CPhIonline

USER GUIDE

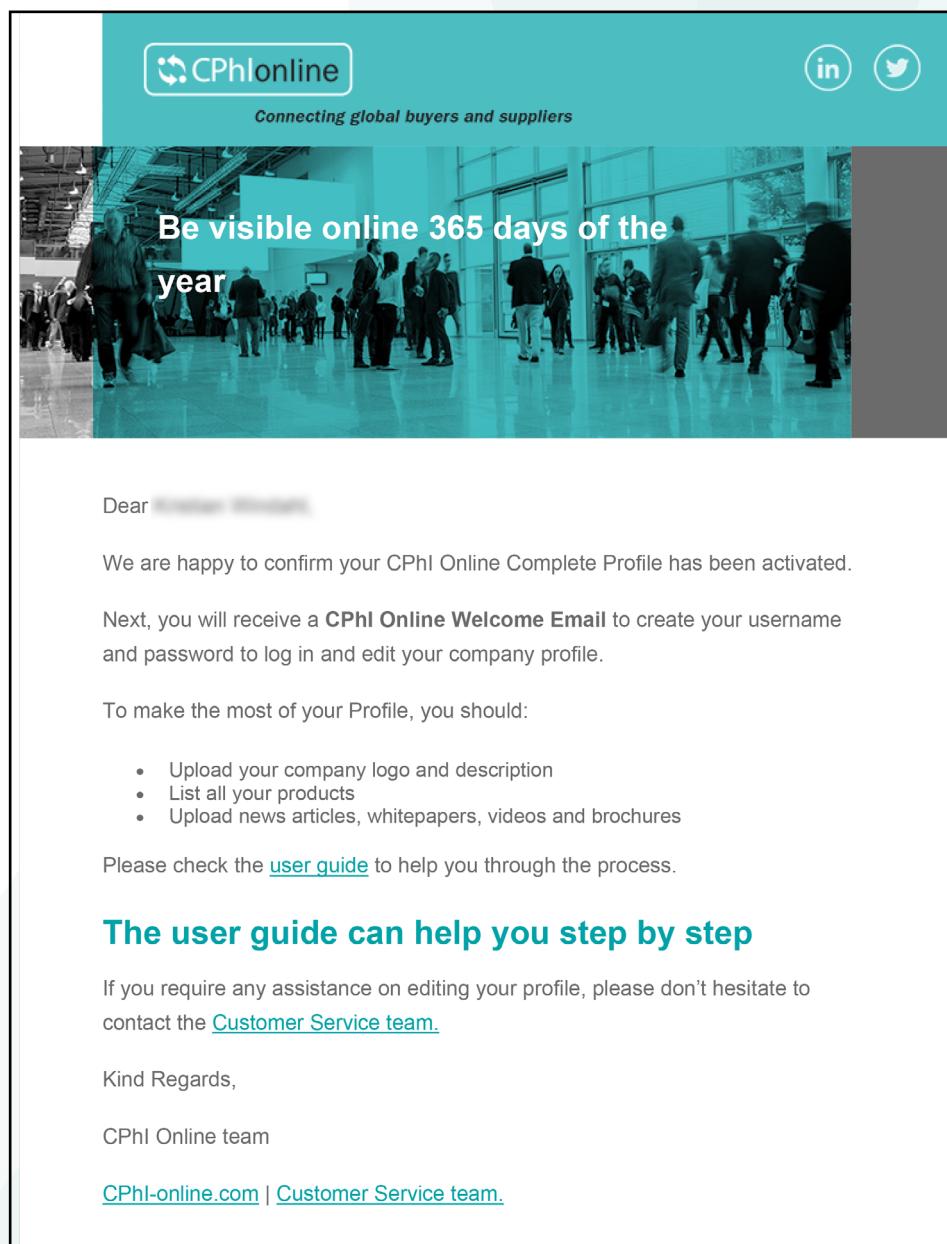# Contents

1.Personal profile

1.1 Activation email

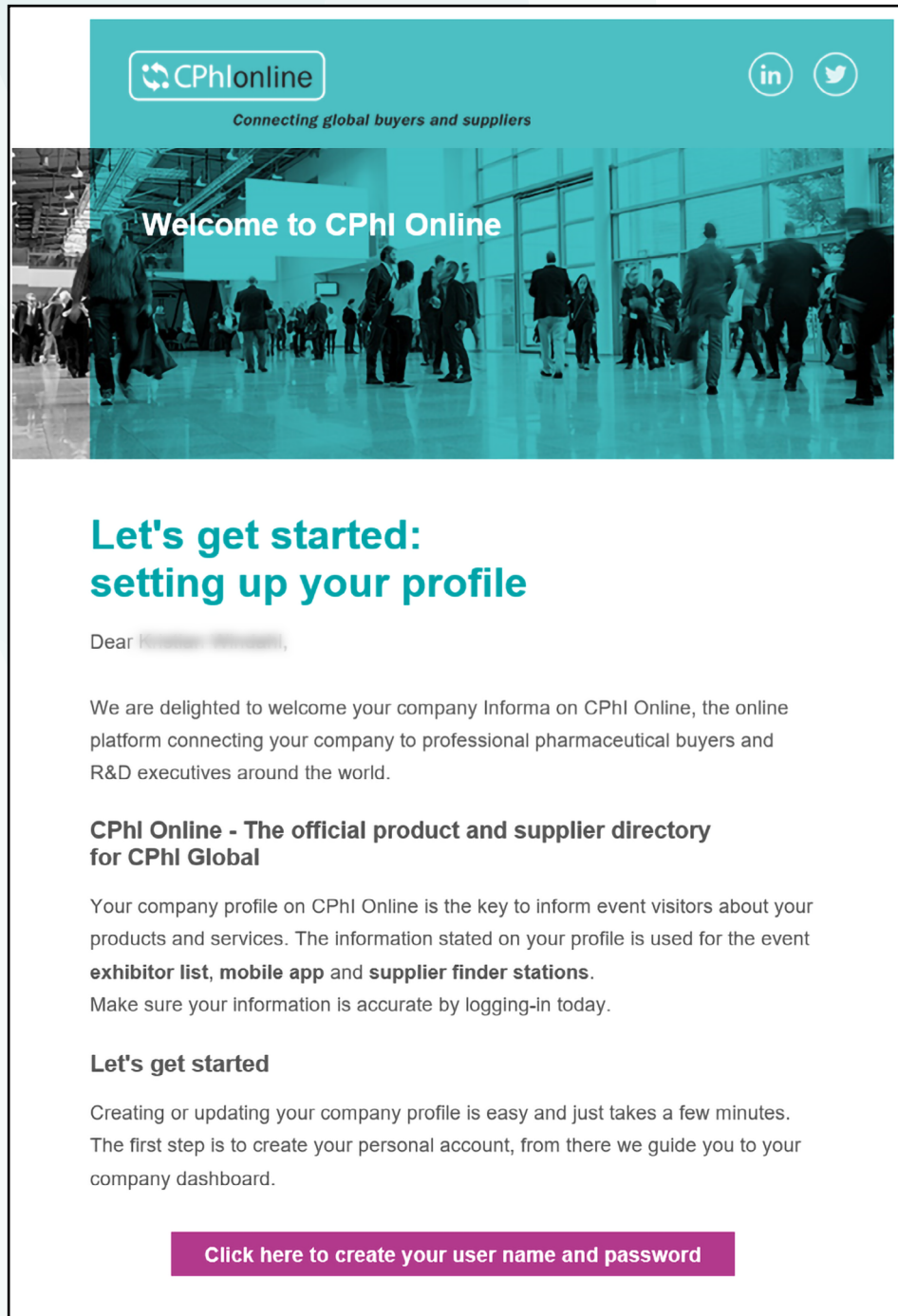An activation email will be sent to your inbox, confirming the activation of your profile.

Next, you will receive a CPhI Online welcome email to create your username and password, to be able to login and edit your company profile.

1.2 Personal profile setup

A welcome / set-up email will be sent to your inbox.

Select "click here to create your user name and password" to start setting up your profile.

1.3 Complete your registration

