



Taking down ENDPOINT

By: Group 1

Estivan Ayramia, Evan O'Donnell,
Isabelle Vanderby, Kailey Fusca,
Rachel Son, Tess Amel

TEKIER

MARKETING STRATEGY & ANALYTICS

We bridge the gap between creative brand strategy and deep technical execution. By combining advanced analytics, LLM technology, and human insight. We engineer smarter marketing that drives measurable growth.



CREATIVE & BRAND STRATEGY

TESS AMEL



SOCIAL & DISPLAY ADVERTISING

ESTIVAN AYRAMIA



STRATEGY, WEBSITE & 3RD PARTY

KAILEY FUSCA



MARKETING AUTOMATION & EMAIL

ISABELLE VANDERBY



SEO, SEM & LLM OPTIMIZATION

EVAN O'DONNELL



ANALYTICS & DATA SCIENCE (DS)

RACHEL SON

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Why We Win

ALMAC GROUP

Who are they?

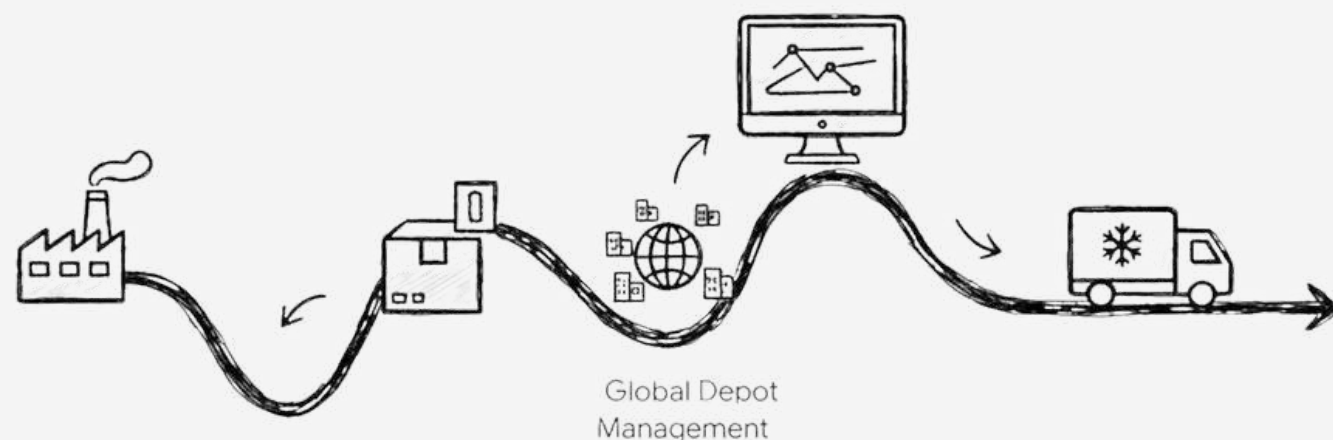
- Global clinical trial solutions company (IRT, packaging, labeling, distribution)
- Known for end-to-end clinical supply chain management
- Originally founded in 1968; officially established as Almac Group in 2002 following the merge other healthcare groups

Where are they in the IRT space?

- Long-standing, reliable partner; not positioned as the most modern tech leader

What are they doing?

- Industry events - services and distribution capabilities
- Thought leadership – supply chain efficiency



4G CLINICAL

Who are they?

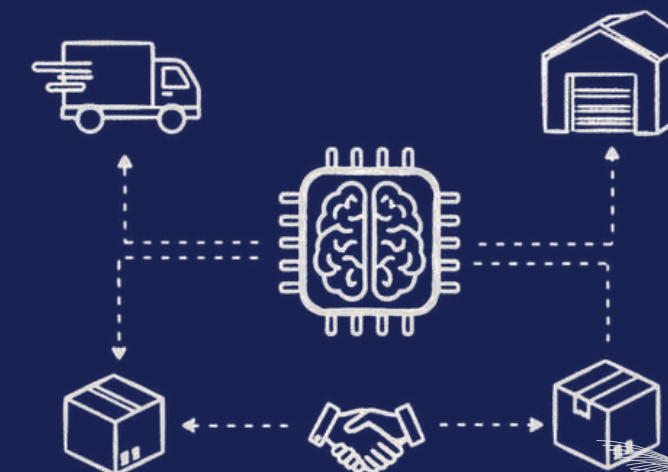
- Specialized RTSM/IRT company focused on complex trials
- Known for modern, predictive RTSM powered by NLP, advanced tech, and flexible trial solutions
- Founded in 2015; no major public acquisitions reported.

