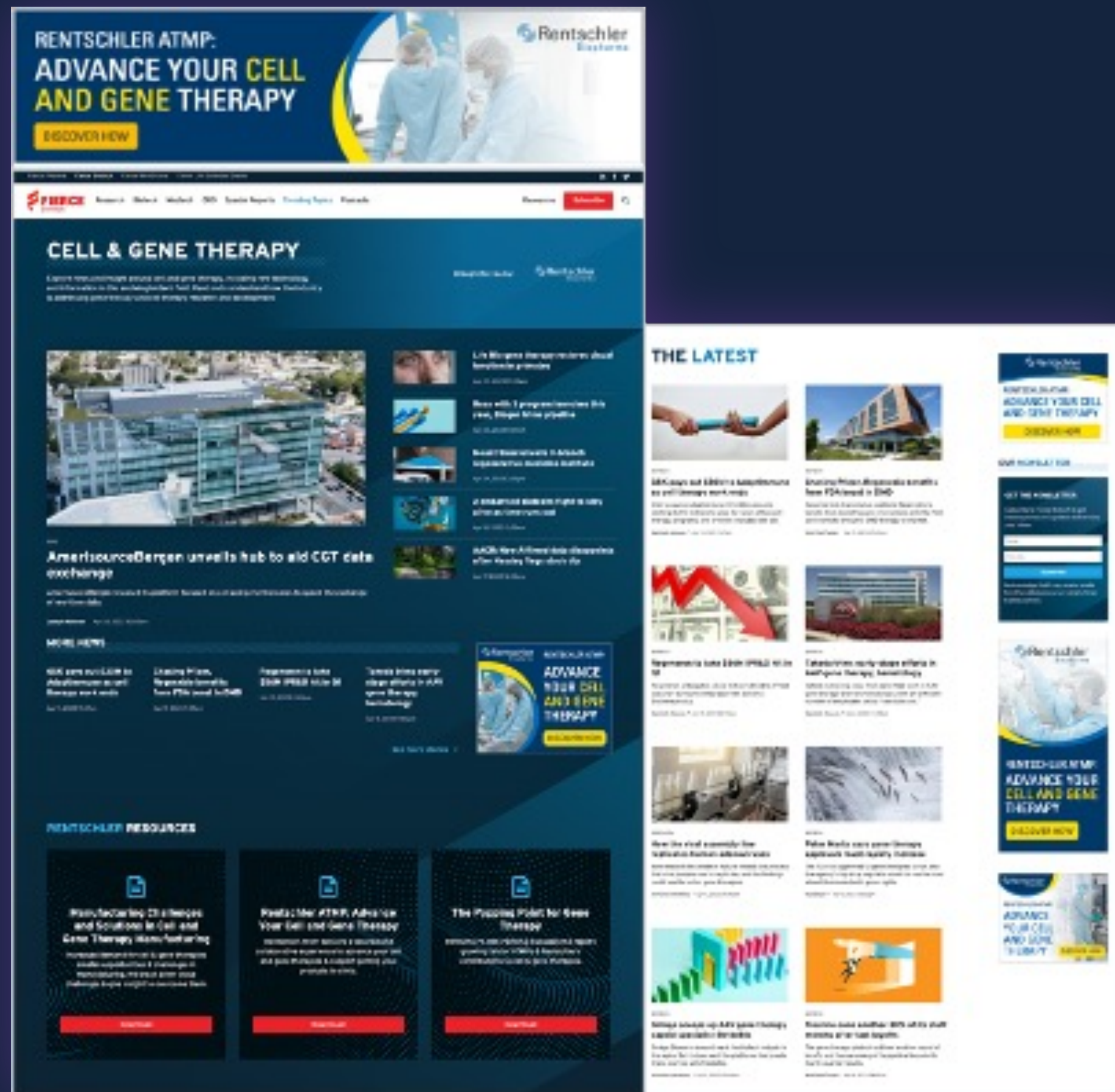
# The Goal

Roll out an integrated sponsored Content Channel campaign that would drive revenue and rebooking



# Content Channel Campaigns

Content channels are an exclusive, competitor-free contextual targeting opportunity that positions the client as a leading authority on a selected topic alongside Questex's topically relevant content.