The email link will take you to the form below. Complete all the information and click "Register".

If you've already completed this process click on "Already registered? Login here".

1.4 Logging in and editing your profile

When entering CPhI-Online click on "Log in" in the top right corner. Click the button on the right on this page, to open CPhI-Online.
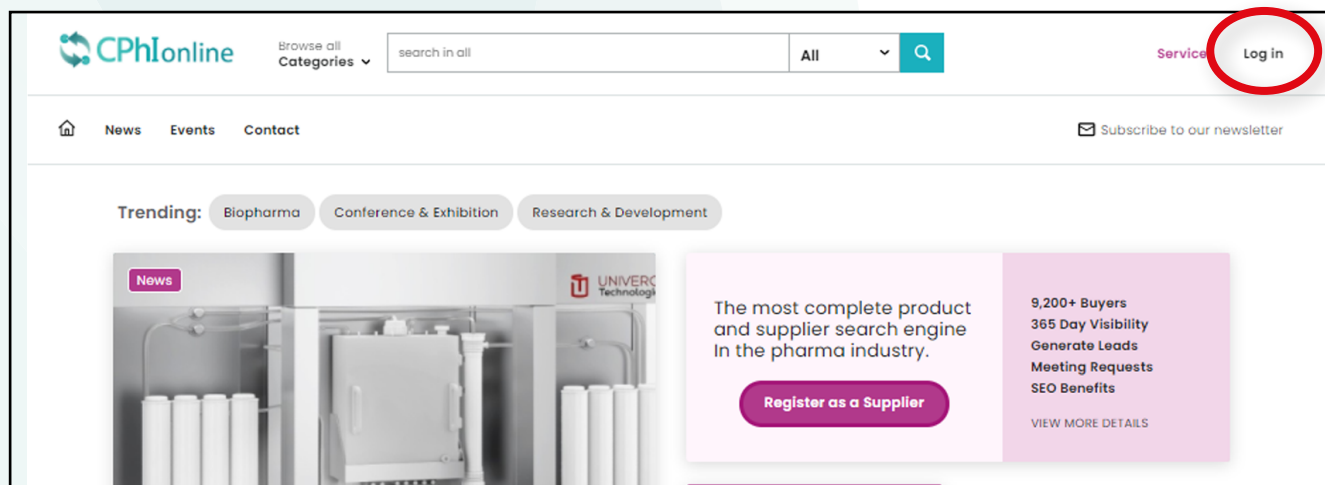
To edit your profile when you have logged in, select "My profile" and enter all the required details. When you are done, click "Save".
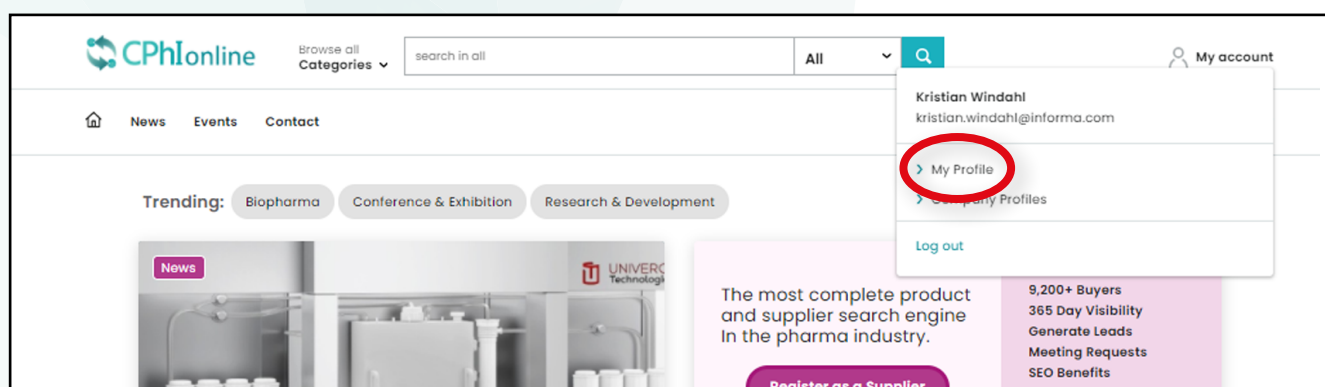
2. Company profile

