UNIQO 160 LAUNCH MARKETING PLAYBOOK

UNIQO 160

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1. Introduction

The launch of the UNIQO 160 marks a significant advancement in ANA IFA autoimmune diagnostics, offering laboratories a cutting-edge solution for automation, efficiency, and precision. This marketing playbook outlines the comprehensive strategy used to position the product in the market, engage key decision-makers, and drive adoption through targeted campaigns and strategic outreach.

By leveraging a multi-channel approach, including digital marketing, sales enablement, industry events, and customer engagement initiatives, this playbook ensures a cohesive and effective go-to-market strategy. It provides detailed insights into messaging and positioning, target audience segmentation, marketing collateral, and post-launch engagement efforts, all designed to maximize visibility and drive measurable results.

With a strong focus on data-driven decision-making and continuous optimization, the playbook serves as a guide for executing successful marketing initiatives that align with EUROIMMUN US's business objectives. Through the implementation of these strategies, the UNIQO 160 is positioned to become a leading solution in autoimmune diagnostics, offering laboratories enhanced automation, regulatory compliance, and superior workflow integration.

2. Messaging & Positioning

2.1 Key Value Propositions:

The UNIQO 160 is designed to automate ANA IFA autoimmune diagnostics with precision, significantly enhancing laboratory efficiency while reducing manual errors. As an FDA, CLIA, and CAP-compliant system, it ensures regulatory adherence while offering competitive pricing and superior automation capabilities.

2.2 Market Positioning:

Positioned against direct competitors such as Aesku's Helios, Zeus Scientific's dIfine 30 system, and Werfen's Quantalyzer 3000, the UNIQO 160 stands out with faster processing times and seamless workflow integration. Its exclusive private-label distribution through EUROIMMUN US and compatibility with EUROIMMUN reagents further strengthen its market position, offering laboratories a streamlined and highly reliable solution.

3. Target Audience & Segmentation

3.1 Primary Targets:

The primary target audience includes clinical laboratories specializing in autoimmune diagnostics, hospital laboratories seeking to improve workflow automation, and reference labs processing high ANA IFA test volumes. These institutions require a system that not only accelerates testing processes but also maintains accuracy and compliance with industry regulations.

3.2 Secondary Targets:

Secondary targets consist of key decision-makers such as laboratory directors and managers, purchasing officers in healthcare institutions, and regulatory professionals focused on assay standardization. Engaging these stakeholders ensures a comprehensive approach to adoption, highlighting both the operational and compliance benefits of the UNIQO 160.

4. Marketing Collateral

A range of marketing materials supports the launch and promotion of the UNIQO 160.

4.1 Brochure:

A detailed brochure provides an overview of the product's features and specifications, emphasizing efficiency, precision, and the onboarding process while introducing service options available to customers.

4.2 Digital & Print Ads:

Targeted digital and print advertisements extend the product's reach. LinkedIn campaigns specifically target laboratory managers, while print and digital ads appear in key industry publications, including *Lab Manager Magazine*, *Clinical Laboratory News*, and *ADLM's Featured Products Guide*.

4.3 Social Media Posts:

Social media plays a critical role in generating awareness, with a structured rollout that includes "Coming Soon" announcements, a formal launch post highlighting key differentiators, and a video demonstration of the automation process. Additional content features key opinion leaders (KOLs) discussing the importance of CLIA and CAP standards, reinforcing the product's credibility within the laboratory community.

5. Campaigns

5.1 Email Marketing:

A comprehensive email marketing campaign engages EUROIMMUN's existing customer database. Pre-launch teasers generate anticipation, followed by an official launch announcement outlining product benefits. Follow-up nurture emails provide deeper insights through case studies and white papers, supporting informed decision-making.

5.2 Digital Marketing:

Digital marketing efforts complement these initiatives, including retargeting campaigns aimed at website visitors, an SEO-optimized landing page with downloadable resources, and a paid LinkedIn campaign to increase visibility among key stakeholders.

5.3 Sales Enablement:

To support the sales team, sales enablement materials include pitch decks that highlight the UNIQO 160's return on investment (ROI), battlecards outlining competitive differentiators, live product training and web forms to streamline lead capture. A virtual demo video ensures potential buyers can evaluate the product remotely, offering flexibility in the decision-making process.

6. Tradeshow & Event Strategy

6.1 Key Events:

Industry events serve as a critical avenue for engagement, positioning the UNIQO 160 directly in front of key decision-makers. The product will be featured at major tradeshows, including:
- ADLM Annual Scientific Meeting & Clinical Lab Expo.
- AMLI Annual Meeting
- Webinar with virtual demo sponsored by Clinical Lab Magazine

6.2 Tradeshow Booth Materials:

The tradeshow booth is designed to provide an immersive experience, featuring a live demonstration station for hands-on interaction, an interactive touchscreen displaying product features and specifications, and an array of brochures, flyers, and giveaway items.

