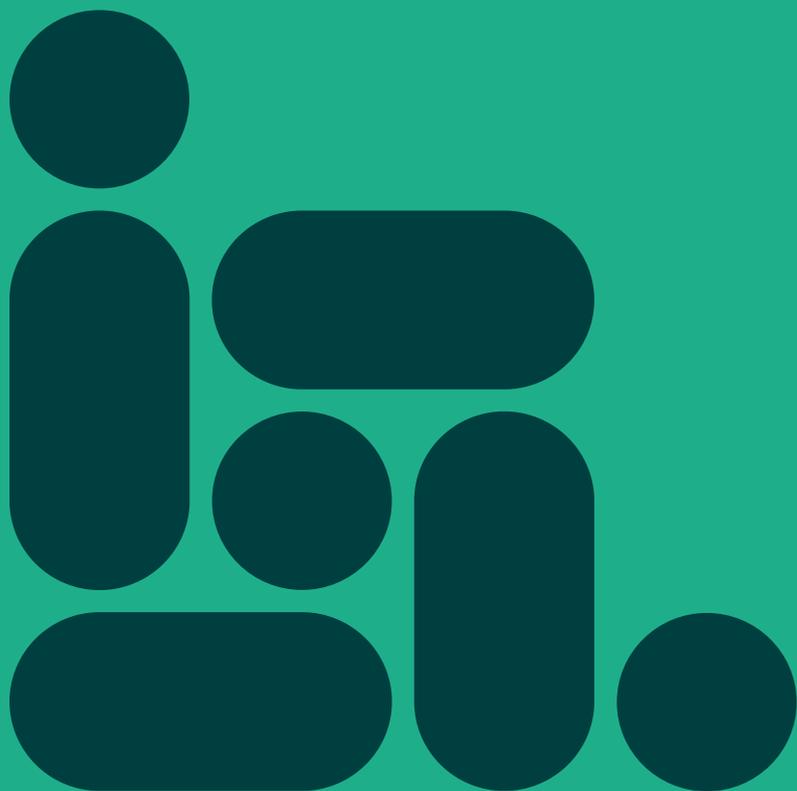


CPHI



Online

User Guide



www.cphi-online.com



informa markets

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1. Personal Profile

1.1 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.

CPHI
Online

in

Let's get started:
setting up your profile

Dear ,

We are delighted to welcome you to CPHI Online. It is **the largest global community of trusted pharma companies and professionals across the entire supply chain**, providing you with in-depth information and insights that empower you to find new partners and grow your business.

An updated company profile on CPHI Online is the key to inform the **140,000+** pharma professionals who visit our site each month.

Make sure your information is accurate by logging-in today.

Let's get started

Creating or updating your company profile is easy and just takes a few minutes. The first step is to **create your personal account**, from there we guide you to your company dashboard.

Please check the [user guide](#) to help you through the process.

Create your user name and password

Start interacting with potential customers in just 4 steps

- Login and update your personal profile
- Update your company profile
- Upload your products
- Share news, product sheets, video

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Online

CPHI Online Team
cphicustomerservice@informa.com
+31 (0)20 245 5355

1.2 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".



Please complete the form below to register your account.

Your password must be at least 8 characters long. Your password must include letters, numbers and at least one of these special characters: !@#\$%^&*()_+ ={}|~:;'/~><"

You understand that your information will be used in accordance with the Informa Markets [Privacy Policy](#) and that you may withdraw your permission to receive any of our communications at any time.

I have read and understood the Informa Markets [Privacy Policy](#).