## KEY BRANDING FOR SPONSORS

# Content Channels

Custom Resource Center:  
Client supplies assets for  
download on the topic



### Prelude Ad:

The prelude ad is sticky at the top of the content channel page and holds for 3 seconds.

### Brought to you by:

At the top of the page, beside the topic headline, the sponsor's logo is featured

### Ad:

Standard 300x250



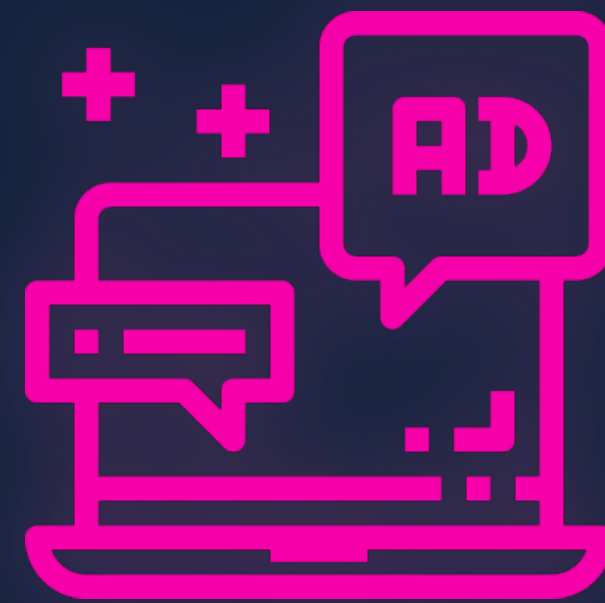
# The Result

## Brand Dominance



Client gets 100% share of voice across an industry trend or topic

## Contextual Positioning



Aligns client brand with a relevant topic on a trusted brand site

## Nurturing



Providing content to prospect that moves them through buying stages

COMMON ADD ONS:

# Target emails & Newsletter placements

Upsells due to the continued success of these targeted email sends.

Special Edition newsletters spin off our successful content channel topics.

Emerging Biopharma grew to and sustained 10k subscribers.



The screenshot shows an email header with the FIERCE Biotech logo on the left and EMERGING BIO-PHARMA on the right. Below the header, it says "A MESSAGE FROM CATALENT". The main content area features an article titled "How Working with a Consultant Can Help Your Biotech Business" with a sub-headline "Find out working with a consultant on the journey to a drug's regulatory authorization can help smooth out potential problems, conflicts and delays. [Access article.](#)" and the Catalent logo. Below this is a "SPECIAL ISSUE" section dated "APR 25, 2023". It lists three articles: "Editas teases tiny sickle cell sample in effort to climb back into gene editing's upper echelon", "BigHat, cherry-picking opportunities amid stormy market, pens pact with Merck & Co.", and "Gossamer touts phase 2 win but analysts aren't breaking out the champagne".

The screenshot shows an email header with the Sartorius logo on a yellow background. Below the header is an illustration of a person running on a track towards a glowing lightbulb. The main content area features an article titled "What will it take to realize the promise and potential of immune cell therapies?" with a sub-headline "Remarkable progress is being made in the treatment of cancer with CAR-T therapy, but manufacturing these complex therapies is costly. In this article, we outline the factors contributing to the high cost of goods and explore how the manufacturing process can be simplified to enable more efficient, robust and cost-effective production." Below the article is a yellow button labeled "Read Full Article". At the bottom, there is a "Contact Us" button and social media icons for Facebook, Twitter, LinkedIn, and YouTube. The footer text reads: "Published by Sartorius AG, Otto-Emmer-Strasse 20, 37075 Göttingen, Germany".

# Leveraging Omeda data for success

Query on **article tag visits**

By identifying these readers, we were able to send targeted emails.

