

# Leveraging Multi-Channel Marketing for Enhanced Product Awareness and Engagement



COMPANY NAME:  
**Novogene Co., Ltd.**

CUSTOMER NAME:  
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JOB TITLE:  
**Senior Digital Marketing  
Manager**

RELATIONSHIP LENGTH:  
**1 Year**

COMPANY WEBSITE:  
**novogene.com**

## PROGRAM DETAILS

Novogene Co. Ltd. has been collaborating with Biocompare for about a year, employing a variety of programs including Product Listings, Remarketing Programs, Sponsored Forum Posts, Multi-Sponsored eBooks, and Webinars. The goal has been to introduce their sequencing products to a targeted audience in the biotech industry, driving traffic and generating leads. The comprehensive approach of using multiple channels has allowed Novogene to engage with their audience through various touchpoints, enhancing brand awareness and fostering deeper connections with potential customers.

## RESULTS ACHIEVED

- Achieved a CTR of 4.8% in July 2024 for the Remarketing Program.
- Gathered 309 registrants and 108 attendees for a webinar held in December.
- Successfully engaged target audiences with content-rich Sponsored Forum Posts and Multi-Sponsored eBooks.
- Increased brand awareness and improved long-term engagement with target audiences.

**4.8%**  
**CTR**

**309**  
**Registrants**

*"Biocompare/SEQanswers provides us with excellent platforms to interact with our target audience. They offer a wide variety of options for promotions designed for various purposes, and their team is always ready to help, going out of their way to provide support when needed."*

**Dazhi Liang, Senior Digital  
Marketing Manager,  
Novogene**

## PROGRAM INSIGHTS

Novogene partnered with Biocompare to reach and influence their target audience in biotech and sequencing. Through various campaigns, they successfully connected with a highly relevant audience, achieving solid performance metrics. Biocompare's team has been responsive and supportive, providing the necessary data to optimize campaigns and meet Novogene's objectives.