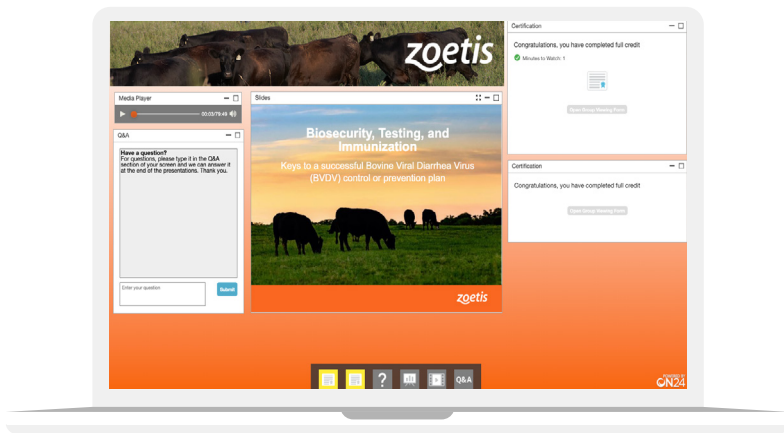





# ZOETIS TRIPLES ROI BY PARTNERING WITH ON24



	3:1	ROI from ON24 investment
	10-15%	Of webinar engagement on average from target accounts
	72	On-demand views from first webinar

## ABOUT ZOETIS

- Name:** Zoetis
- Headquarters:** Parsippany, NJ
- Founded:** 2013
- Employees:** 10,000
- Funding:** Private
- Industry:** Pharma

Zoetis is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 65 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines, medicines and diagnostics, which are complemented by genetic tests, biodevices and a range of services. Zoetis serves veterinarians,

livestock producers and people who raise and care for farm and companion animals with sales of its products in more than 100 countries. In 2018, the company generated annual revenue of \$5.8 billion with approximately 10,000 employees.

## INTRODUCTION

Zoetis has a passion for the health and wellness of animals as well as the people caring for these animals. Through research, development and distribution of medicines and therapies, Zoetis seeks to address real-world challenges faced by those directly involved in animal care.

Like a traditional pharmaceutical company, Zoetis earns revenue by distributing their products to medically trained professionals to help keep animals healthy. Marketers within these companies gain recognition and encourage sales of their products with the support of Key Opinion Leaders



(KOLs). KOLs partner with pharmaceutical companies to provide expert education on the therapy behind the product, with webinars growing into a key channel through which these companies deliver information.

Zoetis knew that webinars could help them scale how they engage veterinary professionals and could possibly yield a high return on investment, so it integrated webinars into its promotional omni-channel mix. Webinars would enable Zoetis to create digital experiences that educate and engage customers, and advance them closer to a purchase point.

## PROBLEM

By using webinars to market to veterinary professionals—sales reps, doctors, healthcare insurers, etc.—Zoetis was looking to accomplish a number of outcomes that would drive results and ultimately increase sales.

- Engage and educate veterinarians and livestock producers with authentic and on-point content and services including production improvements, employee training and wellness parameters.
- Drive adoption into protocols of specific Zoetis products to increase market share and have an advantage over competitors.
- Veterinarians need certain hours to maintain accreditation. Zoetis wanted to build brand credibility by providing value with Continuing Medical Education (CME), leveraging KOLs and veterinary peers as experts.
- Operationalize webinars for efficiencies and present webinars in a professional manner.
- Gain real-world insights from webinars to help tailor future content, research, product development and sales.



We've been working with ON24 since last fall and the results are compelling. Webinars have demonstrated substantial ROI and created an environment for Zoetis to regularly connect with people."

**RYAN DUNN**

**SENIOR MARKETING MANAGER**  
**ZOETIS**

## SOLUTION

Zoetis uses ON24® to engage thousands of global veterinary professionals at a time and leverages a number of ON24 interactivity tools. Webinars are now a key part of its marketing mix.

- **Engagement Scoring.** ON24 gives Zoetis the ability to measure engagement above and beyond generic Q&As. The ON24 Engagement Score is now a key metric of success for Zoetis and determines where an attendee will start the customer journey and land within the sales funnel.
- **ON24 Intelligence.** Zoetis uses ON24 in an effort to be more sophisticated with data, moving from static demographics targeting (like geographical info) to more powerful intent data based on behavioral insights from the webinars. The deep analytics provided by ON24 let Zoetis identify more specific topics to focus on (both during and post-webinar) that are more beneficial to customers.

- **Sponsoring CME.** ON24 makes it simple to deliver educational value while also keeping vets loyal to the brand. Certification functionality and attendee tracking allows Zoetis to relay scientific information in a digestible and interactive way while providing CME hours.
- **Simu-Live and On-Demand.** A variety of viewing options allow Zoetis to pre-record events to meet compliance needs while still allowing for high-level engagement during its webinars. Post webinar, attendees and registrants have another opportunity to view or re-reference content. Guiding attendees to its on-demand channel also gives Zoetis a secondary connection point and an opportunity for follow up and subsequent communications.
- **Live Polling.** Zoetis uses this feature during live and simu-live sessions to collect feedback, guide the conversation and address attendee opinions/concerns in the moment.

## RESULTS

ON24 webinars now successfully augment Zoetis' marketing communication mix and have increased loyalty of targeted veterinarian customers. Zoetis' success with webinars has produced a 3:1 ROI from its ON24 investment in regards to both time and money and has fueled its webinar investment for next year and beyond.