Where are they in the IRT space?

- Newer, tech-forward competitor with 1,000+ trials supported

What are they doing?

- Podcasts + thought leadership
- Global expansion backed by acquisition
- Regular presence at industry events





Strategy

Strategy: ALMAC GROUP

We plan to partner with 4G Clinical to merge Almac's global supply expertise with modern RTSM. This will position Almac as the one-vendor alternative to Endpoint's model. This partnership will reduce risk, handoffs, and time.

Endpoint's Pain Point

Endpoint is a pure-play RTSM vendor with no integrated supply options, which forces sponsors to juggle multiple vendors

Competitor Intelligence

Refresh Almac's site to highlight the 4G partnership, modern RTSM capabilities, and unified supply + tech model. Add clear messaging on reduced risk and faster delivery. Include case studies showing how integration eliminates delays.

Goals for the Strategy

Shift Almac's positioning from a "traditional provider" to a modern end-to-end partner and increase differentiation by showing Almac can compete and excel on tech and supply-chain efforts

Strategy: 4G CLINICAL

Our strategy purposes repositioning 4G Clinical as *the* specialist that delivers fewer steps, fewer failures, and faster outcomes.

● Endpoint's Pain Point

Endpoint operates with unproven AI workflows and slow execution. Their agility is focused on complex internal processes, slower handoffs, and takes more time to complete.

● Competitor Intelligence

Endpoint's dual-platform and AI-heavy process creates risk, slowdowns, and concerns for sponsors.

● Goals for the Strategy

Reposition 4G as the category leader in sponsor control and fast turnaround. Strengthen differentiation by focusing on brand and service model. While 4G removes complexity, Endpoint creates it.

Our Strategy vs. Endpoint's

WE BUILT OUR STRATEGIES AROUND ENDPOINT'S BIGGEST WEAKNESSES: THEIR NARROW FOCUS, THEIR COMPLEX PROCESSES, AND THEIR NEW, UNTESTED TECHNOLOGY. ALMAC WINS BY BECOMING A TRUE ONE-VENDOR OPTION, PAIRING THEIR GLOBAL SUPPLY EXPERIENCE WITH 4G'S UPDATED RTSM. 4G WINS BY OFFERING WHAT ENDPOINT CAN'T RIGHT NOW: FAST CHANGES, SIMPLER WORKFLOWS, AND A SMOOTHER OVERALL EXPERIENCE FOR SPONSORS. TOGETHER, BOTH STRATEGIES MAKE ALMAC AND 4G CLEARER, STRONGER CHOICES THAN ENDPOINT FOR RUNNING MODERN CLINICAL TRIALS.



Consumer Journey:

Almac Group Email #1 – Awareness



Introducing a Modern IRT Solution

Hello [insert name],

Almac is making a significant shift in how sponsors can manage clinical supply and RTSM – I am reaching out to make sure it's on your radar.

We have partnered with 4G Clinical to merge Almac's supply-chain expertise with modern RTSM technology, reducing risk and giving sponsors a one-vendor experience. This positions Almac as a modern alternative to competitor models, while enhancing performance across trials.

If this sparks your interest, we promptly invite you to reply to this email for a quick conversation about how our approach could streamline your upcoming trials.

Looking forward to our next meeting,
Almac Group

- This awareness email introduces Almac as a modern clinical supply partner, and uses the 4G partnership to improve brand perception.
- It positions Almac as a low-risk alternative to multi-vendor approaches with tech credibility.
- The goal is to reset perceptions of Almac as a modern rather than traditional partner.

4G Clinical Email #1 – Awareness



Modern RTSM Built for Complex Trials

Hello [insert name],

Many sponsors are revamping their RTSM partners for adaptive and seamless alternatives. I am reaching out to ensure that you know about 4G Clinical's new streamlined experience.

While competitor RTSM approaches often create additional workflows, it is important to note that 4G Clinical's controlled service model is built to remove this extra complexity.

If you are exploring ways to simplify execution, please reply to this email, and I will share what this could look like for your team.

Thank you for your consideration,
4G Clinical

- 4G Clinical is introduced through this awareness email as a tech-driven partner.
- They are differentiated as a smarter and simpler alternative compared to competitors.
- The goal is to present 4G Clinical as the category leader in speed and efficiency.

