

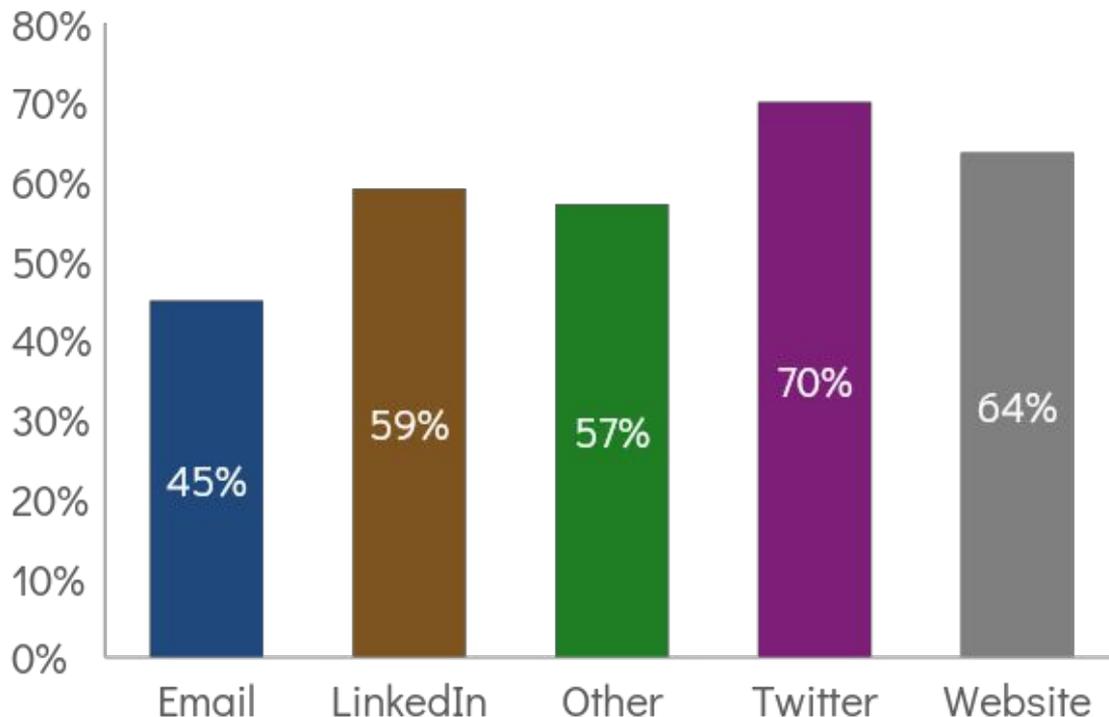


Biotech breakdown: Synthace

Synthace: Overall performance

Synthace content isn't always simple.

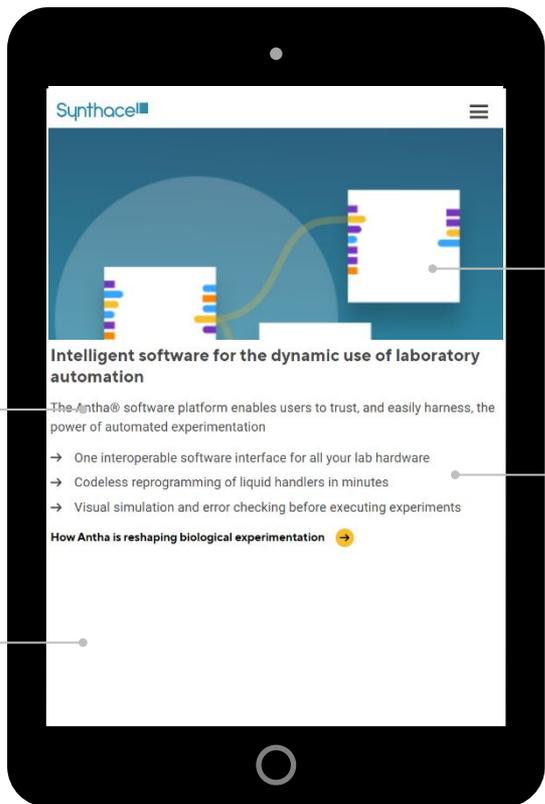
But they consistently engage potential partners and customers across all the key channels - and have the building blocks in place to improve quickly.



Synthace: Website

This text is ok. But a lot of the website's text is very complex. In fact some of it is almost unreadable.

Website is generally well set up to be found in Google search.