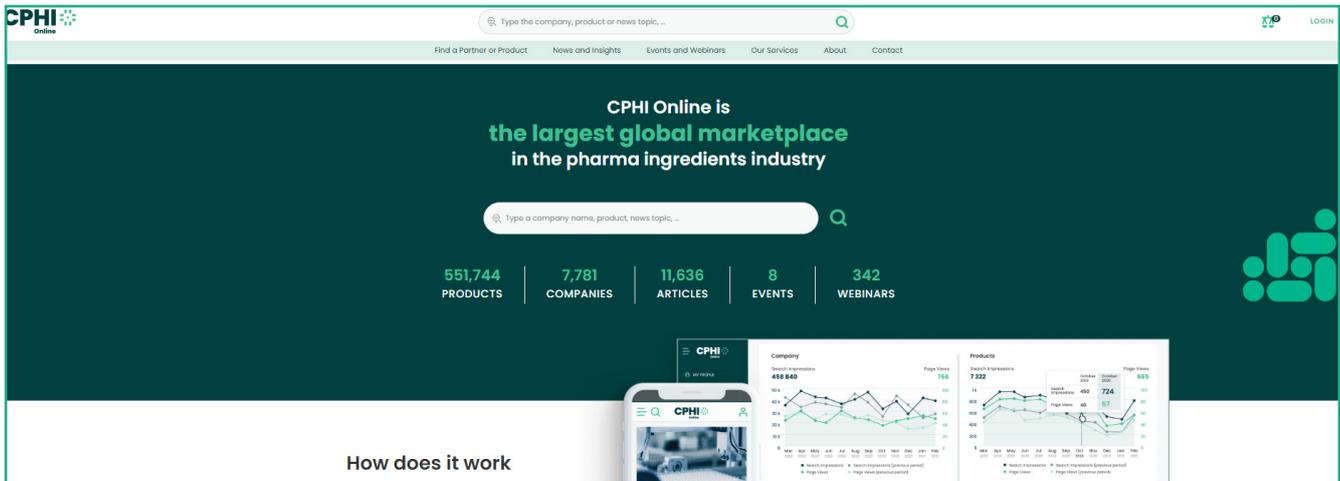
I'm not a robot 
reCAPTCHA
Privacy * Terms

Register >

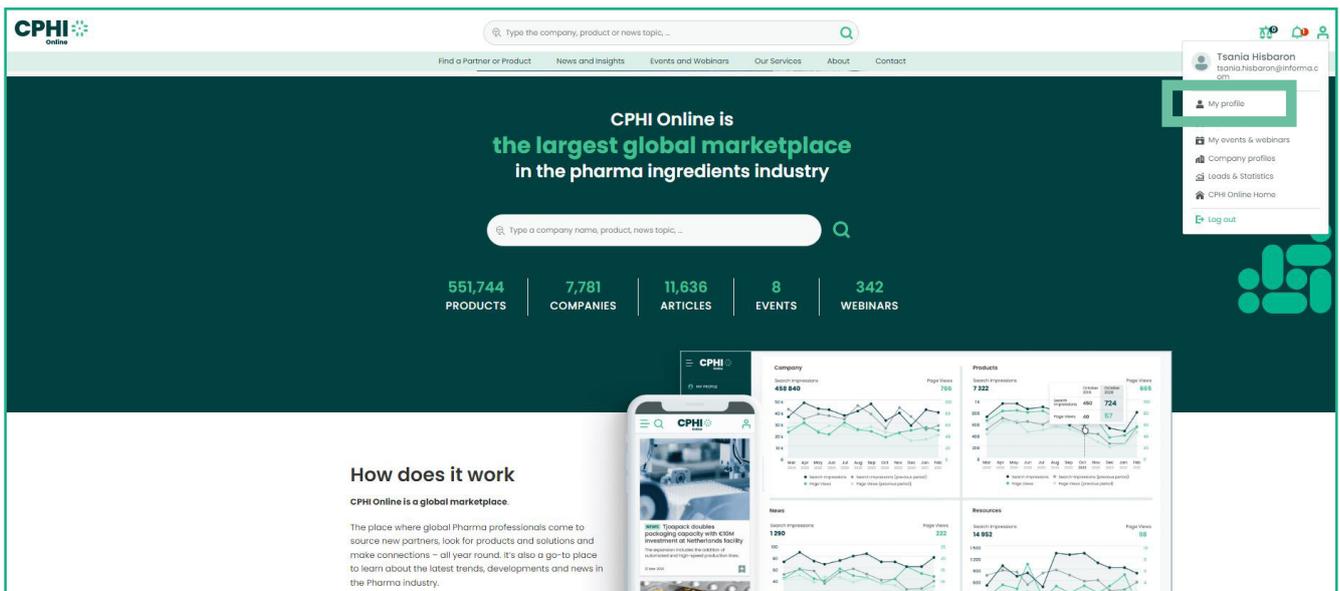
Already registered? [Login here](#)

1.3 Logging in and editing your profile

When entering CPHI Online click on “Login” in the top right corner.