CRUSHING ENDPOINT: ALMAC'S ONE-VENDOR OFFENSIVE

(INTEREST SOCIAL POST)



CONTENT FOCUS	TALKING POINTS
Target Persona	Head of Clinical Operations / Supply Chain Leads (Focus: Risk Reduction & Reliability)
Competitive Visual	MULTI-VENDOR RISK: ENDPOINT CLINICAL TRIALS + OTHERS
Core Insight	ENDPOINT'S PAIN POINT: Juggling multiple vendors creates friction
Strategic Goal	SHIFT ALMAC'S POSITIONING from a traditional provider to a modern end-to-end partner

Almac Email #3 – Success Story (Consideration)



How a Team Cut Trial Delays by Integrating Modern RTSM

Hello [insert name],

I wanted to share a recent example of how clinical study teams are reducing risk and accelerating execution by merging their operations with modern RTSM.

A Phase III group approached us after facing delays caused by slow RTSM updates and repeated handoffs between supply and technology partners. These disconnects increased the likelihood of operational risks and compliance issues.

By leveraging Almac's supply chain infrastructure combined with 4G Clinical's modern RTSM, they were able to replace three separate vendors with one integrated workflow, which streamlined operations and gave the team quicker system updates.

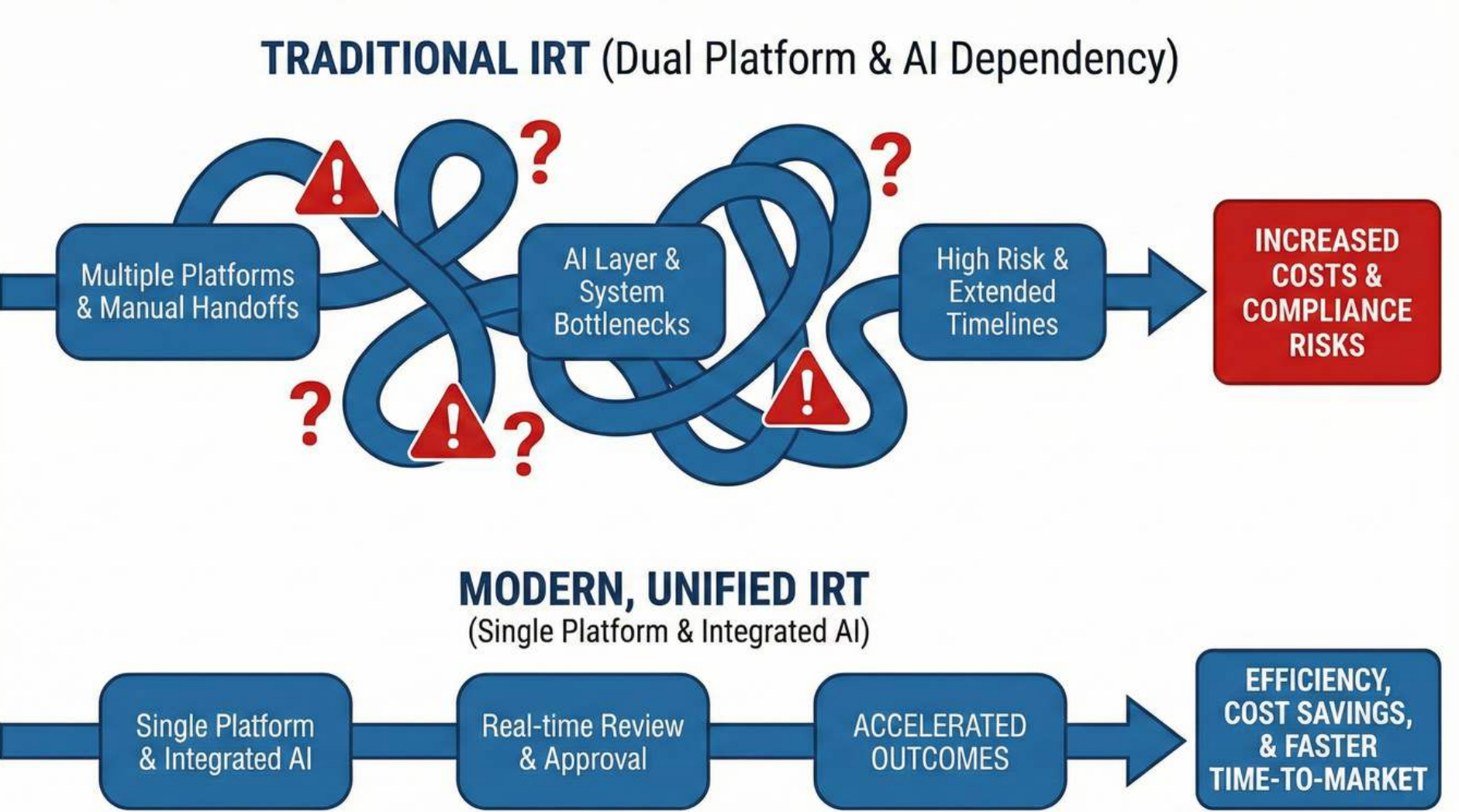
If you would like to see what this could look like for your clinical study team, I invite you to respond to this email to learn more.

