Case Study: EyeForPharma - Pharma eMarketing Summit 2010 website



⁶⁶Our marketing guys got really excited by the results. ...an unexpected level of detail and amount of information. ...and some really good warm leads. ⁹⁹

Jon Gwillim, Event Director



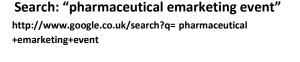
Achieved

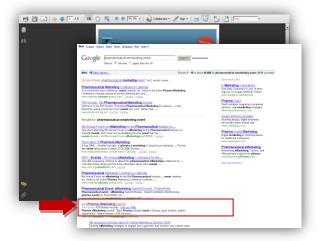
- <u>Detailed Targeting</u> for leads including Turnover and TPS information.
- <u>Top rankings</u> for relevant search phrases.
- <u>Warm Leads</u> for sponsorship and participation.
- <u>New Opportunities</u> and potential realization across the board.
- <u>Increased Brand Awareness</u> for both EyeforPharma and the eMarketing event.

Search: "emarketing event"

http://www.google.co.uk/search?q=emarketing+event

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<u>Case Study:</u> Servier UK – Therapy Areas



66 We are very happy with the work that Naxtech has done for us as well as the results we have achieved. We believe we will be able to achieve a lot more in the future by working with Naxtech. 99

Marketing Director, Servier Laboratories Limited



Achieved

- <u>Top rankings</u> for many search terms.
- <u>276% increase</u> in search term visibility.
- <u>1st page of search results</u> on Google UK, surpassing the competition.
- <u>90% less spending</u> than traditional marketing methods.

Search: "Long term effects of osteoporosis" http://www.google.co.uk/search?q=long+terms+effects+of+osteoporosis





Search: "What is angina"

http://www.google.co.uk/search?q=what+is+angina



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