

Endpoints Webinars: Clinical research solutions provider exceeds MQL campaign goal by 400%

A case study

KEY METRICS



500+
new leads generated



400%
over lead goal



12%
increase in SEO value

“We received very positive feedback about our webinar with Endpoints News. The quality of leads was very good and resulted in conversations with sponsors genuinely interested in finding solutions to advance clinical research.”

— *Director, Product Marketing*

EW ENDPOINTS
WEBINARS

CLIENT OBJECTIVES



- Issue targeted outreach to make industry connections at the right time with the right sponsors, CROs and other research consortia
- Add new sponsors to existing remarketing program
- Increase awareness about the client’s educational role in life sciences

WHY ENDPOINTS WEBINARS



- ✓ Ability to draw targeted personas
- ✓ Track record of high attendance and diverse industry coverage
- ✓ Exceptional platform reputation — one that precludes a “selling” perception

CLIENT OUTCOMES



1

New leads

Webinar contributed 500+ new names to remarketing program

2

KPI goals

Leads exceeded KPI goal by 400%

3

SEO value

12% increase in website visits from specific key terms