I look forward to speaking more,
Almac Group

- Almac's ability to resolve the pain points that clinical teams are facing through this success story.
- The merge between Almac and 4G Clinical is showcased through modern RTSM and streamlined processes.
- This email can move prospects from the awareness to consideration stage as credibility is proven through measurable results rather than marketing claims.

4G Clinical Strategy: The *Agility* Offensive

(Consideration Post)



CONTENT FOCUS	TALKING POINTS
Positioning	Reposition 4G Clinical as the specialist that delivers fewer steps, fewer failures, and faster outcomes.
Competitive Attack	Directly attack Endpoint’s dual-platform and AI-heavy process which creates risk, slowdowns, and concerns for sponsors
Visual Message	“Traditional IRT: Dual Platforms + AI Dependence → Higher Costs & Compliance Risk” vs a clean “Modern Unified IRT → Lower Costs, Less Risk, Faster to Market.”
Core Goal	Present 4G Clinical as the category leader in speed and efficiency

4G Clinical Email #3 - Competitive Replacement (Consideration)



A Faster, Simpler RTSM Alternative to Competitors

Hello [insert name],

Many clinical teams are finding that their current RTSM providers add workflow steps, extend timelines, and exhibit system errors are slowing down their study executions.

4G Clinical offers a direct alternative. We are built to reduce this complexity by delivering fewer steps, fewer failures, and dramatically faster turnaround through predictive technology.

Partners who transition to 4G Clinical will experience agility with setup time and operational control, resulting in measurable time reduction. This is why we are increasingly recognized as a category leader for speed, flexibility, and quality outcomes.

If you are questioning the reliability or efficiency of your current RTSM provider, I'd be happy to walk through what the transition to 4G Clinical would look like.


Sincerely,
4G Clinical

- 4G Clinical is directly compared to competitors, such as Endpoint, which allows emphasis of specific differentiators that make it a category leader.
- Assuming readers are familiar with RTSM, it pushes the audience to evaluate their provider options.
- By outlining solutions to the given pain points, this email paints 4G Clinical to be better than current or potential options.

THE ONE-VENDOR ADVANTAGE: SEAMLESS END-TO-END EXECUTION (CONVERSION SOCIAL POST)