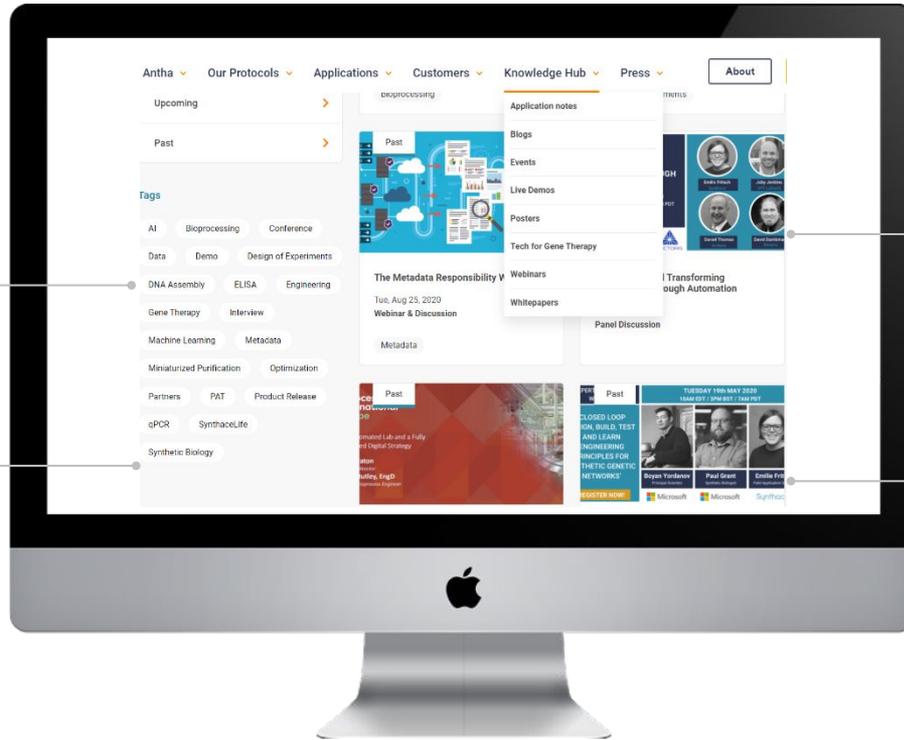
Images are reasonable quality, but tend to be very abstract, not adding much to the message.

Clear message about what Synthace does, that can be understood by all their audiences.

Synthace: Thought leadership

Regular relevant webinars to build a longer term and deeper relationship with their audiences.

Email newsletter. Experts expect to be able to be updated by email.



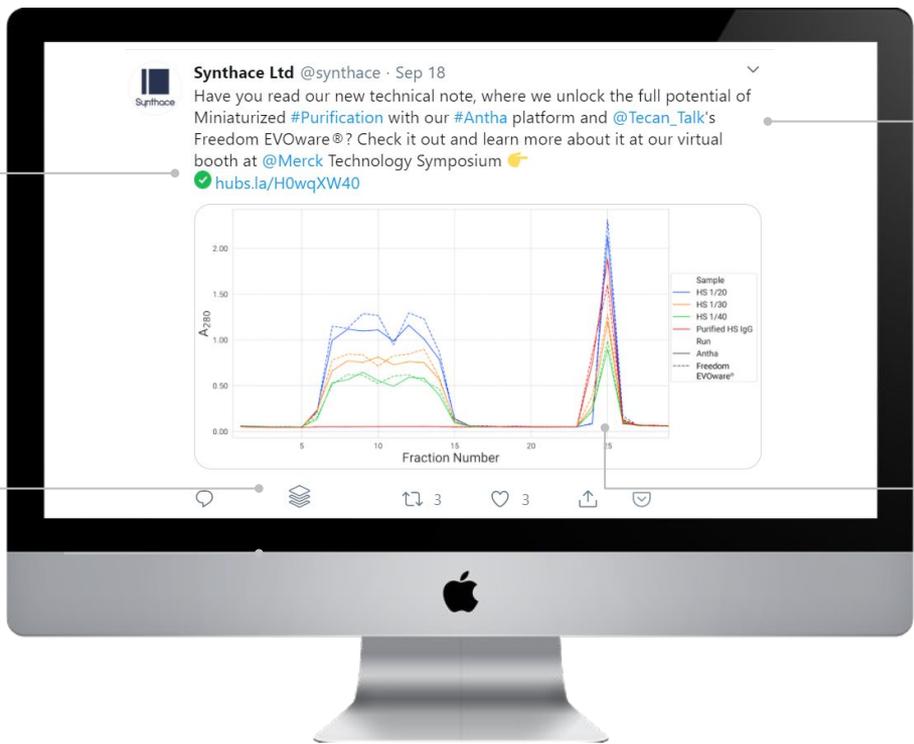
Thought leadership is available in a wide variety of formats from short (e.g. social media) to longer (whitepapers) and in-depth (events and webinars).

Staff are extensively used - showing the breadth of talent at Synthace.

Synthace: Twitter

Tracking link makes it easier for Synthace to understand which content and campaigns are most effective.

Not many people are reached on Twitter, and content seems to only engage employees.



Synthace tags partners such as Tecan, and events like the Merck Technology Symposium.. This makes it more likely these partners will share the content themselves, as well as making the content more easily found by people searching on Twitter.

Graph is too complex for small mobile screens. Generally people won't click through unless they already know what a graph is showing.



[Find out more](#)

The Index, in depth



The Biotech Leadership Index scores biotech companies on 49 criteria, rooted in communications science. Core areas include whether companies are:

- Using the **right channels** to communicate to their key audiences?
- Reaching **the right people**?
- Reaching **enough** people?
- **Building relationships** with their audiences.



The Biotech Leadership Index does not score complex qualitative questions, such as whether a piece of marketing will appeal to a very specific audience. All questions are written to be scored objectively, and with extensive guidance for scorers.



A company scoring 100% would not be guaranteed to do well. But it would be avoiding many common mistakes.



Each question is based on in-depth research, consulting with niche experts, social networks and research organisations.



For instance 80% of B2B buyers use their mobile for research at work. So we assess mobile readiness in several questions.



Companies scoring **below 50%** are ranked as **Discovery in the Index**. Those at **50-75%** are ranked as **Trials**. **Above 75%** companies are scored as **Take-Off or Zooming**, depending on an additional in-depth assessment. No company in this benchmark **exceeded 75%**.

Want the full data?

The full data underlying this study, and further benchmarking, is available to purchase. The full data includes



Scores for all 8 companies and all 49 criteria.



Further analysis by channel and tactic.



Background & recommendations on each criteria.

Please contact
Rob Blackie on
rob@robblackie.com