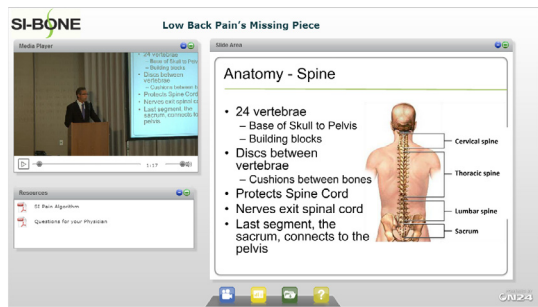


# ON24 FOR LIFE SCIENCES

Life sciences professionals face increased global competition, making it much harder to engage target audiences with traditional tactics like symposiums and other in-person events. Medical and pharmaceutical companies must adapt if they want to continue to reach, educate, and engage increasingly large and diverse global communities of employees and prospects.

With the ON24 webinar marketing platform, you can deliver highly engaging, fully branded webinars that help you reach more people and get more from each engagement.



SI-Bone Webinar: Low Back Pain's Missing Piece

## PURPOSE-BUILT FOR MARKETERS

Webinars are a key marketing tool for generating new leads and driving engagement — and ON24 Webcast Elite is the only webinar platform specifically built with marketers in mind. From demand gen to content marketing to marketing analytics, ON24 can help you increase pipeline and grow your business.

## A RICH USER EXPERIENCE

ON24 Webcast Elite helps you deliver dynamic events that will create a connection between the prospect and the brand, deepen consumer engagement and accelerate the time to purchase.

- **Branding.** With ON24's fully customizable webinar consoles, your events will shine with your logos, colors, imagery and brand messaging.
- **Social media.** In-event social media applications let webinar attendees publish tweets or browse your Facebook feed without leaving the console.
- **Interactivity.** The ON24 platform offers more than 30 interactive tools, including polling, Q&A, chat and group collaboration to give your audience more ways to engage.
- **Multimedia events.** With ON24, you can integrate on-camera presenters, deliver live product demos and share engaging video clips in every webinar.

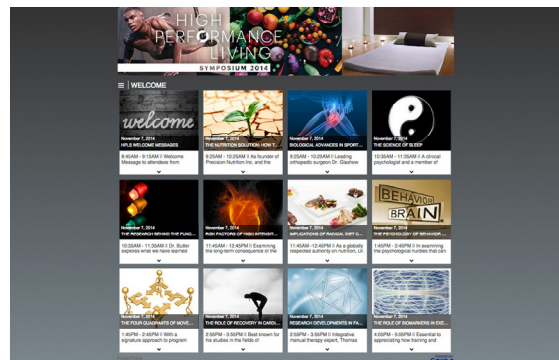
## ALL THE METRICS THAT MATTER

ON24 engagement scoring delivers behavioral analytics that tell you which prospects are the most interested, so your sales team knows where the best leads are. And the dashboard provides valuable performance benchmarks and instant insight into how your webinars stack up to other events in your industry.

Even better, ON24 Webcast Elite can become a seamless component of your existing marketing technology stack. ON24 integrates with all the most popular CRM and marketing automation platforms, giving you same-day access to your event data.

## EXTENDED VALUE FROM YOUR WEBINARS

With ON24, you can easily publish all your past events to a powerful on-demand webinar and video portal, extending the life of your content and the value of your webinars. ON24 portals deliver the same demographic and behavioral data to enhance your on-demand lead generation. That means more leads, and more value, with no additional effort.





## TRUSTED BY KEY BRANDS IN THE LIFE SCIENCES

Life sciences companies of all sizes use ON24 Webcast Elite for extending or replacing in-person events, generating demand for products and services, training and town halls, and more.



## EASY ACCESS FROM ANY MOBILE DEVICE

In the office, at home, at the airport, on the subway – there's no way to know where your audience will be when they log in to your next webinar. While other webinar tools force users to download extra apps and clunky plugins, ON24 Webcast Elite always supports the latest mobile and tablet platforms, including Apple iOS and Android devices.

“With ON24 Webcast Elite, we have a webinar-based marketing platform. By comparison, the other platforms were office communications tools. The latter is good for meetings, but Webcast Elite allows us to leverage our messaging for marketing webinars.”

– Landon Kingston,  
Marketing Operations, Henry Schein



## THE BENEFITS OF ON24

- SIGNIFICANTLY REDUCE OR ELIMINATE TRAVEL AND RELATED IN-PERSON MEETING COSTS
- EXTEND YOUR REACH TO A LARGER, WIDER RANGE OF AUDIENCES
- INCREASE AWARENESS AND DRIVE DEMAND FOR NEW AND EXISTING PRODUCTS
- ENABLE MORE MEANINGFUL AUDIENCE INTERACTIONS THROUGH MULTI-MEDIA PRESENTATION TOOLS
- STRENGTHEN BRAND RECOGNITION WITH A FULLY CUSTOMIZABLE WEBINAR ENVIRONMENT

