

Case Study: Health Network Communications - DigiPharm Europe 2010



“The input provided by Naxtech was useful and have led to me making worthwhile adjustments to how we build our event websites”

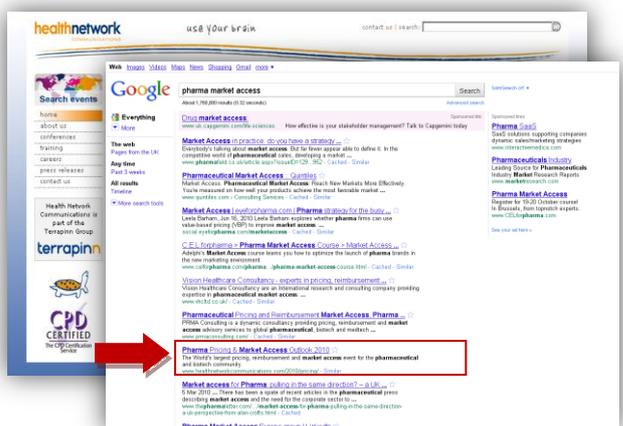
Katie Barden, Marketing Director



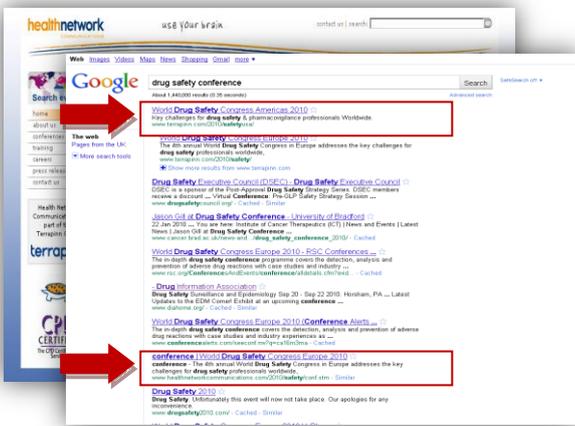
Achieved

- **New Opportunities** and potential realization across the board.
- **Detailed Targeting** for leads including Turnover and TPS information.
- **Warm Leads** for sponsorship and participation.
- **Top rankings** for relevant search phrases.
- **Increased Brand Awareness** for both Health Network Communications and DigiPharm.

Search: “pharma market access”
<http://www.google.co.uk/search?q=pharma+market+access>



Search: “drug safety conference”
<http://www.google.co.uk/search?q=drug+safety+conference>



Performed



Case Study: Servier UK – Therapy Areas



“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.”

Marketing Director, Servier Laboratories Limited

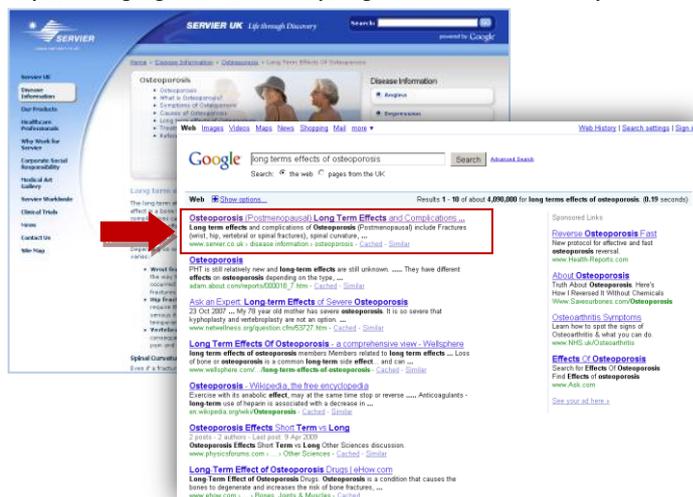


Achieved

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

Search: “Long term effects of osteoporosis”

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



Performed



Search: “What is angina”

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