6.3 Lead Capture Strategy:

A structured lead capture strategy enhances post-event follow-ups. QR codes direct visitors to exclusive whitepaper downloads, while demo sign-up incentives encourage deeper engagement. All scanned leads receive targeted follow-up communications to reinforce interest and drive conversions.

7. Post-Launch Engagement

7.1 Customer Onboarding & Training:

To ensure a seamless customer experience, a structured onboarding and training program provides step-by-step video tutorials, dedicated support for first-time users, and scheduled training sessions for lab personnel. This ensures smooth adoption and maximizes the product's impact within laboratory workflows.

7.2 Ongoing Customer Nurturing:

Ongoing customer nurturing efforts maintain engagement beyond the initial launch. Quarterly email updates offer practical tips and highlight new features, while exclusive customer webinars present best practices for laboratory operations. Customer satisfaction surveys provide valuable feedback, helping gauge long-term adoption and identify areas for improvement.

7.3 Data-Driven Optimization:

A data-driven approach ensures continuous optimization of marketing strategies. Regular analysis of conversion trends allows for targeted adjustments, while ongoing A/B testing refines messaging effectiveness. Improved audience segmentation further enhances targeting precision, ensuring that outreach remains relevant and impactful.

8. KPIs & Measurement

During the pre-launch period, or 90-days leading up to the launch, marketing will monitor goals related to website traffic, social media engagement, email open rate, click-through-rate (CTR), and event attendees to a planned webinar. At launch and post-launch, marketing will monitor website traffic, engagement, email open rate, CTR, event attendees at two planned tradeshows, marketing qualified leads (MQL), and the number of new opportunities for the UNIQO 160.

9. 90-Day Follow-Up

9.1 UNIQO 160 Performance:

The UNIQO 160's marketing performance has shown steady engagement and adoption within its target market, driven by targeted sales enablement strategies and competitive positioning against key players like Aesku's Helios and Werfen's Quantalyzer 3000. While initial traction has been promising in key customer segments, further optimization in digital outreach, collateral effectiveness, and post-launch engagement could enhance market penetration and conversion rates.

10. Data Analysis & Insights

10.1: UNIQO 160 Pre and Post Launch Marketing KPI's

To measure the effectiveness of our marketing efforts, we tracked key performance indicators (KPIs) throughout the pre- and post-launch phases. During the pre-launch period, we monitored web traffic, engagement, email open rates, click-through rates (CTR), and webinar attendance. While most metrics performed as expected, our CTR and open rates fell short of initial goals. In response, we refined our calls to action and optimized our social media and email targeting strategies. These adjustments proved successful in the post-launch phase, where we expanded our KPI tracking to include tradeshow attendees, marketing qualified leads (MQLs), and opportunities and exceeded all performance goals.

Table 1.1 (below) displays the goal details for pre- and post- launch periods, the actual value recorded, and percent attainment for each goal. The charts on page six represent goal attainment during pre-launch (1.1) and post-launch periods (1.2). The pre-launch period was defined as 90-days prior to launch and the post-launch period included 90 days following the launch.

Table 1.1 – **Pre- and Post-Launch Marketing Performance.** This table includes KPI goals for pre- and post-launch time periods, the actual value recorded, and percent attainment for each goal.

