

ResearchGate

SUCCESS STORY

Increasing qualified leads for QIAGEN Digital Insights with ResearchGate's media planning strategy

How implementing a new approach to content marketing campaigns improved QIAGEN's ROI for new leads



QIAGEN Digital Insights provides bioinformatics software and database solutions that help life science researchers and clinicians interpret and visualize biological data. Many of their platforms are geared toward very specific subject areas, including microbial genomics, human gene mutations, and cancer.

There are two main target audiences for QIAGEN Digital Insights' products, says Antonio Montano, Director of Marketing Operations. "On the discovery side, we have academics," he tells us. "And on the clinical side, we have individuals doing clinical research and translational research for pharmaceutical and biotech companies."





Staying on-target

Antonio says his team started working with [ResearchGate Marketing Solutions](#) over three years ago because of the access to academic audiences the ResearchGate platform provides.

“One of the audiences we want to reach out to about our products is the academic community,” he says. “We have a large portfolio of products that are highly relevant to their everyday work and challenges.”

ResearchGate’s network of more than 20 million researchers offers not only a vast academic audience, but also the advantage of highly targeted marketing outreach. And over the last six months, Antonio says,

targeting has improved significantly with the use of ResearchGate’s new media planning approach. Media planning is a customized advertising strategy that doesn’t just leverage the power of the network size, but also tailors advertising content to individual audience segments across multiple media channels. This approach ensures that QIAGEN’s content breaks through the “noise” to provide the best value to researchers working in highly specialized fields.

“Our focus is not necessarily on generating the most leads, but on generating the highest-quality leads,” Antonio says.

Media planning is an advertising strategy that determines how, when, where, and why your business shares media with your audience.

Working with ResearchGate

The media planning approach involves more than just buying advertising on the ResearchGate platform; rather, ResearchGate Marketing Solutions provides a consulting service, helping customers to identify researcher target segments and the content most relevant to them.

The ResearchGate account management team also suggests ideas for future content that could get high engagement on the platform. In QIAGEN's case, ResearchGate identified free informational posters and

white papers as content likely to attract attention from their target audience.

Antonio says that working with ResearchGate has always been easy for his team, and they've achieved great results since the beginning of the working relationship. QIAGEN's history as a long-time customer provided a good foundation for trialing the media planning approach — and the results have been better than expected. Previously, QIAGEN's campaigns on ResearchGate averaged a 0.26%





click-through rate (CTR) on ads and a 2.1% CTR on emails, with an average conversion rate of 15% unique clicks to leads. Now, with media planning, the CTR averages have increased to 0.37% for ads and 6.1% for emails, and conversion rate averages at 23%. Most significantly, the average effective cost per lead decreased by over 75%, meaning that a strategy based on media planning has considerably improved the ROI of campaigns launched via this channel.

“If we compare these most recent programs with ... the campaigns we've run in the past, we can say that the qualified lead number has increased significantly,” Antonio says.

Generating actionable marketing qualified leads is half the battle; the other half is QIAGEN's timely sales follow-up.

ResearchGate's quick turnaround time on delivering leads makes it stand out from other companies they've worked with, Antonio tells us.

“With other vendors in the past, they might send leads to us on a weekly basis. Well, if someone is interested in your product on Monday, and we don't get the lead report until Friday, then four whole days have passed by and that lag time could degrade the probability of that lead becoming an opportunity,” he says.

“With ResearchGate, the quick turnaround time in getting leads means that we can follow up more quickly with those individuals asking to get more information about our bioinformatics products.”

Continued collaboration

QIAGEN Digital Insights has been working with ResearchGate Marketing Solutions for more than three years, and Antonio says he expects to continue this working relationship for years to come.

“Do we intend to continue with ResearchGate? Yes, absolutely,” he says. “We’re getting the opportunity to reach out to scientists for whom we can make a difference. It’s been very effective for us, it’s definitely made an impact on the number of leads we get from a lead program.”

Results of implementing media planning

BEFORE

0.26%

Avg CTR for ads

2.1%

Avg CTR for emails

15%

Avg conversion rate

AFTER

0.37%

Avg CTR for ads

6.1%

Avg CTR for emails

23%

Avg conversion rate

-75.5%

Change in eCPL

“If we compare this program to four or five other programs we're currently running for the academic audience that we want to reach, ResearchGate is currently the highest performer.”

Antonio Montano
Director of Marketing Operations
QIAGEN Digital Insights