

ResearchGate

SUCCESS STORY

How Events on ResearchGate helped Malvern Panalytical engage new audiences

Already a pioneer in the virtual events space, Malvern Panalytical's marketing team needed to ramp up its activities, reach a wider audience, and offer something unique. That's where [Events on ResearchGate](#), a new lead generation tool, came in.



An untapped resource

With its forward-thinking leadership, Malvern Panalytical has held virtual seminars for 20 years, driving education and brand awareness among its audience. Before the coronavirus pandemic, Malvern Panalytical regularly hosted several digital events. Now that there is an unprecedented demand for digital events, the company hosts more events — presented in different languages and regions.

Linda Bratica, Webinar and Events Specialist, and Severine Michel, Digital Marketing Specialist, have both played vital roles in bringing these projects to life. Severine has been particularly keen to outsource events promotion but, until now, lacked the budgetary means. With COVID-19 and its impact releasing normally tied-up funds, she decided to take the leap with ResearchGate.

Trialing a new solution

“ResearchGate is known as the educational platform for scientists,” says Linda, “choosing it to promote our events was a no-brainer.” Malvern Panalytical teamed up with ResearchGate just as the platform introduced its new **Events on ResearchGate** product. Severine was thrilled to be the first to try the new solution, eager to learn from the new promotional strategy, and excited to combine Malvern Panalytical's virtual events expertise with ResearchGate's distribution technology and scientific audience.

The team also wanted to create something that would stand out in a now-crowded webinar landscape. They were offering a highly interactive digital event with two industry speakers, and the opportunity to view a real-time webinar and engage with a live Q&A. As Linda says, “Getting people to join the conversation, rather than simply sit back and watch, is what matters in virtual events today.”

Campaign results

12,171

Emails delivered

3,823

Emails opened

31.41%

Open rate

338

Unique email click-throughs

2.78%

Email click-through rate

255K

Ad impressions delivered

768

Ad clicks delivered

.30%

Ad click-through rate

An Impressive turnout

Linda and Severine used ResearchGate as the sole solution to promote their event, employing both Events emails and Events ads promotion, in order to get a clear picture of the full solution's reach and potential.

They are very pleased with the campaign results. Over 30% of the emails were opened — significantly above industry average — and the campaign achieved a 2.78% click-through rate. As for the ads, the impressions outperformed the forecast, reaching over 255,000 impressions and achieving more than 750 clicks. The webinar promotion resulted in a good number of registrants, exceeding Malvern Panalytical's hopes for this first campaign.

And the event itself was a success. “Promoting our event on ResearchGate allowed us to get the Malvern Panalytical brand, technology, and expertise known to people outside of our database,” says Linda.



Malvern Panalytical hosts more digital events than ever before.

Event promotion totals

1,106

Total clicks (emails + ads)

24.8%

Total click to registrant conversion rate



Malvern Panalytical is a leader in hosting digital events in science.

Enabling lead generation

Malvern Panalytical's events program was originally designed to introduce the company and inform people about its technology. However, their events gradually and naturally became a way to generate leads.

As Linda says, ResearchGate further enabled this process for Malvern Panalytical, generating

qualified leads for the event — meaning that the event was a marketing success for the business.

This webinar promotion campaign marks the beginning of an exciting events promotion relationship — the team at Malvern Panalytical looks forward to discovering what they can achieve in the future with **Events on ResearchGate**.



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Linda Bratica

Webinar and Events Specialist, Malvern Panalytical