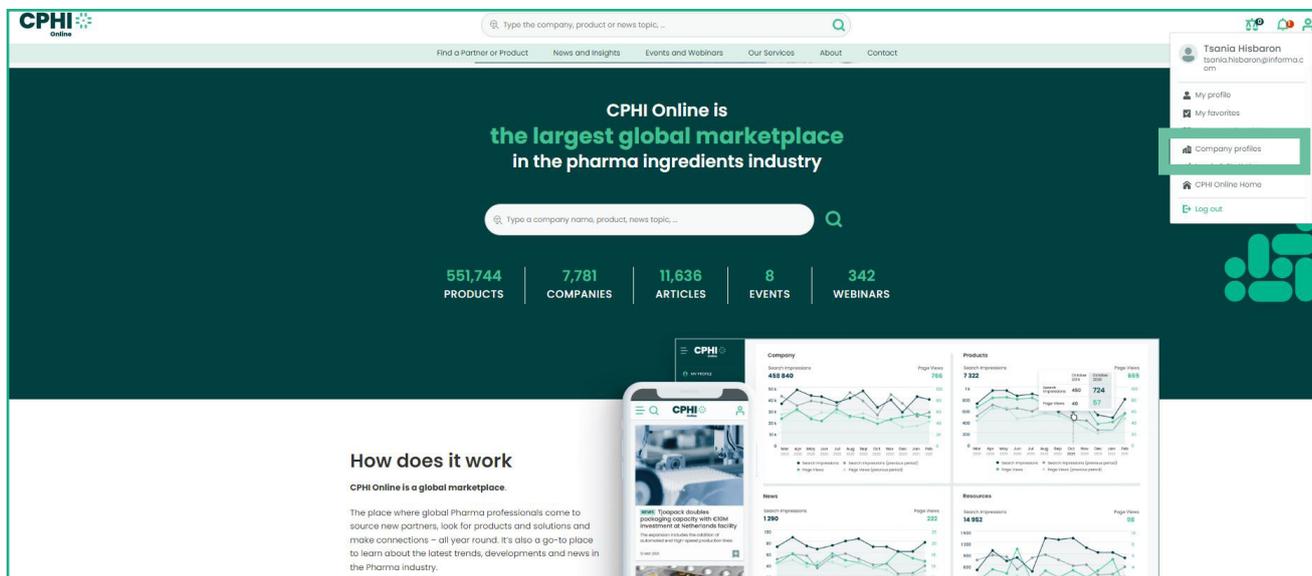
To edit your profile when you have logged in, select “My Profile” and enter all the required details. When you are done, click “Save”.