LS-3P-2022Q4-Emerging Bio | Nth Groups: Off | Expend All | Add Group | New | Open | Save | Save As

Group	Contact Rules	Action Count	Group Total
Group 1	olytics = (today - 90)-(today) Olytics URL: https://www.fiercebiotech.com/keyword/emerging-biopharma	3,350	3,350
	AND Available for LS = LS-3P-Available for 3rd Party TARGETING ONLY	829,522	829,522
Group 2	olytics = (today-90)-(today) Olytics Tag: emerging biopharma	189,473	189,473
	AND Available for LS = LS-3P-Available for 3rd Party TARGETING ONLY	829,522	829,522
Net Selected			<b>25,262</b>



# Leveraging Omeda data for success

Strong Engagement with high  
**Opens** and **Clicks**.

Providing **stronger success**  
and fostering an **easy renewal**  
conversation.

**Report: Deployment Delivery**

Deployment Delivery for:

Track ID	Database	Deployment Name	Deploy Date\Time (EDT)
QTXCD220913065	Questex Media Central Database	LS-NL-FierceEmergingBiopharma-09142022	09/14/2022 09:00 AM

[View Deployment Details](#) [View Deployment Content](#) [Deployment Graphs](#) [View Pre](#)

[View Open Click Analysis](#) [Opens by Client and Device](#) [Demographic Breakdown](#) [View Pre](#)

**Delivery Throughput and Response Statistics**

Delivery Categories	Recipients	%	Response Categories	Unique	% Deliv
Original List Quantity	10,270	-	Opens	4,927	48.38%
Filtered (prior to send)	0	0.00%	Clicks	697	6.84%
Suppressed	0	0.00%	olytics Clicks	686	6.74%





# Sharing our Success!

## Key Successes!

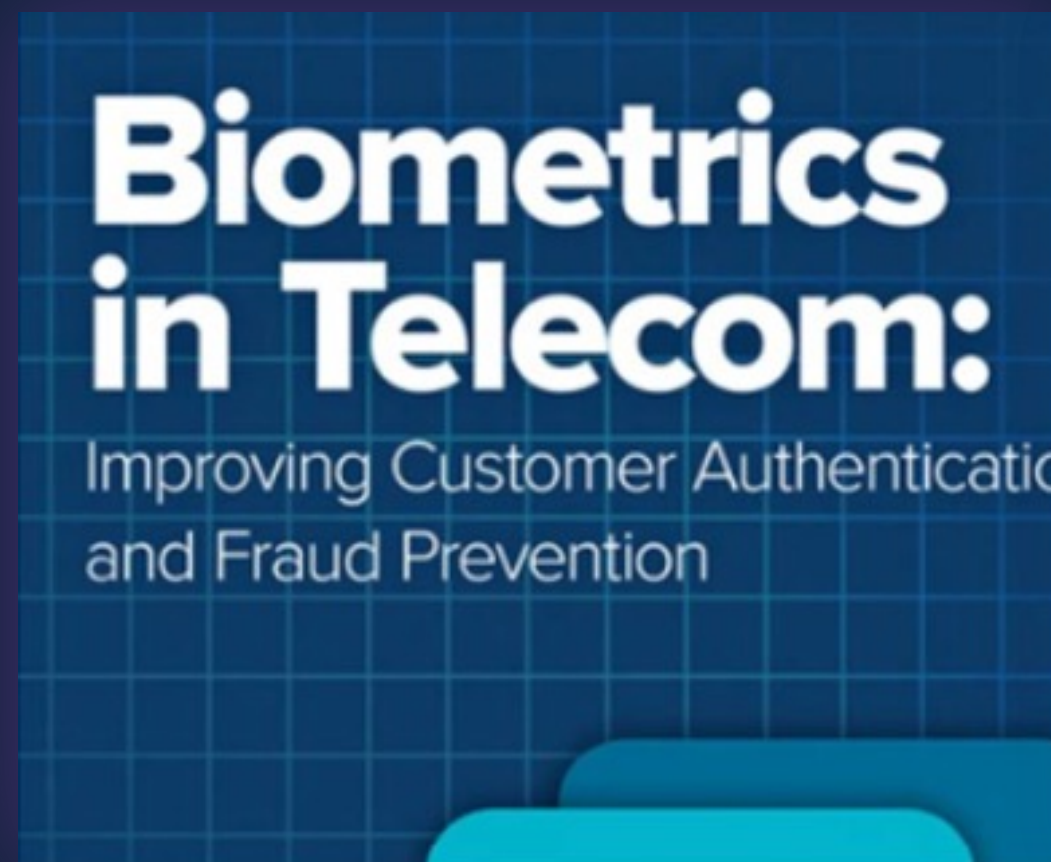
Customers that include content channels within their package generate **over \$5.7 million** in revenue for Questex, and typically have a **higher overall spend YOY.**

