

Campaign Insights & Recommendations

Advanced Therapies Europe 2025

The 2024 email campaign and contact database analysis reveals a critical **audience misalignment**: only **11% of contacts are senior-level** and just **13% work in the biotech sector in EMEA** undermining the campaign's objective to influence decision-makers in this region. Additionally, regional gaps, particularly in high-value DACH markets and non-EMEA noise reduce overall targeting precision. Despite strong email engagement metrics (CTR 11%, Conversion 40%), performance is inconsistent due to weak segmentation and low data integrity. To drive success in 2025, the campaign must focus on **targeting improvements, strategic personalisation, and better data visibility**. Implementing lead scoring, segmentation by seniority, sector, and region. In parallel, adopting enriched BI tools will enable **sharper targeting, higher conversions, and more informed decision-making**.

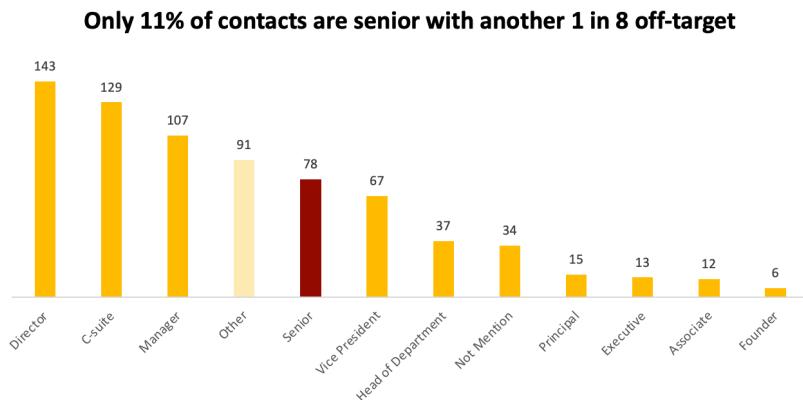
OBJECTIVE

Analyse the 2024 contact database and email campaign performance to inform a more targeted and effective 2025 strategy focused on senior biotechnology professionals in EMEA.

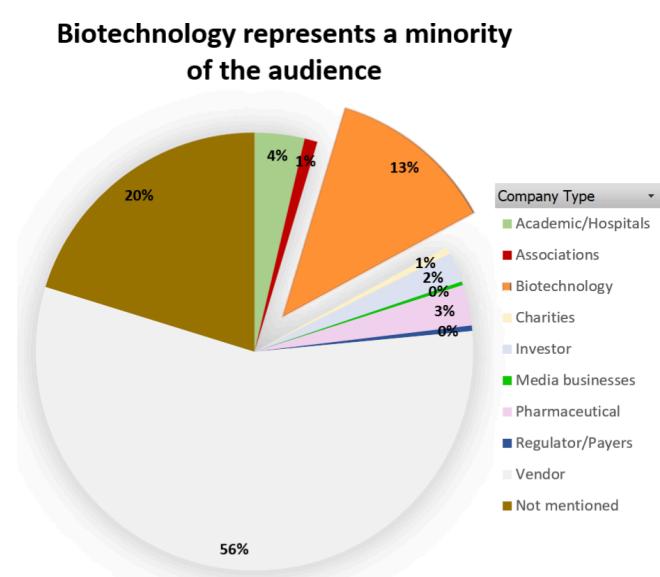
1. DATABASE HEALTH & FIT

1.1 Audience Alignment – *How well does the current database align with the target audience?*

- Seniority Mismatch:**
Only **11% of the current database** are senior-level contacts in EMEA, falling significantly short of the 2025 campaign's goal to reach decision-makers.



- Industry Fit:** Just **13% of contacts work directly in biotechnology**, a clear gap in industry relevance.



- **Regional Misalignment:** Underrepresentation in **Germany, Austria, and Switzerland (DACH)**, despite these being high-potential biotech markets. Additionally, a portion of the database includes **non-EMEA regions**, diluting campaign precision.

