SeparationScience

Biotage Webinar Success

TURNING EXPERT INSIGHTS INTO AUDIENCE ENGAGEMENT



Biotage, a global leader in life science tools and separation technologies, partnered with Separation Science to connect with a highly qualified audience of analytical scientists – including lab directors, method development chemists, and QA/QC analysts across food safety and environmental testing sectors.

Their goal: showcase automated sample preparation workflows for pesticide residue analysis using LC-MS and GC-MS to an engaged, relevant global community.

TIMELINE AND PROCESS

Campaign Period:
February 2025

Event Title: Automated Sample Preparation for Multi-Residue Pesticide Analysis by LC-MS and GC-MS

Duration: 45-minute live webinar + on-demand replay.

CAMPAIGN OBJECTIVES

- Educate lab directors, scientists, and analysts on innovative workflows for multi-residue pesticide analysis.
- Reach a broad yet targeted scientific audience with demonstrated interest in food safety and environmental testing.
- Drive meaningful engagement through live and on-demand webinar participation.

OUR APPROACH

Separation Science delivered a turnkey webinar solution, managing every step from production to promotion:

- **Content Development & Production:** Supported *Biotage* in delivering a 45-minute technical webinar with live Q&A.
- **Multi-Channel Promotion:** Deployed targeted promotion via email, website, and social media campaigns to reach our global audience of analytical scientists.
- **Audience Targeting:** Focused outreach on analytical scientists and other industry professionals involved in pesticide residue analysis, ensuring the right message reached the right audience.
- **On-Demand Hosting:** Extended campaign lifespan by featuring the session in our on-demand library with reporting updates on post-event engagement.

RESULTS

Metric	Result	Key Insights
Total Registrations	650	Exceeded internal benchmarks
Marketing Qualified Leads (MQLs)	290	Identified via final checkbox on registration form
Sales Qualified Leads (SQLs)	125	Indicated purchase intent within 12 months
Questions Received	7	Submitted during the live Q&A session

CLIENT TESTIMONIAL

"Those registration numbers are awesome! The webinar was really successful, thanks to Separation Science!"

- ***Market Segment Manager, Biotage***

IMPACT FOR ADVERTISERS

With over 650 registrations, *Biotage* gained wide exposure to a highly qualified, niche audience of analytical professionals. Of these, 290 were marketing qualified and 125 demonstrated purchase intent within the next 12 months.

This case study highlights how *Separation Science*'s webinar platform consistently delivers measurable results, trusted engagement, and lasting impact for advertisers through high-quality leads and verified global reach.

WEBINAR REGISTRANTS	MARKETING QUALIFIED	INTENT TO PURCHASE
+650	290	125

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