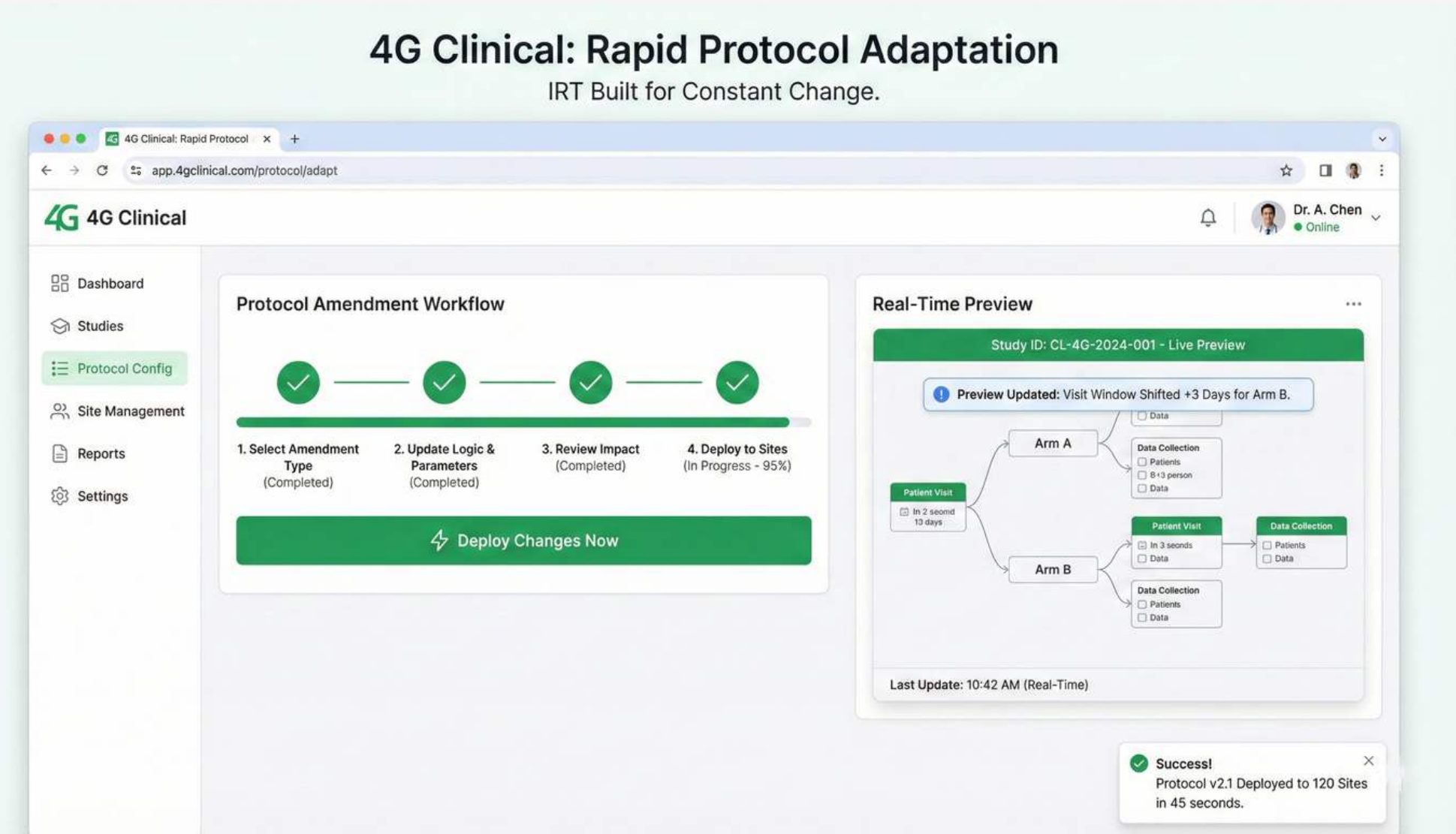
CONTENT FOCUS	TALKING POINTS
Visual Focus	THE ONE-VENDOR ADVANTAGE: ALMAC & 4G CLINICAL STRATEGIC ALLIANCE
Channel Strategy	LinkedIn Sponsored Content & Retargeting Display
Core Asset Messaging	Message: Stop Juggling Vendors. CTA: Download the Integrated IRT Case Study.
Key Performance Metrics (KPIs)	We prioritize metrics that measure content relevance: CTOR. MQL→SQL→Oppurtunities. ROI & ROAS

THE ONE-VENDOR ADVANTAGE:
ALMAC & 4G CLINICAL STRATEGIC ALLIANCE



Seamless, End-to-End Reliability

4G Clinical Execution & Measurement (CONVERSION POST)



CONTENT FOCUS	TALKING POINTS
LinkedIn Sponsored Content	Focus on 4G being "Built for Constant Change" rather than legacy systems that slow down protocol amendments
High-Fidelity UI/Display Visual	Prove Rapid Protocol Adaptation and seamless mid-study changes.
Display Retargeting Banner	Drive immediate action by reinforcing the agility claim to interested prospects
KPIs	MQLs (Qualified Leads) → SQLs (Sales Acceptance) → Opportunities (Revenue Conversion)

Almac Group Email #3 - Retention Campaign (Loyalty)



Expanding what's Possible with your Current Almac Partnership

Hello [insert name],

As one of our valued partners, we are excited to give you early access to what's coming from Almac's integrated supply and 4G Clinical's RTSM model.

We've been working closely with 4G Clinical to modernize the clinical supply experience – reducing handoffs, cutting times, and streamlining RTSM. Because you're already working with us, we'd like to offer you a private walkthrough of upcoming capabilities and opportunities for efficient studies.

We'd like to invite you to participate in our Partner Optimization Program, which includes:

Personalized reviews
Early feature previews
Recommendations

If you'd like to reserve a spot for a demo or our program, please reply to this email and I'll assist in setting you up. Thank you for trusting Almac with your trials.