1.2 Growth Rate & Lead Sources – *What's the growth rate and where are new contacts coming from?*

- **Database Growth:** Expanded by **150%+ between 2020–2022**, which is strong — however, quality and relevance were not consistent across this growth.
- **Top Growth Channels:**
 - **2020:** LinkedIn generated a large volume of new contacts (less filtered by quality).
 - **2022:** Organic search and referrals increased, along with **past event registrations**.
- **Insight:** While growth was strong, most new contacts lacked qualification by role, industry, and region, reducing overall database quality.

2. EMAIL PERFORMANCE INSIGHTS

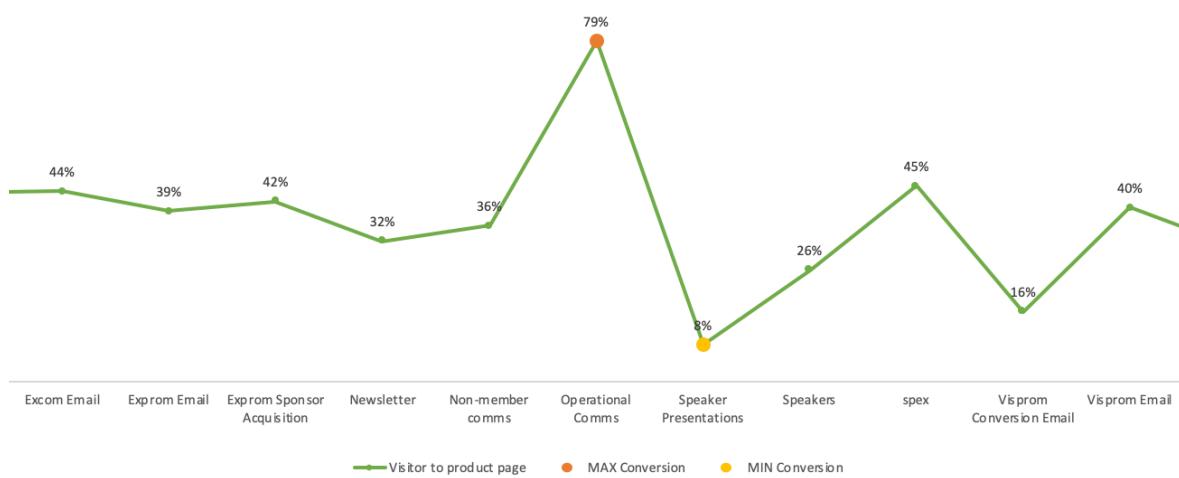
2.1 Campaign Metrics – *How did email campaigns perform vs. benchmarks?*

Metric	2024 Avg	Industry Benchmark	Insights
Open Rate	35%	35.63% (Mailchimp)	Strong subject lines in some campaigns helped.
Click-Through Rate (CTR)	11%	2.62% (Mailchimp)	Outperforming average – engaging calls-to-action in several campaigns.
Conversion Rate	40%	15.22% (Bloomreach)	Highly effective in driving page visits and engagement.

These results indicate strong engagement when messaging resonates, but performance is inconsistent across campaigns due to weak segmentation.

2.2 Campaign Performance Highlights

Product Page Conversion Rate by Campaign: Highest and Lowest Performers



2.2.1 Best Performing Campaign – *What worked well?*

Campaign: “Operational Comms – Merry Christmas”

- **Open Rate:** 95%
- **Conversion Rate:** 79%
- **Subject Line:** “Advanced Therapies Europe 2024 | Merry Christmas”
- **Key Success Drivers:**
 - **Hyper-personalised subject line**
 - Sent to a **highly segmented** list of senior biotech professionals
 - Aligned tone and timing (holiday season)
 - Clear, direct CTA (Call to action)

2.2.2 Worst Performing Campaigns – *What failed and why?*

1. “Speaker Presentations”

