

Case Study: EyeForPharma - Pharma eMarketing Summit 2010 website



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

Jon Gwillim, Event Director



Achieved

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

Search: “emmarketing event”

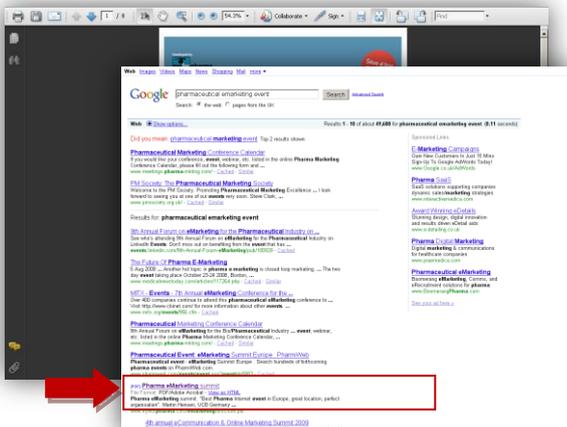
http://www.google.co.uk/search?q=emmarketing+event



Search: “pharmaceutical emmarketing event”

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

Performed



Email Marketing & Targeting

Online Competition Analysis

SEO Research

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

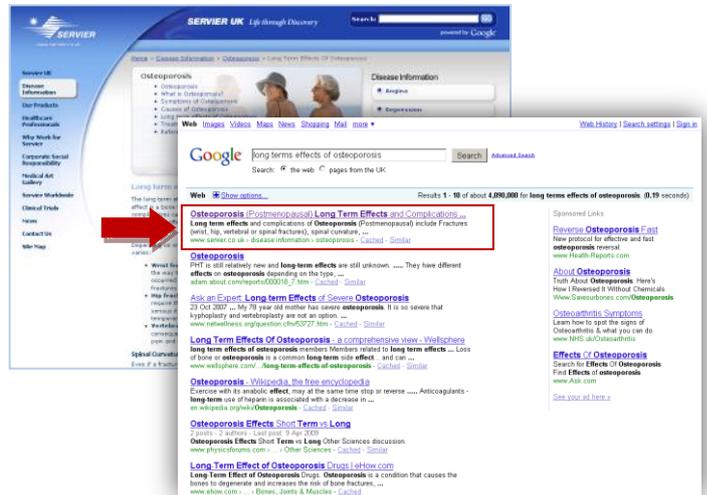


Achieved

- **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”

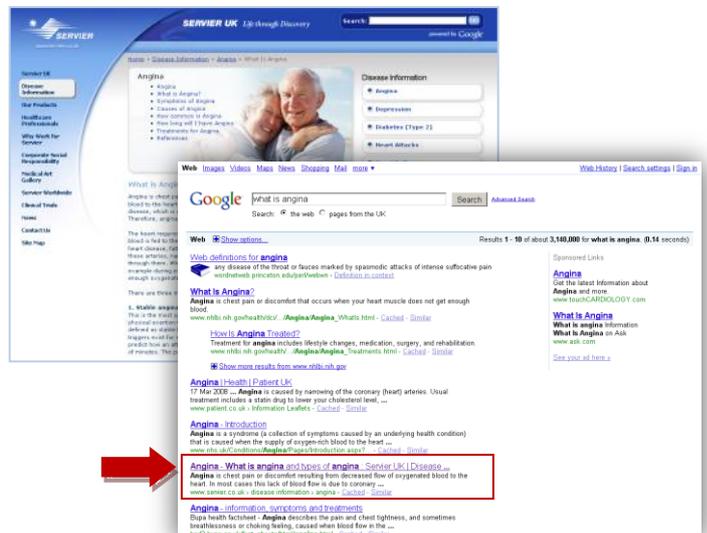
http://www.google.co.uk/search?q=long+terms+effects+of+osteoporosis



Performed

Search: “What is angina”

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



Regulations-Compliant SEO

Online and SEO Research

Competition and Market Analysis