



EXPLORING
DRUG DISCOVERY
AND DEVELOPMENT

Merck/Millipore Sigma – AI-Enabled Drug Discovery Technology Guide Campaign

Client and product:

Merck/Millipore Sigma, a global science and technology company providing tools, technologies and services for life science research and drug discovery.

Product or format delivered:

DDN Custom Technology Guide promoted through a multi-channel lead generation campaign.

Target audience:

Scientists and drug discovery professionals across AI/ML, drug discovery, biopharma, molecular biology, analytical chemistry, immunotherapy and related life science disciplines.

THE PROBLEM

Merck/Millipore Sigma wanted to generate 100 qualified nurture leads by promoting a custom Technology Guide focused on AI-enabled drug discovery to a highly targeted scientific audience.

THE SOLUTION

The Creative Services team developed a custom Technology Guide titled, “A Technology Guide for AI-Enabled Drug Discovery.” The guide included:

- **A one-page discussion of the top four considerations for AI-enabled drug discovery technologies**
- **A half-page custom figure illustrating key concepts and workflows**

- **A half-page table of relevant resources and products**
- **A two-page troubleshooting Q&A featuring an industry expert**

DDN promoted the guide through targeted email campaigns, newsletters, and social media to relevant scientific audiences, driving traffic to a dedicated landing page and converting readers into qualified nurture leads.

THE OUTCOME

The campaign exceeded the client’s original lead-generation goal, delivering additional qualified nurture leads beyond the initial campaign period. The targeted multi-channel promotion successfully engaged relevant drug discovery audiences and extended campaign performance.



“It’s great to see this performing so well!”

Product Marketing Manager
Merck/Millipore Sigma

Interested in running a campaign with us?

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