2.1 How to update your company profile

Once you have finalised your registration you can update your Company Profile. Select "Company Profile" as highlighted below.
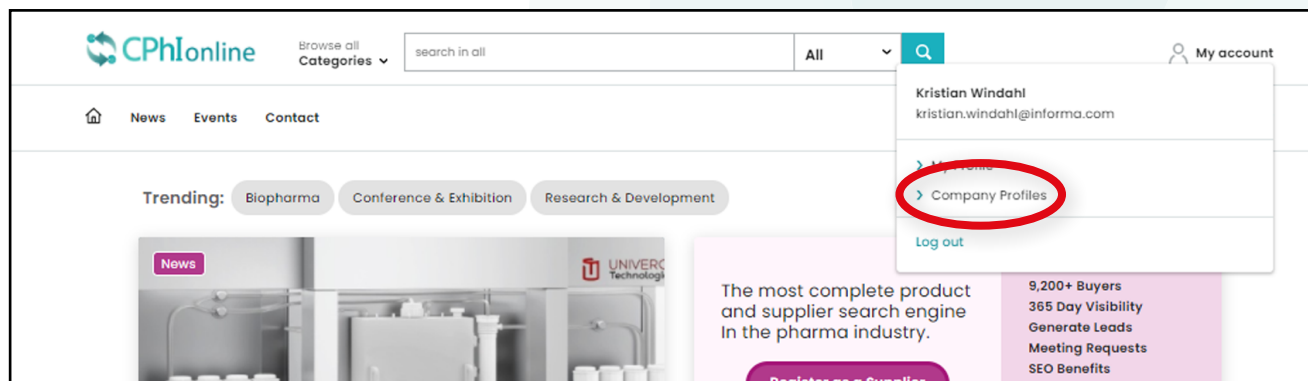
Click on the tab "Company Profile" and select the pen icon, highlighted below to start editing your company profile.
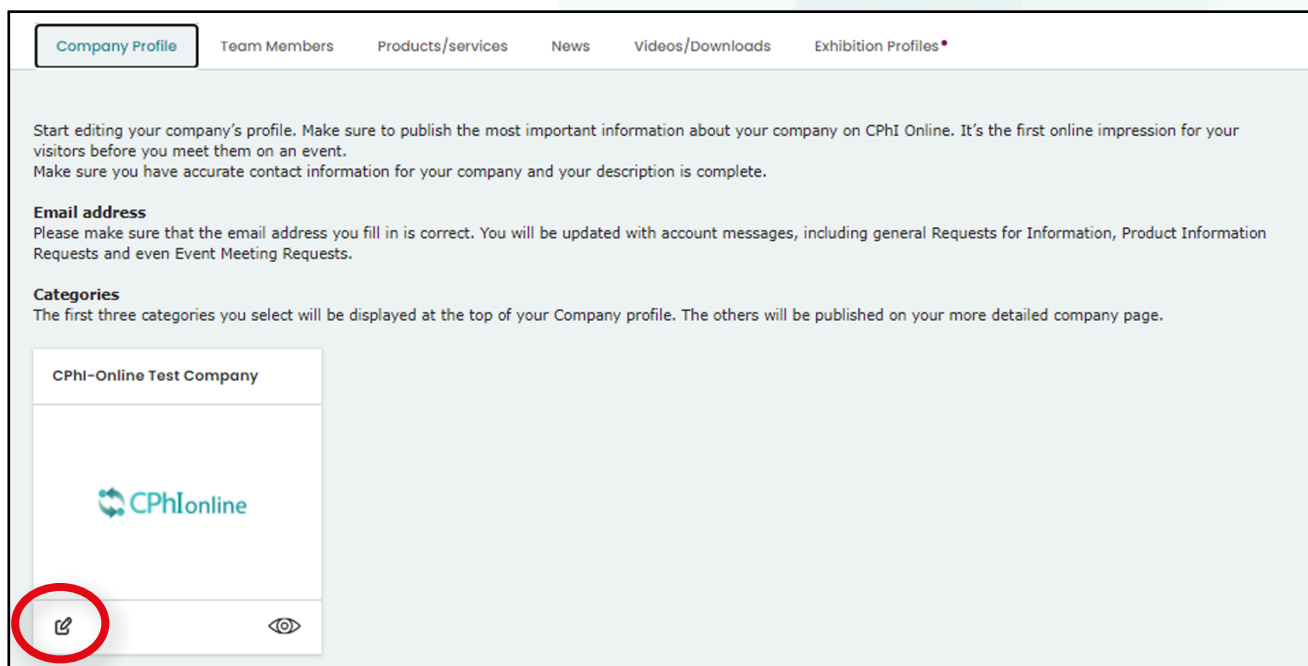
1. Update company email