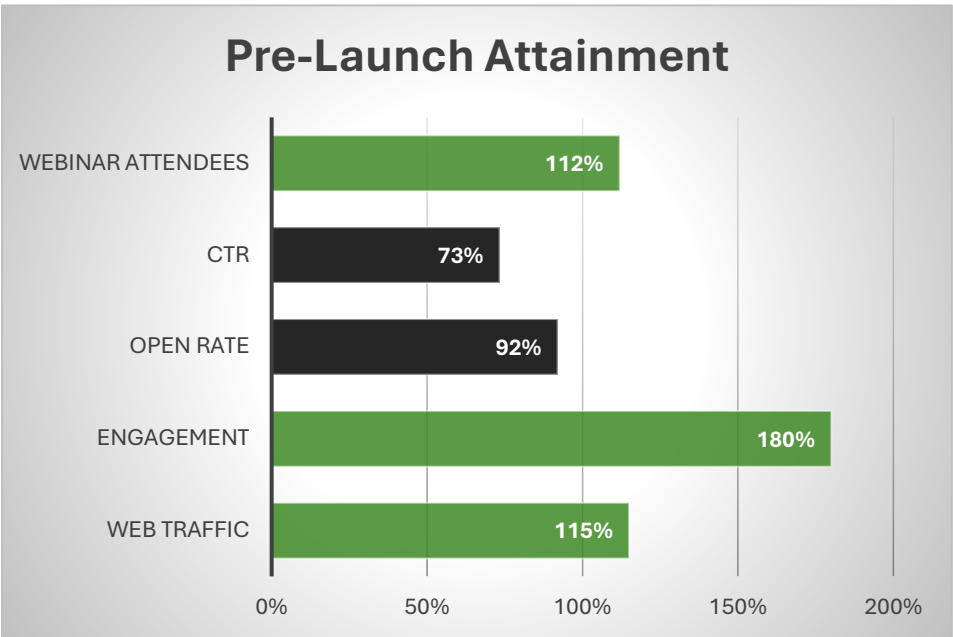| KPI's	Pre-Launch					Post Launch							
	Web Traffic	Engagement	Open Rate	CTR	Webinar Attendees	Tradeshow Attendees	MQL	Opps	Conv Rate	Web Traffic	Engagement	Open Rate	CTR
Goal	20	10%	50%	3.0%	25	200	25	10	25%	40	20%	50%	3.0%
Actual	23	18%	46%	2.2%	28	306	40	14	35%	41	24%	61%	4.7%
Goal Attainment	115%	180%	92%	73%	112%	153%	160%	140%	140%	103%	120%	122%	157%

Chart 1.1 – Pre-Launch Goal Attainment.

Chart 1.2 – Post-Launch Goal Attainment.
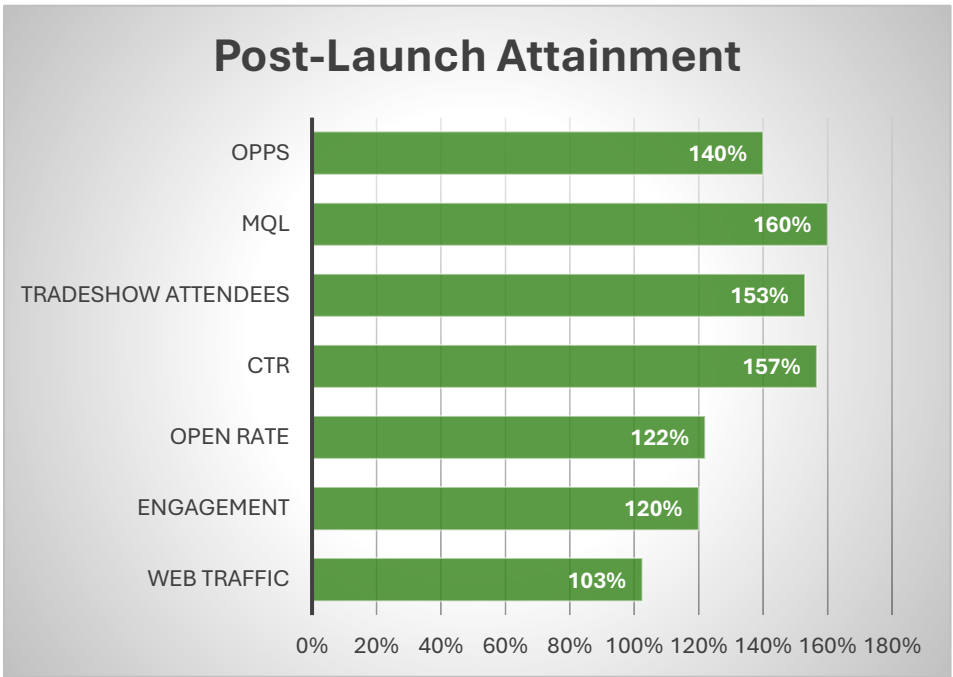
10.2: UNIQO 160 Launch Insights

Our marketing campaign launch revealed several key insights that validated our strategies and highlighted areas for continued focus. A strong tradeshow presence resulted in a higher-than-expected number of marketing-qualified leads (MQLs), reinforcing the effectiveness of our event strategy. Post-launch, email marketing campaigns saw a significant boost in engagement, likely due to improved audience segmentation and more tailored messaging. Conversion rates exceeded expectations, signaling strong lead quality and successful sales alignment. Additionally, CTR improvements underscored the impact of our optimized content strategy and refined call-to-action placements. Moving forward, ongoing monitoring of customer adoption and retention will be essential to sustaining momentum and ensuring long-term success.