Sincerely,
Almac Group

- Following a conversion, it is necessary to nurture the relationship for future business, so this email offers a CTA for exclusive perks for those who have decided to partner with Almac.
- A free demo and membership to a partnership program are included, which reinforces value and encourages retention and deeper partnership.

4G Clinical Email #3 - Retention Campaign (Loyalty)



Priority Access: Be the First to Access Our New Capabilities

Hello [insert name],

We at 4G Clinical appreciate your continued partnership, and we want to ensure that you're getting every advantage out of our platform, as we continue to simplify our RTSM delivery.

We are inviting you to a VIP demo experience showcasing our latest tools built around fewer steps, fewer failures, and quality outcomes. These updates are designed to help trial teams reduce operational complexity, and as a VIP partner, you'll have access to:

Pre-release feature pilots

Personalized reviews

Trial-level diagnostics

If you would like to join the VIP group to learn more about how our enhancements can improve your current workflow, promptly reply to this email, and I can coordinate next steps.

Best regards,
4G Clinical

- Offering VIP access to a feature demo is a huge perk coming from a category leader, and 4G Clinical is happy to invite their partners to join as that can increase retention rate.
- This can stimulate positive word-of-mouth from current trial groups as this exclusive access reinforces 4G's ability to nurture ongoing relationships.



Creative/Brand

Tess landing pages

INCLUDE CTA

**4G KEYWORD:
NLP (NATURAL
LANGUAGE
PROCESSING)**

**ALMAC KEY WORD:
END-TO-END**

- **FUCKS OVER ENDPOINT
BECAUSE IF SOMEONE
LOOKS UP
CLINICAL “END” THEN WE
WOULD ALSO POP UP**



SEO/SEM/LLM/*Analysitcs*

Change title?? idk lol

WEBSITES

Almac Group

Almac ranked dead last with such issues as terrible loading speeds and poor accessibility

Almac has a blog/news page that is decently active with posts on average once a month with content such as predictions for the industry and content for clients

4G Clinical

Lighthouse ranked 4G #2 with some issues being loading times and accessibility features

While 4G clinical has a news portion it appears to be relatively unused with the last post from a year ago however their blog is updated semi-frequently with posts every other month on average

Endpoint Clinical

Lighthouse ranks Endpoint's website design #1 of the three companies

What Endpoint lacks is a news/blog portion of the website as this can help organic search volume. Their most recent news post is from 8 months ago and no blog posts anywhere to be found



SLIDE 4 — STRATEGIC PLAYBOOK TO DOMINATE

TITLE:

CRUSHING ENDPOINT: THE SEO + SEM + LLM OFFENSIVE

LAYOUT:

THREE-COLUMN OR TRIANGLE DIAGRAM → LABELED ORGANIC SEO, PAID SEM, LLM VISIBILITY.

COLUMN 1 — ORGANIC SEO

BUILD RTSM TOPIC CLUSTER: INTEGRATION · SCALABILITY · COST · COLD-CHAIN.

PUBLISH LONG-FORM BLOGS, CASE STUDIES, AND SCHEMA-RICH FAQs.

COLUMN 2 — PAID SEM

TARGET COMPETITOR AND EVALUATION QUERIES: “ENDPOINT RTSM ALTERNATIVES”.

CREATE HIGH-INTENT LANDING PAGES: VENDOR COMPARISON, REQUEST A DEMO.

COLUMN 3 — LLM SEARCH VISIBILITY

OPTIMIZE STRUCTURED DATA + PDFS SO AI MODELS CITE ALMAC & 4G.

SEED FACT-BASED PAGES IN GENERATIVE SEARCH ECOSYSTEMS.

BOTTOM IMPACT BOX:

 **+40 % ORGANIC VISIBILITY**

 **+25 % LEAD CAPTURE**

 **2* MENTIONS IN AI SEARCH**

OUTCOME → ENDPOINT CLINICAL LOSES DIGITAL MINDSHARE WITHIN 12 MONTHS.

VISUAL STYLE:

MODERN INFOGRAPHIC OR THREE-PILLAR ICON DESIGN.

BACKGROUND: LIGHT GRADIENT (WHITE → PALE BLUE).