2. Update company website

3. Update company telephone number

4. Update company description

5. Update company logo (max. 300x300)

6. Update social media links

7. Select sales markets

8. Add your categories

9. Press "Save"

After you have saved, remember to publish!

TOP TIP: A more complete profile means its easier for buyers to find you. Please complete as much of the information as you can. After saving your Company Profile information, you will be able to publish it.

Please note If you wish to change your company name, address, town, state, postal code, country and phone number, please contact the Customer Service team as these terms and conditions are linked to your contract signed with Informa. You can use the "chat with us" option, or send an email to cphicustomerservice@informa.com

1

*Email

*Website

2

*Telephone number

3

*Description   ◢

4

B   U   I   ≡

*Logo (max. 300x300) ⓘ

5

CPHIonline   CPHI Online TEAL LOGO no border.png - click image to enlarge

UPLOAD/REPLACE FILE

Facebook Page

6

Twitter handle (@)

LinkedIn Company Profile

YouTube Channel

Blog

Pinterest

Sales markets

7

Africa ✕   Australia ✕   Central/South America ✕   Eastern Europe ✕   Middle East ✕

*Categories (max 50)

8

APIs ✕   Amino Acids ✕   Phospholipids ✕   Analytical Chemistry ✕
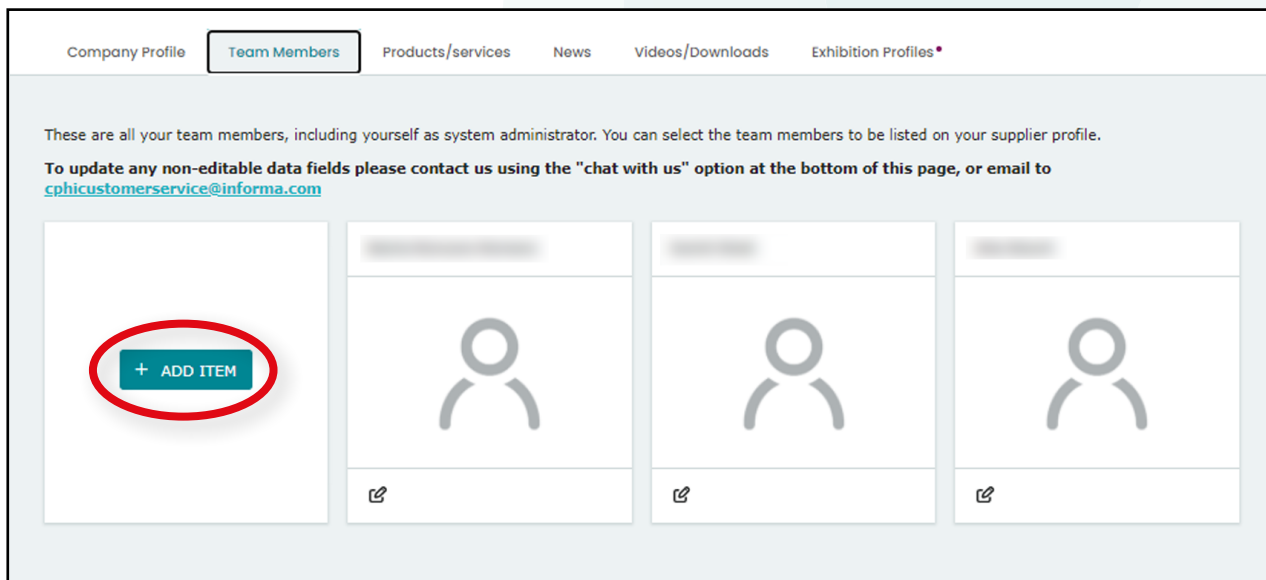
* = Mandatory field

9   SAVE

2.2 Check and edit users

To check users, click the tab "Team Members". The information about the users of your company will not be made public.