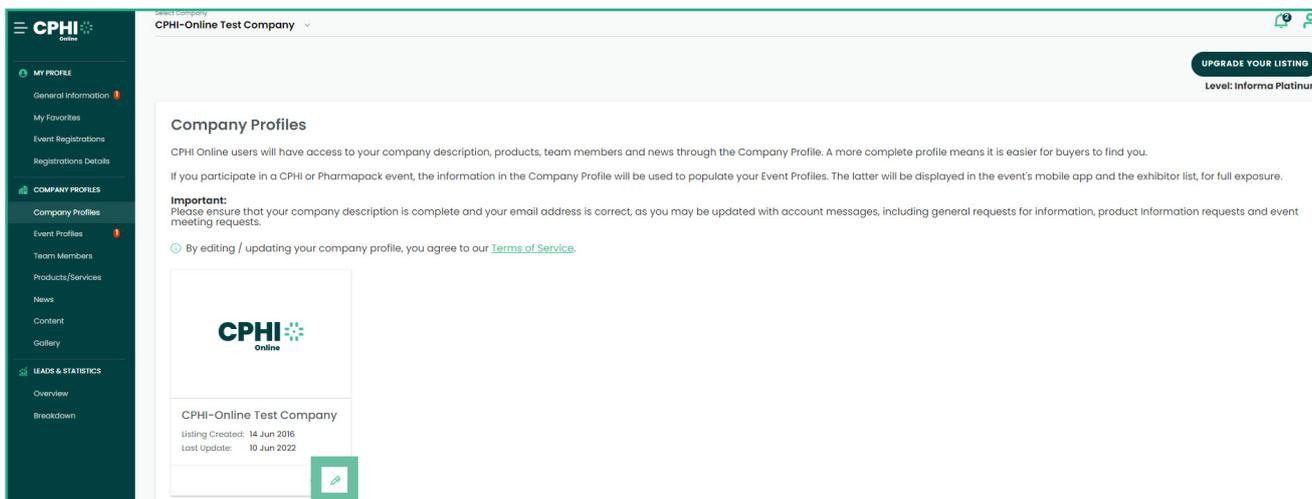
2. Company Profile

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. Add company name
2. Add addresses and lines
3. Add town
4. Add state
5. Add postal code
6. Add country/region
7. Update telephone number
8. Update company email
9. Update company website
10. Update description

PLEASE NOTE: Following steps to finish the form are elaborated on the next page

1 Company name *

2 Address *

Address line 2

Address line 3

3 Town *

4 State

5 Postal code *

6 Country/Region *

Netherlands

7 Telephone number *

8 Email *

9 Website *

10 Description *

B U / ≡

Logo (max. 300x300) * 

SAVE

11. Upload image logo
12. Add Facebook page
13. Add Twitter handle
14. Add LinkedIn Company Profile
15. Add YouTube channel
16. Add Company blog
17. Update number of employees
18. Select sales market
19. Choose area of expansion
20. Select company type
21. Select primary activities
22. Select company and product certifications
23. Add categories (max 100 words)
24. Press "Save"

Company name *

B U / **I** **≡**

Logo (max. 300x300) * 

 cphi-online-logo.svg - click image to enlarge

UPLOAD/REPLACE

Facebook Page

Twitter handle (@)

LinkedIn Company Profile

YouTube Channel

Blog

No of employees *

None ▼

Sales markets *

Click here ▼

Which areas do you want to expand your products into?

Click here ▼

Company type *

Click here ▼

Primary activities

Click here ▼

Company/product certifications

Click here ▼

Categories (max 100) *

Click here

SAVE

2.2 Check and edit users

To check users, click the tab “Team Members”. To add a team member to the Company Profile click on “Yes” after “Show on supplier profile”.

To add a colleague, click “Add Member” as highlighted below and fill in the necessary information.

Team Members + ADD MEMBER

These are all the team members linked to your Company Profile.

To add team members to your Company Profile, click on the “+ ADD MEMBER” button. Please, fill in the fields and then click on “SAVE”. Finally, click on “Publish your changes to the live site”.

Select the ones that will be showing in your profile by clicking on the edit button and answering “Yes” to “Show on supplier profile”. To increase the number of team members listed on your profile or to update any non-editable data fields, please send an email to cphicustomerservice@informa.com.

1. Enter first name
2. Enter last name
3. Enter work email
4. Enter company name
5. Enter job title
6. Enter team member’s bio
7. Add a picture
8. Press “Save”

After you have saved, remember to publish!

Show on supplier profile ⓘ
 Yes No

1 First Name *

2 Last Name *

3 Email *

4 Company Name

5 Job title

6 Short bio (max. 500 chars)

B U I

7 Picture

8

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 Product” highlighted below.

Products and Services

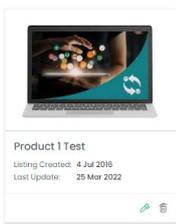
These are all the products linked to your Company Profile. To add products to your Company Profile, click on the “+ ADD PRODUCT” button. Please, fill in the fields and then click on “SAVE”. Finally, click on “Publish your changes to the live site”.

Drag and drop items to change the order in which the products are displayed. The first four products you select will be displayed at the top of your Company Profile.

To increase the number of products listed on your profile, please send an email to cphicustomerservice@informa.com.

Tip: Highlight your products by publishing images and complete descriptions to make your Company Profile stands out.

