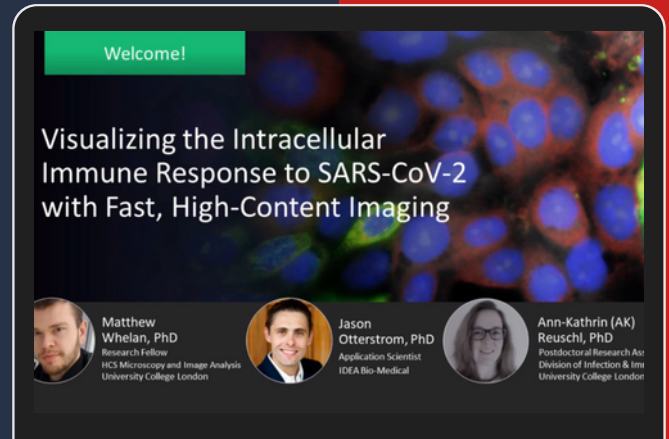


# Case Study

IDEA Bio-Medical is an Israeli company specializing in automated imaging and automated analysis for the cell biology field.



## The Challenge

As an SME, the greatest challenge is increasing brand awareness without having access to a huge internal marketing resource.

Finding an external professional agency that understands both marketing and life sciences was also challenging, which is where AZoNetwork stood out, with specialisms in IDEA Bio-Medical's markets of life science and cell biology.

IDEA Bio-Medical struggled to cover the vast range of digital marketing specialties with just its internal team. However, AZoNetwork's distribution and analytics services freed up the team at IDEA Bio-Medical to focus on content creation around their products and research.

## The Solution

The AZoNetwork webinar team covered all process aspects, from planning, speaker onboarding, and pre-event promotion to post-promotion, lead collection, analytics, and reporting. AZoNetwork navigated all of the technical concerns which allowed IDEA Bio-Medical's speakers to focus on what they do best: discussing the product and its applications.

The AZoNetwork SEO team has revolutionized the IDEA Bio-Medical website with new traffic, a lower bounce rate, and more unique visitors. The Keyword Analysis has improved the searchability and subsequent sales opportunities originating from their online presence.

## The Results

The SEO results have been extraordinarily successful, the results over the last 12 months have seen a 333.87% increase in new users and a 346.15% increase in organic users.

The two on-demand webinars on AZoM have seen 461 sales leads, with the opportunity for more still open. AZoNetwork has become IDEA Bio-Medical's one-stop shop for digital marketing, covering the entire workflow with professional and results-driven marketing solutions driven by a team that understands their scientific sector.

“

You don't need to worry about the audio or any other technical issues on the live broadcast. So you're focused on what you do best, which is talk about your product or your research.

”

**Yael Enzer Geva**  
Marketing and Operations Manager  
IDEA Bio-Medical



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increased **346.15%**



**New users**  
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**461 sales leads**