To add a colleague, click "Add item" as highlighted below and fill in the necessary information.

1. Enter first name

2. Enter last name

3. Enter work email

4. Enter company name

5. Enter job title

6. Enter social media accounts

7. Enter a biography of the team member

8. Add a picture

9. Press "Save"

After you have saved, remember to publish!

2.3 Add and edit Products

To add and edit products to your profile, click on the "Products / Services" tab. To add a product, click on "Add item" highlighted below.

1. Fill in product name

2. Enter product description

3. CAS Registry Number

4. Upload image

5. Enter sales markets

6. Enter where the product is supplied from

7. Enter product categories

8. Press "Save"

After you have saved, remember to publish!

The first four products will be shown directly on your company profile. You can change the order of your products by dragging them around.

2.4 Add and edit News

To add and edit your news, click on the "News" tab. Click on "Add item" highlighted below.
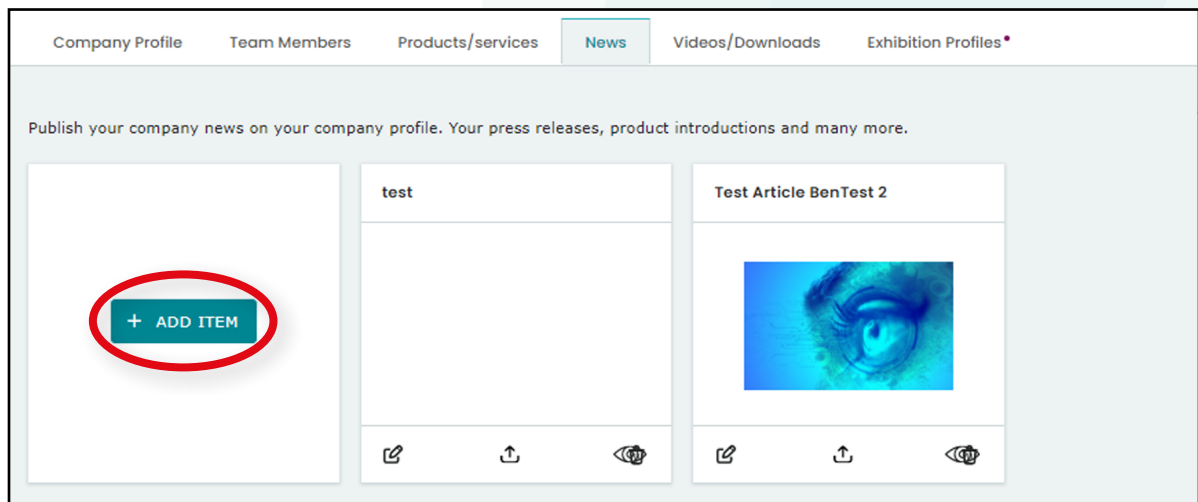
1. Add the title of your news

2. Add news summary

3. Add content that is shown before the image

4. Upload news article image (max. 911x350)

5. Add image caption

6. Add content that is shown after the image

7. Add URL

8. Add categories

9. Press "Save"

After you have saved, remember to publish!

2.5 Add and edit Videos & Downloads

To add and edit your downloads, click on the "Videos / Downloads" tab. Within downloads you can add downloads to your profile (PDF). For example: product presentations, corporate brochure, etc.
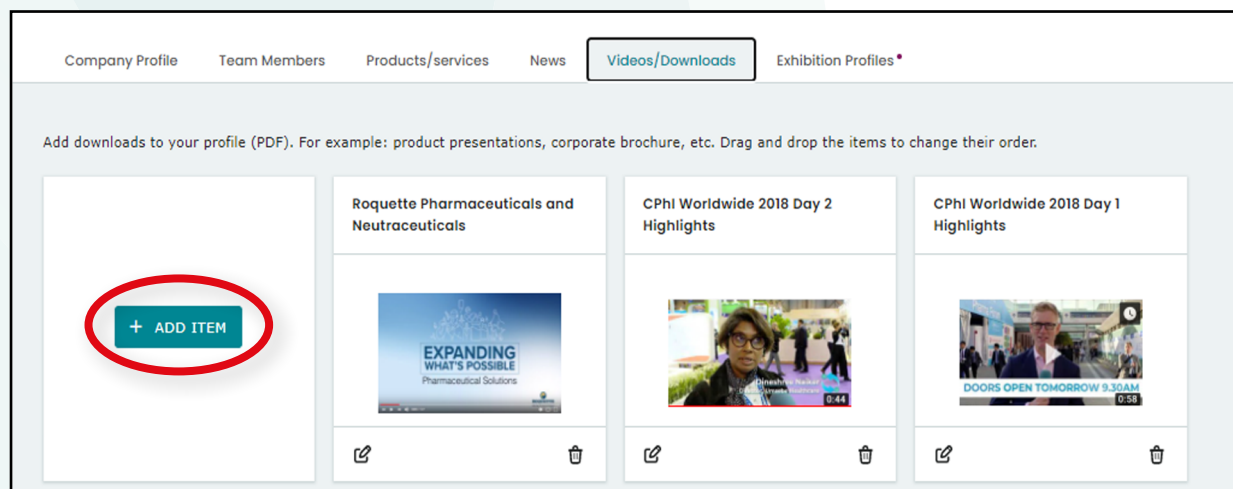
1. Select the type of content you want to upload. Choose between: *Brochure, Datasheet, Image, Video, Whitepaper* or *None.*

2. Add the title of your content

3. Add a description of your content

4. Upload your master file (only for Brochures /Images /Whitepapers)

5. Add your video link (only for videos)

6. Add a thumbnail (preview) of your content

7. Press "Save"

After you have saved, remember to publish!