Items per page: 50



+ ADD PRODUCT

1. Fill in product name
2. Enter product model
3. Update product specifications
4. Enter the unit of mass (kilogram, litre, etc.)
5. Enter product description
6. Enter CAS registry number
7. Upload an image
8. Enter sales market
9. Enter suppliers origin
10. Enter product categories
11. Enter selling points (key terms)
12. 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.

Remember! The number of products you can add will depend on the type of subscription you have – Silver, Gold or Platinum.

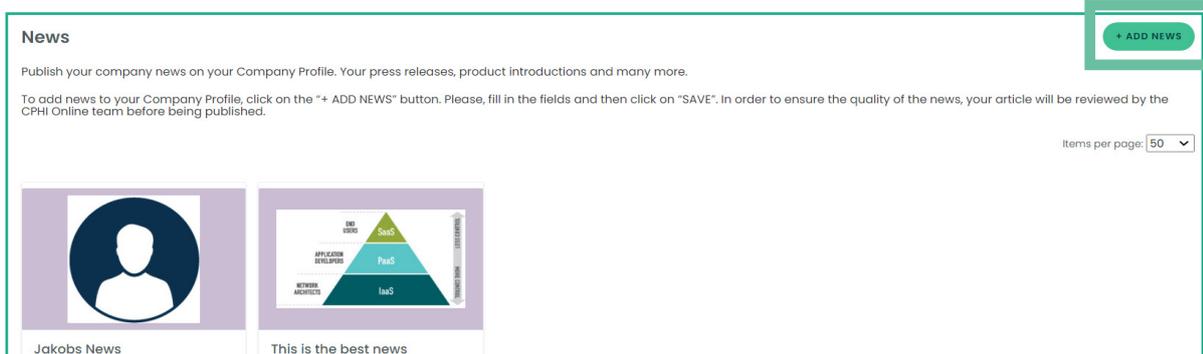
With the Gold and Platinum memberships we offer the possibility to add products and news stories to the CPHI Online homepage.

- 1 Product name *
- 2 Model
- 3 Specifications
Test specs
- 4 Measured in
Kg
- 5 Product description *
- 6 CAS Registry Number (0000-00-0)
- 7 Image
download.jpg - click image to enlarge
UPLOAD/REPLACE
- 8 Sales markets
Click here
- 9 Supplied from
Click here
- 10 Categories (max 100) *
Click here
- 11 Selling points
Click here
- 12 Other selling points

SAVE

2.4 Add and edit news

To add and edit your news, click on the “News” tab. Click on “Add News” highlighted below.