ICONS: SEARCH 🔍 · CREDIT CARD 💳 · AI CHIP 🧠



The Data

KEYWORDS + AD COPY + LANDING PAGES

TRAFFIC OVERVIEW

	Endpoint	Almac
Organic	735	12,100
Direct	73,400	44,900
Referral	1,300	7,300
SEM	0	1,300
Social	0	249
Monthly traffic	76,300	72,900
Unique visitors	10,400	48,900
Monthly growth	42.04%	5.92%

- Greatest traffic source is direct
- Lowest traffic source is paid social
- Greater organic and referral traffic than Endpoint
- Good, comparable traffic
- Lots of interest but poor growth

ENGAGEMENT METRICS

	Endpoint	Almac
visit duration	00:04:32	00:06:33
pages/visit	29.18	3.31
bounce rate	3.38%	48.94%

Our engagement metrics show that we have a solid visit duration that outperforms Endpoint, however we have low pages/visit and a very high bounce rate.

This could be a result of:

- poor landing page
- slow site performance
- lack of CTA, hero image, video...
- content does not resonate
- confusing content

SEPT 2025

Keywords	Traffic	Traffic Cost
17 70.0%	505 150.0%	\$567 239.5%

Paid Search Positions 17											Manage columns 15/17	
<input type="checkbox"/>	Ad	Keyword	Pos.	Diff.	Block	Volume	CPC	URL	Traffic	Traffic %		
>		almac	• → 1	new		2,900	1.39	www.almacgroup.com/clinical-tech...	136	26.93		
>		almac	• → 1	new		2,900	0.59	www.almacgroup.com/analytical-s...	136	26.93		
>		almac group	• → 1	new		1,000	0.34	www.almacgroup.com/clinical-tech...	47	9.3		
>		almac group	• → 1	new		1,000	1.23	www.almacgroup.com/analytical-s...	47	9.3		
>		almac	• → 2	new		2,900	1.39	www.almacgroup.com/clinical-tech...	37	7.32		
>		almac	• → 2	new		2,900	0.59	www.almacgroup.com/analytical-s...	37	7.32		
>		almac clinical services	• → 1	new		320	4.40	www.almacgroup.com/clinical-tech...	15	2.97		
>		almac group	• → 2	new		1,000	0.34	www.almacgroup.com/clinical-tech...	13	2.57		
>		almac group	• → 2	new		1,000	1.23	www.almacgroup.com/analytical-s...	13	2.57		
>		almac group	• → 3	new		1,000	1.23	www.almacgroup.com/analytical-s...	9	1.78		
>		almac durham	• → 1	new		110	2.44	www.almacgroup.com/clinical-tech...	5	0.99		
>		almac clinical services	• → 2	new		320	4.40	www.almacgroup.com/clinical-tech...	4	0.79		
>		axplora	• → 2	new		260	6.44	www.almacgroup.com/api-chemica...	3	0.59		
>		almac clinical services	• → 3	new		320	4.40	www.almacgroup.com/clinical-tech...	2	0.39		
>		almac durham	• → 2	new		110	2.44	www.almacgroup.com/clinical-tech...	1	0.19		
>		patheon api manufacturing inc	• → 4	new		50	0.00	www.almacgroup.com/api-chemica...	0	0		

Traffic cost: \$567

Top paid keywords

- “almac”
 - one for clinical and one for analytical landing page
 - brought in 26.93% of traffic with volume of 2,900 and CPC of \$1.39
- “almac group”
 - one for clinical and one for analytical landing page
 - brought in 9.3% traffic with volume of 1,000 and lower CPC of \$0.34 and \$1.23
- “almac clinical service”
 - highest CPC, brought in volume of 320 with only 0.79% of traffic