Edit Files

Type
[1]
Select option

*Title [!]

[2]

Description [!]

[3]

Master file (only for Brochures/Images/Whitepapers)
[4]
UPLOAD/REPLACE FILE

Video link (https://www.youtube.com/...) ⓘ
[5]

Thumbnail ⓘ
[6]
UPLOAD/REPLACE FILE
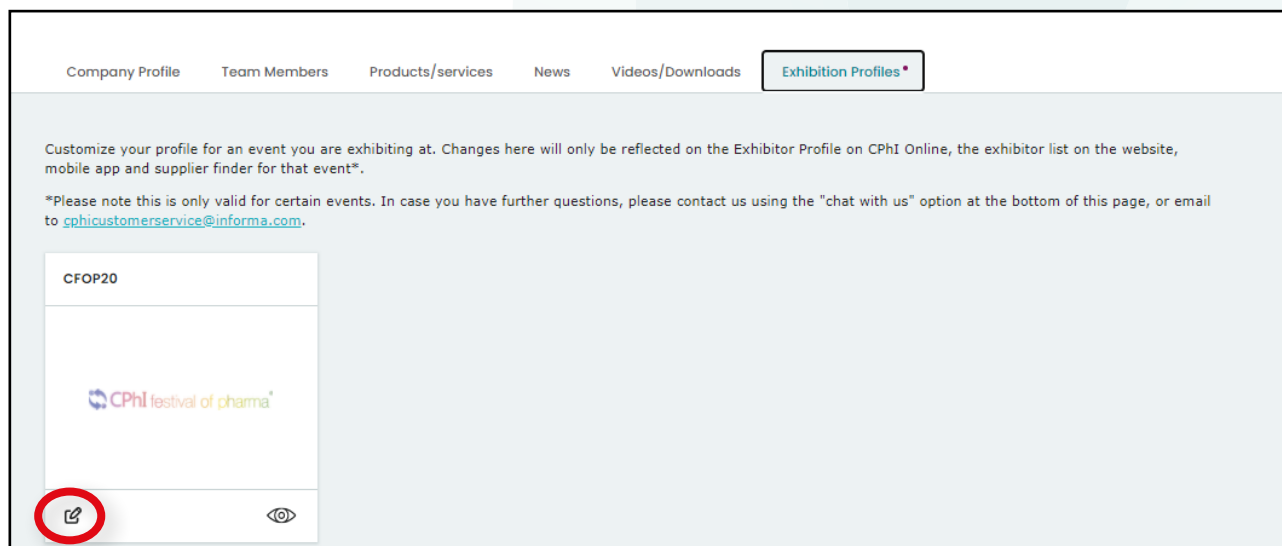
* = Mandatory field

[7] **SAVE**

3. Exhibition Profile
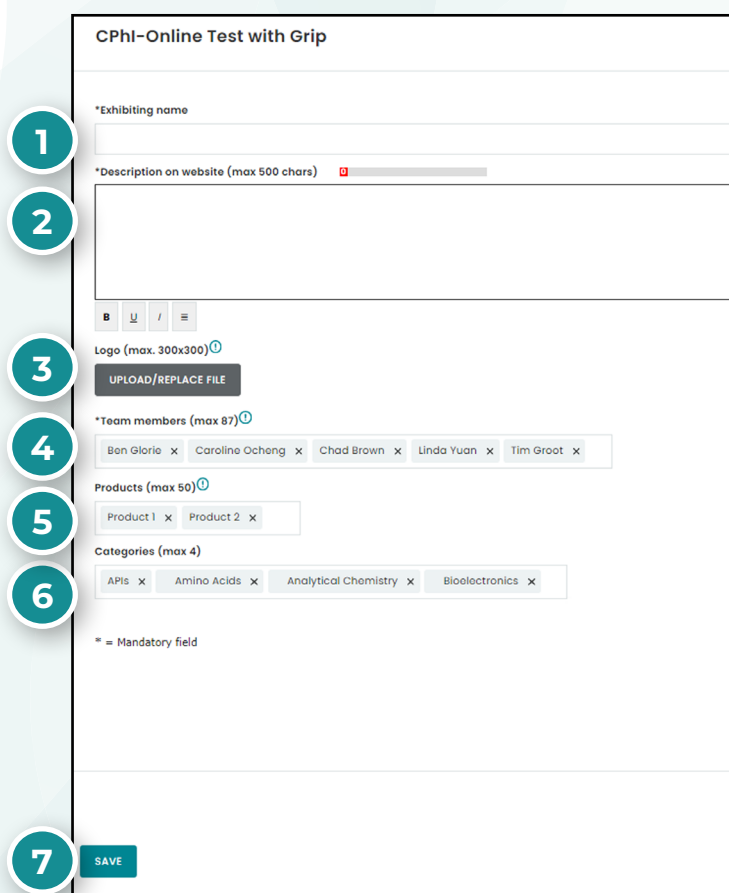
Your exhibition profile is a profile for the event that you are exhibiting at. Changes here will be reflected on the Exhibitor Profile on CPhI-Online, the exhibitor list on the event website, and the mobile app.