- **Conversion Rate:** 8%
- **Problems:**
 - Generic content and broad targeting
 - No segmentation (sent to the full database)
 - Outdated email design, low mobile optimisation

2. Newsletter Example:

- **Subject Line:** “Fancy a free yacht party ticket?”
- **Open Rate:** 2%
- **Issues:**
 - Poor alignment with professional biotech audience
 - Tone mismatch and lack of credibility
 - No segmentation or testing

3. STRATEGIC RECOMMENDATIONS

To improve the effectiveness of the 2025 campaign, actions must focus on fixing foundational targeting issues, optimising campaign execution, and improving measurement. The recommendations below are structured into four themes to drive clarity and stakeholder alignment.

3.1. Targeting Improvements: Rebuilding a Relevant and Qualified Audience

The contact database has grown rapidly, but **only 11% are senior-level, 13% are in biotech**, and **DACH is significantly underrepresented**. These gaps are obstructing campaign precision.

- **Cleanse inactive contacts:** Remove or suppress 18% of the database that has shown no engagement for over 12 months.
- **Enrich missing data:** Make key fields mandatory — job title, company size/type, and geography — to improve qualification.
- **Use enrichment tools** like **Clearbit** or **ZoomInfo** to verify seniority and sector relevance at scale.
- **Geographic focus:** Refine the database to target **Germany, Austria, and Switzerland (DACH)** more aggressively and structure EMEA segmentation for future growth.

 *Visual to include:* Pie chart showing seniority breakdown; bar chart of biotech vs. non-biotech contacts.

3.2. Campaign Strategy & Personalisation: Moving from Generic to Precision Marketing

While the campaign's **conversion rate of 40%** is well above industry benchmarks, success is inconsistent — strong results are tied to highly segmented, personalised sends. Broad, generic emails consistently underperform.

- **Segment campaigns by seniority and region:** Ensure content is tailored to senior biotech professionals, particularly in DACH.
 - *Example:* “What Biotech Leaders in DACH Need to Know for 2025.”
- **Personalise messages** using recipient job titles, sectors, and names — proven to increase open rates by 1.8x.
- **A/B test** subject lines, content layouts, and CTAs to continuously optimise based on performance data.
- **Time your sends** based on region and professional patterns for maximum engagement.

3.3. Measurement & Lead Scoring: Prioritising What Works

To scale intelligently, the campaign needs to move beyond open/click metrics to **scoring and lifecycle tracking**. Without these, it's hard to prioritise warm leads or know what drives conversion.

- **Implement lead scoring:** Assign points based on user behaviour (opens, clicks, form fills) to prioritise outreach and invites.
- **Track lifecycle stages:** Classify contacts as New, Active, At-Risk, or Dormant to drive tailored nurturing.
- **Launch a real-time BI dashboard:** to monitor performance, refine strategies, and report effectively.
- **Improve attribution tracking:** Connect email, LinkedIn, and referral efforts to final conversions to clarify ROI.

3.4. Technology & Data Gaps: Laying the Foundation for Smarter Automation

Campaign execution is hampered by missing behavioural data and insufficient automation.

- **Adopt marketing automation platforms** (e.g. Marketo, Pardot) to build personalised, trigger-based campaigns.
- **Use CRM tools** (Salesforce, HubSpot) to tag engagement, track lifecycle, and align sales with marketing insights.
- **Close data gaps:**
 - No current insight into which **channels drive conversions** (email vs. LinkedIn vs. referrals).
 - Missing history on **engagement activity** (e.g., last click, email frequency).
 - No system to classify contact **lifecycle stages**, limiting reactivation strategies.

2025 Action Plan Summary

Area	Action Description	Timeline
Database Quality	Cleanse & enrich contacts by seniority and region	Q2 2025
Email Strategy	Personalise and segment campaigns; A/B test regularly	Monthly
Measurement	Launch a BI dashboard + lead scoring integration	Q3 2025
Tech Adoption	Implement Clearbit enrichment + scoring via Marketo	Q2–Q3 2025