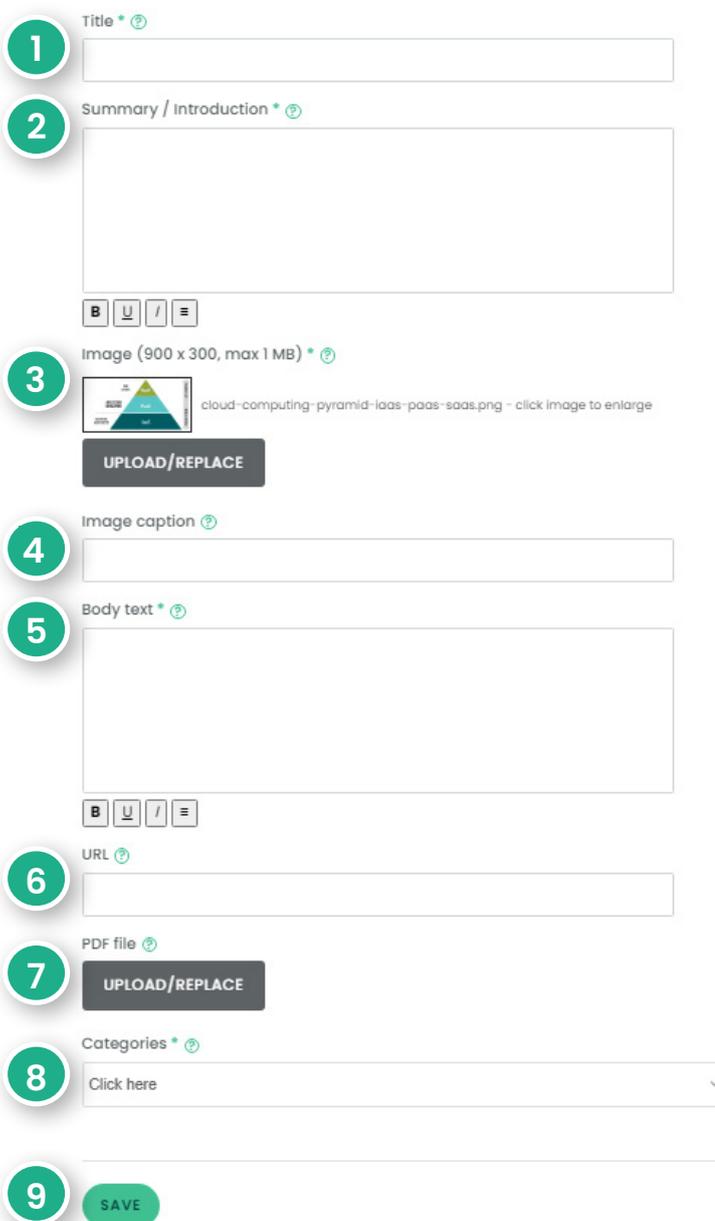


1. Add the title of your news
2. Add the summary
3. Upload news article image (900 x 300 px, max 1 MB)
4. Add image caption
5. Insert body text
6. Add URL
7. Upload PDF file
8. Add content categories
9. Press “Save”

After you have saved, remember to publish!

Remember! The number of news you can add will depend on the type of subscription you have – Silver, Gold or Platinum. With the Gold and Platinum memberships we offer the possibility to add products and news stories to the CPHI Online homepage.

The products displayed on the homepage can be changed manually. As for the news items, only the most recent ones will be shown in the feed.



2.5 Add and edit your content

To add and edit your downloads, click on the CONTENT tab. Within this tab you can add downloads to your profile (PDF). For example: product presentations, corporate brochure, etc.

Content + UPLOAD

Publish your company content on your Company Profile. Your whitepapers, reports, brochures, webinars and many more. Drag and drop the items to change their order.

To add content to your Company Profile, click on the "+ UPLOAD" button. Please, fill in the fields and then click on "SAVE". Finally, click on "Publish your changes to the live site".

Tip: Add valuable content to increase the traffic to your Company Profile.

 CPHI Online User Guide Listing Created: 9 Oct 2020 Last Update: 2 Jun 2022	 CPHI Worldwide 2018 Day 2 Highlights Listing Created: 25 Jul 2018 Last Update: 5 Oct 2021	 Roquette Pharmaceuticals and Neurochemicals Listing Created: 4 Aug 2020 Last Update: 9 Oct 2021	 CPHI Worldwide 2018 Day 1 Highlights Listing Created: 13 Jan 2019 Last Update: 9 Oct 2021
--	---	---	---

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"

1 Type *
Video

2 Title *

3 Description *

B U I ☰

4 File (not for videos)
UPLOAD/REPLACE

5 Video link (https://www.youtube.com/...) 🌐

6 Thumbnail 🌐

Annotation 2019-07-25 152101.jpg - click image to enlarge
UPLOAD/REPLACE

7 SAVE

After you have saved, remember to publish!

3. Event Profile

If you participate in a CPHI or Pharmapack event, we will automatically create your Event Profile with the information provided in the Company Profile. The Event Profile is the main source of information we will use for the event and will help boost your company's presence before, during and after the event trades.

It will be displayed at the event that you are exhibiting at. Changes here will be reflected on the matchmaking platform, 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, contact us via CPHICustomerservice@informa.com

Event Profiles

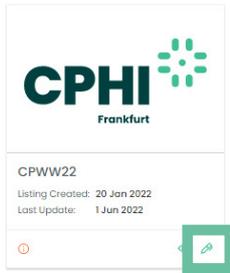
An Event Profile boosts your company's presence before, during and after an event. It is created with information from your Company Profile.

Your Event Profile will be displayed on CPHI Online as well as on the CPHI and Pharmapack matchmaking and networking platform. It will also be listed on the event mobile app and exhibitor list, for full exposure.