Please note this is only valid for certain events. In case you have further questions, please contact us via *cphicustomerservice@informa.com*

1. Add exhibiting name

2. Add description

3. Upload company logo (max. 300x300)

4. Add the team members attending the event, from your already added team member list

5. Products: Choose up to 50 products from your product list

6. Categories: Choose categories from your categories already loaded on CPhI-Online

7. Press "Save"

After you have saved, remember to publish!

4. Leads & Statistics

Within "Leads & Statistics", you can review the number of views your products have received. There are two overviews to navigate between - *"Overview"* & *"Breakdown".*

You can view statistics for your profile for all years you have been featured on CPhI-Online and you can even view per month - up to 12 months prior.

4.1 Overview

"*Overview*" will provide you with a brief description of views such as: the amount of times your company, product, news item has appeared in a search result.

4.2 Breakdown

"Breakdown" will provide you with a full overview such as the amount of views your company, product, news item has been clicked on from a search result or visited directly. Within the breakdown you will also receive RFI's (Request for information) please see below for how this is presented:

Overview   **Breakdown**

All Product Impressions / Page Views

PRODUCT	SEARCH IMPRESSIONS	PAGE VIEWS
Product 1 Test	1689	30
Product 2	1162	549

All News Impressions / Page Views

NEWS ITEM	SEARCH IMPRESSIONS	PAGE VIEWS
test	162	6
Test Article BenTest 2	109	211

All Asset Impressions / Page Views

RESOURCE	DOWNLOADS/VIEWS
Brochure: Test Gated Brochure	33
Video: CPhI Worldwide 2018 Day 1 Highlights	15
Video: VIDEO - Roquette Pharmaceuticals and Neutraceuticals	4
Video: CPhI Worldwide 2018 Day 2 Highlights	3

RFIs

DATE	REQUEST	CONTACT
12 May 2020	I would like some general information about your company CPhI-Online Test Company I d like to be contacted	

5. Upgrade to a Premium Profile

If you haven't done so yet, we highly recommend upgrading to a Premium Profile to enjoy the full benefit of CPhI-Online. We will contact you after you have clicked the button to request to Buy Premium.
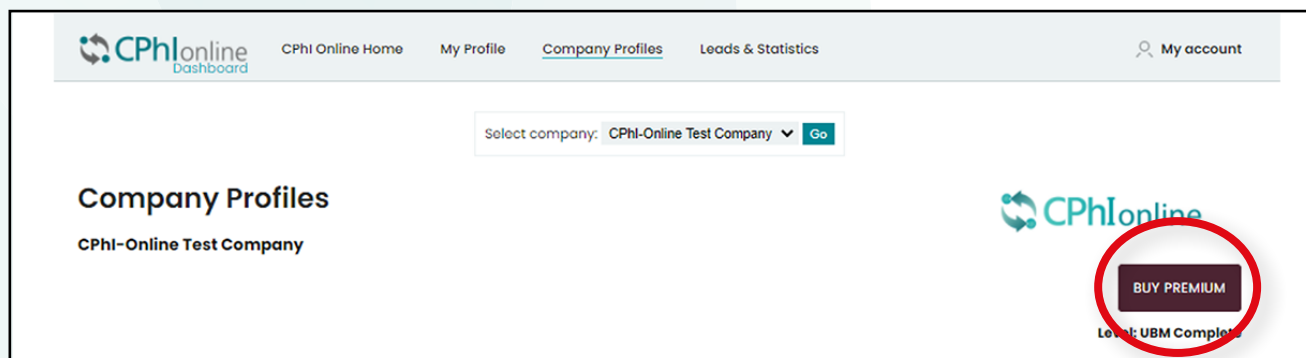
The benefits of a Premium Profile

Top of relevant search results
Your products will be listed at the top of every relevant search result on CPhI-Online

Featured Companies – CPhI-Online
Your company will be highlighted as a 'Featured Company' on the homepage of CPhI-Online

Featured Companies – exhibitor list
Your company will feature at the top of the exhibitor list for the events you are exhibiting at and your logo will rotate above the list

Featured content
All the content you post on your profile, such as news and articles, will be featured on the homepage of CPhI-Online

Top selected product
Your products will be featured and rotating among the 'Top Selected Product' on the homepage of CPhI-Online

CPhIonline in numbers

Average
82,000
Unique visitors every month*

Average
253,000
Pageviews every month*

6. CPhI-Online Company Showcase

6.1 What is the CPhI-Online.com Company Showcase?

The CPhI-Online.com Company Showcase gives you the unique opportunity to present your thought-leadership content and to generate new, high-quality leads from the CPhI Community, via your own microsite.

If you choose to gate your content items (except for Products and News items) you will collect leads every time a member of the CPhI Community downloads your item*.

Your Company Showcase will be part of **your Company Profile**.

*Gating refers to a potential lead providing contact information in order to access your content item. Under GDPR regulations we are only allowed to provide you with contact details of contacts who opt-in to share their details with the 3rd party (in this instance the 3rd party refers to your company). Please note, we are unable to gate Products and News items.