	Product	Quantity	Service Start Date	Service End Date
1	Content Channel	1.00	9/1/2022	9/30/2022
2	Preview Issue, 1 Week Package, 1 Insertion - Event Sponsor 1	1.00	9/12/2022	9/16/2022
3	Preview Issue, 1 Week Package, 1 Insertion - Event Sponsor 2	1.00	9/12/2022	9/16/2022
4	Preview Issue, 1 Week Package, 1 Insertion - Event Sponsor 3	1.00	9/12/2022	9/16/2022
5	Web Ad, Site Takeover	1.00	9/19/2022	9/30/2022
6	Email, Targeted	1.00	9/26/2022	9/30/2022
7	Content Channel	1.00	12/1/2022	12/31/2022
8	Web Ad, Site Takeover	1.00	12/5/2022	12/16/2022
9	Preview Issue, 1 Week Package, 1 Insertion - Event Sponsor 1	1.00	12/12/2022	12/16/2022
10	Preview Issue, 1 Week Package, 1 Insertion - Event Sponsor 2	1.00	12/12/2022	12/16/2022
11	Preview Issue, 1 Week Package, 1 Insertion - Event Sponsor 3	1.00	12/12/2022	12/16/2022
12	Email, Targeted	1.00	12/12/2022	12/16/2022