CURRENT

Keywords	Traffic	Traffic Cost
12 93%	31 -77.7%	\$84 -83.4%

Paid Search Positions 12

Manage columns

15/17

Export

Ad	Keyword	Pos.	Diff.	Block	Volume	CPC	URL	Traffic	Traffic %
ad	pharmaceutical companies near me	5 → 5	0		4,400	2.09	www.almacgroup.com/clinical-serv... <a>	22	70.96
ad	curascript sd specialty distribution	1 → 1	0		70	6.54	www.almacgroup.com/clinical-serv... <a>	3	9.67
ad	clinical storage and distribution	1 → 1	0		50	0.00	www.almacgroup.com/clinical-serv... <a>	2	6.45
ad	ivd assay development	2 → 2	0		170	9.44	www.almacgroup.com/diagnostics/... <a>	2	6.45
ad	almac pharmaceuticals	1 → 1	0		30	2.77	www.almacgroup.com/pharmaceuti... <a>	1	3.22
ad	hamilton pharmaceuticals	1 → 1	0		40	0.00	www.almacgroup.com/clinical-serv... <a>	1	3.22
ad	myonex horsham pa	2 → 2	0		30	3.22	www.almacgroup.com/clinical-serv... <a>	0	0
ad	clinical trial material manufacturing	6 → 6	0		90	0.00	www.almacgroup.com/clinical-serv... <a>	0	0
ad	small pharmaceutical companies near ...	3 → 3	0		50	1.89	www.almacgroup.com/analytical-s... <a>	0	0
ad	clinicalstudies	7 → 7	0		40	4.48	www.almacgroup.com/clinical-serv... <a>	0	0
ad	medical production companies	20 → 20	0		70	3.27	www.almacgroup.com/clinical-serv... <a>	0	0
ad	clinical tria	12 → 12	0		170	0.00	www.almacgroup.com/clinical-serv... <a>	0	0

Traffic cost: \$84

Top paid keywords

- “pharmaceutical companies near me”
 - bringing in the most amount of volume of 4,400 and but low traffic conversion of only 22 traffic for CPC of \$2.09
 - popular search but too broad
- “curascript sd specialty distribution”
 - second largest traffic (but it is low) and low volume with the second highest cost of \$6.54; may be worth discarding or tweak wording
- “ivd assay development”
 - second largest volume, low traffic, highest cost
 - discard or tweak wording

TRAFFIC OVERVIEW

	Endpoint	4G
Organic	735	1
Direct	73,400	10,000
Referral	1,300	1,900
SEM	0	0
Social	0	0
Monthly traffic	76,300	13,500
Unique visitors	10,400	5,300
Monthly growth	42.04%	8.45%

- Greatest traffic source is direct
- Lowest traffic source is organic
- SEM and Social not detected
- Greater direct and referral traffic than Endpoint
- Very poor organic traffic
- Poor overall traffic and growth
- Not much interest

ENGAGEMENT METRICS

	Endpoint	4G
visit duration	00:04:32	00:08:39
pages/visit	29.18	4.06
bounce rate	3.38%	42.27%

Our engagement metrics show that we have a great visit duration that outperforms Endpoint, however we have low pages/visit and a very high bounce rate.

This could be a result of:

- poor landing page
- slow site performance
- lack of CTA, hero image, video...
- content does not resonate
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ad	almac pharmaceuticals	1 → 1	0		30	2.77	www.almacgroup.com/pharmaceuti...	1	3.22			
ad	hamilton pharmaceuticals	1 → 1	0		40	0.00	www.almacgroup.com/clinical-serv...	1	3.22			
ad	clinical trial material manufacturing	6 → 6	0		90	0.00	www.almacgroup.com/clinical-serv...	0	0			
ad	small pharmaceutical companies near ...	3 → 3	0		50	1.89	www.almacgroup.com/analytical-s...	0	0			
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 - bringing in the most amount of volume of 4,400 and 70.96% traffic for lower CPC of \$2.09
 - positioning at 5, invest more of budget on this keyword
- “curascript sd specialty distribution”
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 - second largest volume, low traffic, highest cost
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ALMAC

STRENGTHS

- Best for full-service pharma requiring integrated supply chain
- Strong legacy trust but less focused clinical-tech brand
- global reach
- strong LinkedIn following (75k, compared to EP 25k)

WEAKNESS

- thousands of indexed pages due to global operations - lots of content
- limited visibility in IRT/RTSM SEM
- fragmented branding across divisions.

Recommendations:

- Build unified social identity
- Create long-form insights integrating full supply chain + IRT capabilities.
- Promote end-to-end value proposition + tech: one partner for everything (supply, randomization, logistics)

4G

STRENGTHS

- innovative/modern messaging
- Strong value for agile sponsors and biotech
- clear value propositions

WEAKNESS

- smaller reach
- niche-focused
- poor SEO and SEM
- weak LinkedIn following (12k, compared to EP 25k)

Recommendations:

- Strengthen digital authority with data visualizations
- Expand SEM into specific sponsor-relevant queries
- Amplify niche expertise in NLP and strength in agility with thought leadership

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LLM (*AI*)

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LLM (*AI*)



Why We Win



ENDPOINT'S

END.POINT.

Tess



THANK YOU

QUESTIONS?