6.2 What content can I publish in my Company Showcase?

You can add up to 4 content pieces such as brochures, white papers, reports, infographics, videos, products and news items.

6.3   What does the Company Showcase look like?

1. **Top/Highlighted content** – this is your main content item and will feature at the top of your Company Showcase.

2. **In section #2, #3 and #4** you can add your remaining content items that you want to show first.
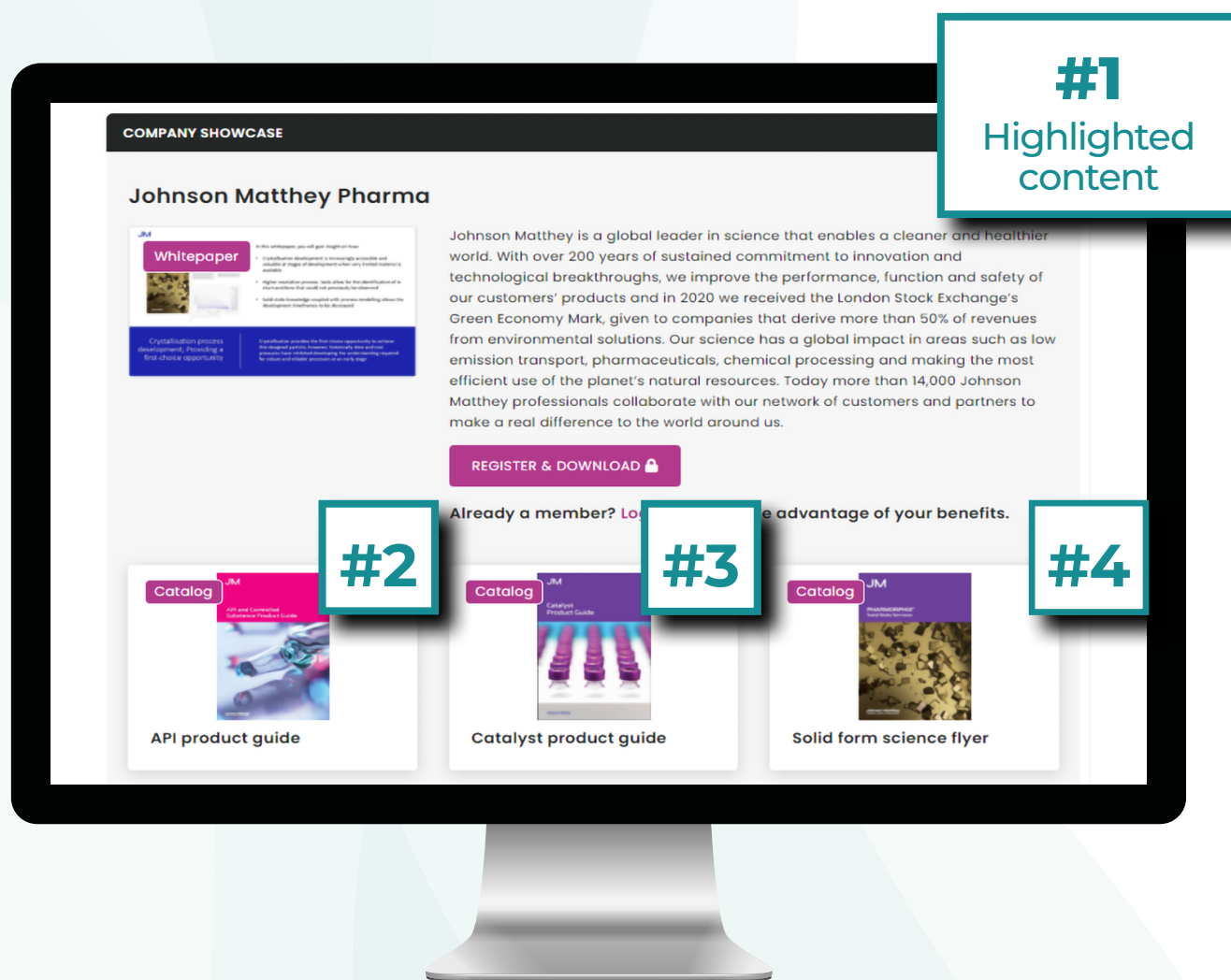
6.4   What are the Company Showcase file specifications?

- Any of the content items can have a maximum file size of 10mb (the lower the file size the faster the loading time)

- We recommend you use PDF files

- The titles of your items can't be longer than 65 characters

- Your item description can have a maximum of 275 characters, although 170 characters is advisable

- Products and News items can't be gated

- Please ensure the file names are named in line with the item description

- If you want to host a video on your Company Showcase, then please note that our systems don't allow the use of embed links. Add the direct link or host your video on your Youtube channel and copy this link to the Company Showcase. If you have questions or need help please get in touch with us via **cphicustomerservice@informa.com**

6.5   How do I create my Company Showcase?

To build your Company Showcase please submit your files, descriptions (keeping the file specifications above in mind) via **this form.**

Want to learn more?

For any questions or queries please don't hesitate to contact our friendly Customer Success Team.

cphicustomerservice@informa.com

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