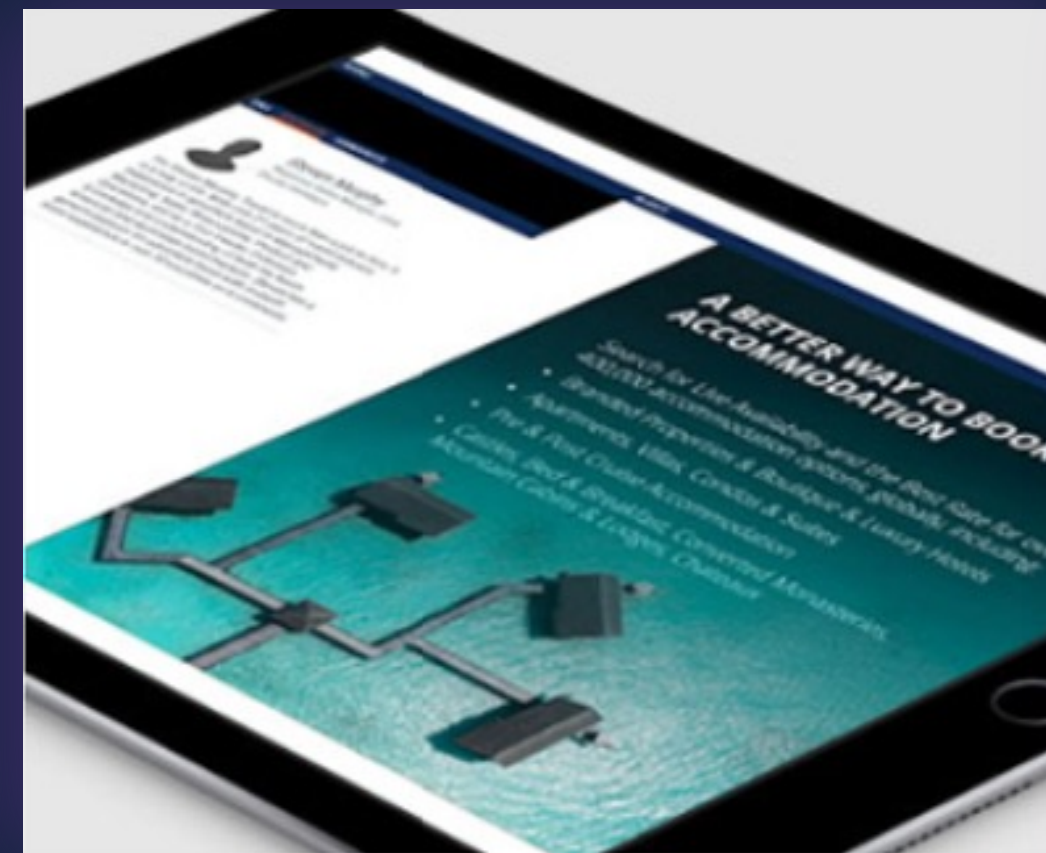


# Sharing our Success!

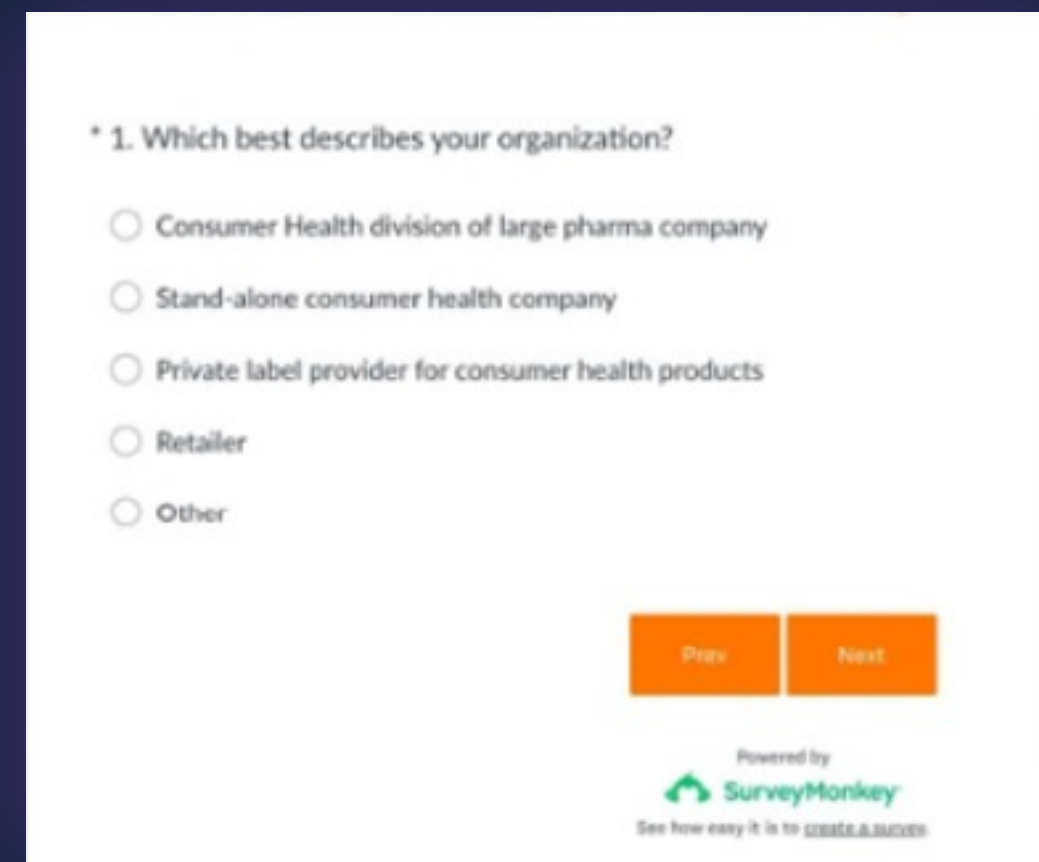
53% rebooking rate with customers  
+\$800k in revenue (customers with a content channel) since 2020



WRITTEN CONTENT



WEBINARS



SURVEYS



CUSTOM RESOURCE CENTER

# Quick recap

Integrated Content Campaigns  
+ Email & Newsletter Add Ons  
+ Other Add Ons (Content Programs, Webinars, Etc)  
= over \$5.7 million in revenue in 2022, high rebooking rates,  
and higher value buys in renewal program.

Success Recipe:

1. Key branding - Positioning sponsor as a trusted brand
2. Emails & Newsletters - high engagement due to brand recognition and targeting
3. Leveraging success & upselling into lead-gen programs

