

ResearchGate

SUCCESS STORY

## Helping Merck thrive by supporting manufacturers through policy changes

When regulations around detergent chemicals changed, ResearchGate Marketing Solutions helped Merck get the word out to the scientific community about how to adapt.



## One of the best solutions for ads

Merck combines its scientific expertise, passion for technology, and collaboration with the global community to solve some of the industry's toughest problems. Achieving €14.8 billion in yearly sales means ensuring its game-changing products are seen and known by the right people.

Having used ResearchGate since 2017, Merck utilized the platform, with its audience of 19-million scientists and researchers, to raise awareness of a key policy change affecting its customers and propose its compliant product suite as a viable solution.

Martin Seidensticker, Global Marketing and Communications Manager, discusses how ResearchGate helped push this crucial, two-step campaign for Merck's Sigma-Aldrich portfolio brand.



"ResearchGate is one of the best solutions for ads aimed at scientists. The team really knows what they're doing and their expertise made our work immensely easier. The quick turnaround impressed us, and we were pleasantly surprised with the traction obtained by the campaign."

**Martin Seidensticker**

Global Marketing and Communications Manager, Merck

## CAMPAIGN ONE: AWARENESS

### Driving awareness and building trust in the scientific community

As chemical substance regulations change, manufacturers must adapt to ensure they can continue to make and sell their core products. The change in question was the addition of two chemicals commonly used in the manufacture of detergents — Octylphenol ethoxylates (OPE) and nonylphenol ethoxylates (NPE) — to the EU's REACH European Authorisation List.

Merck's first objective was to alert scientists working on the manufacture of detergents of this policy change and generate awareness of the necessary behavior change. Merck chose its marketing partner ResearchGate Marketing Solutions to manage an email push, which included a useful downloadable chart illustrating the policy change. ResearchGate empowered Merck to build and target the specialised audience to whom these communications would be relevant. Once Merck created the content, the reins were handed over to the ResearchGate team, who exceeded all expectations. **The first phase of the campaign achieved an impressive email click-through rate of 2.8%**, laying the foundation for phase two of the project.

## Two strong campaigns

### CAMPAIGN PHASE ONE

15k

Emails sent

2.8%

Email CTR

### CAMPAIGN PHASE TWO

12m

Impressions

.48%

CTR

10x

Higher than industry average CTR

## CAMPAIGN TWO: LEAD-GEN

### Generating new contacts and leads in a timely manner

The objective was to generate new contacts and leads on which the sales team could follow up. The targeted ads campaign included calls to action, content placed in the user feed, engaging banners, and brand-enhancing logotypes.

Mr. Seidensticker believes the fact that scientists tend to be in a work-focused mindset when visiting ResearchGate was a key factor in the success of the campaign: "As a research-discovery platform, ResearchGate enabled us to target our content precisely and efficiently." **The advertising campaign surpassed Merck's expectations with its 0.48% click-through rate, almost 10x the industry average.**

Mr. Seidensticker credits the partnership with ResearchGate's team as a critical success factor, as the team enabled quick and effective A/B testing before the launch, and supported the campaign with performance reporting throughout its duration. Mr. Seidensticker is confident his team will turn to ResearchGate again in the future, as the platform is always top of mind for Merck when it comes to marketing to the scientific community.