By default, there are products added from your Company Profile. Select from the dropdown list to add more or click on the (X) to remove.

Customize your profile for an event you are exhibiting at. Changes here will only be reflected on the Exhibitor Profile on CPHI Online, the exhibitor list on the website, mobile app and supplier finder for that event*.

*Please note this is only valid for certain events. In case you have further questions, please contact us using the "chat with us" option at the bottom of this page, or email to cphicustomerservice@informa.com.



If needed, update the pre populated information.

1. Add the exhibiting name
2. Add a description (max 500 characters)
3. Upload the company logo
4. Upload products (max. 50 products from your product list)
5. Select categories (choose from the pre-existing categories that are already uploaded on CPHI Online)
6. Upload latest product launched in the past 12 months
7. Describe the ideal company profiles you'd like to meet
8. Describe activities of the companies you'd like to meet
9. Choose departments you'd like to connect with
10. Choose positions you'd like to connect with
11. Describe purchasing power of ideal customer
12. Approximate ideal size of customer procurement budget
13. Press "Save"

After you have saved, remember to publish!

1 Exhibiting name *

2 Description on website (max 500 chars) *

B U / **I** **≡**

3 Logo (max. 300x300) 🌐

cphi-online-logo.svg - click image to enlarge

UPLOAD/REPLACE

4 Products (max 50) 🌐

5 Categories (max 4)

6 New product launches last 12 months

7 Company types you'd like to meet at the event

8 Activities of companies you'd like to meet at the event

9 Departments you'd like to connect with at the event

10 Positions you'd like to connect with at the event

11 What type of purchasing power would your ideal customer have?

12 What would the size of your ideal customer's procurement budget be?

13 **SAVE**

4. Leads & Statistics

Within "Leads & Statistics", you can review the numbers related to your profiles. There are two overviews to navigate between - "Overview" and "Breakdown".

You can view statistics for all years the company has been featured on CPHI Online and even 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 “Breakdown” you will also receive RFI’s (Request for information). Please see below for how this is presented:

Leads and Statistics – Breakdown

Check the full breakdown of your business statistics.

Detail views: the number of times that your company, product and/or news item has been clicked on from a search result or visited directly.

Our traffic statistics do not include robot traffic. Only represents real human visitors.

< 2020 2021 Last 12 months 2022 YTD < Feb Mar Apr May Jun

Breakdown

All Product Impressions / Page Views

#	Image	Product	Search Impressions	Page Views
1		Product 1 Test	7867	15

All Asset Downloads / Views (Not Gated)

#	Resource	Downloads/Views
1	Video: Test video	131
2	Brochure: CPHI Online User Guide	51
3	Image: Test 2	51
4	Video: Alpha Mixer test video mp4	13
5	Video: Roquette Pharmaceuticals and Neutraceuticals	1

5. Upgrade to a Platinum Membership

If you haven't done so yet, we highly recommend upgrading to a Platinum Membership to enjoy the full benefits of CPHI Online. Click on the "Upgrade Your Listing" button and select the Platinum Membership.

UPGRADE YOUR LISTING

Company Profiles

CPHI Online users will have access to your company description, products, team members and news through the Company Profile. A more complete profile means it is easier for buyers to find you.

If you participate in a CPHI or Pharmapack event, the information in the Company Profile will be used to populate your Event Profiles. The latter will be displayed in the event's mobile app and the exhibitor list, for full exposure.

Important: Please ensure that your company description is complete and your email address is correct, as you may be updated with account messages, including general requests for information, product information requests and event meeting requests.

By editing / updating your company profile, you agree to our [Terms of Service](#).



CPHI-Online Test Company
Listing Created: 14 Jun 2016
Last Update: 16 Jun 2022

The benefits of a Platinum Membership



Top of relevant search results

Your products will be listed at the top of every relevant search result on 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

CPHI
Online
in numbers



Average
1,495,000
Unique visitors
every year



Average
875,000
Page views to
product pages
every year

6. Industry Content section

6.1 What is the CPHI Online Industry Content section?

The Industry Content section is a new opportunity to present your company to the CPHI Community, via your own page on the [CPHI Online](#) platform.

It allows you to:

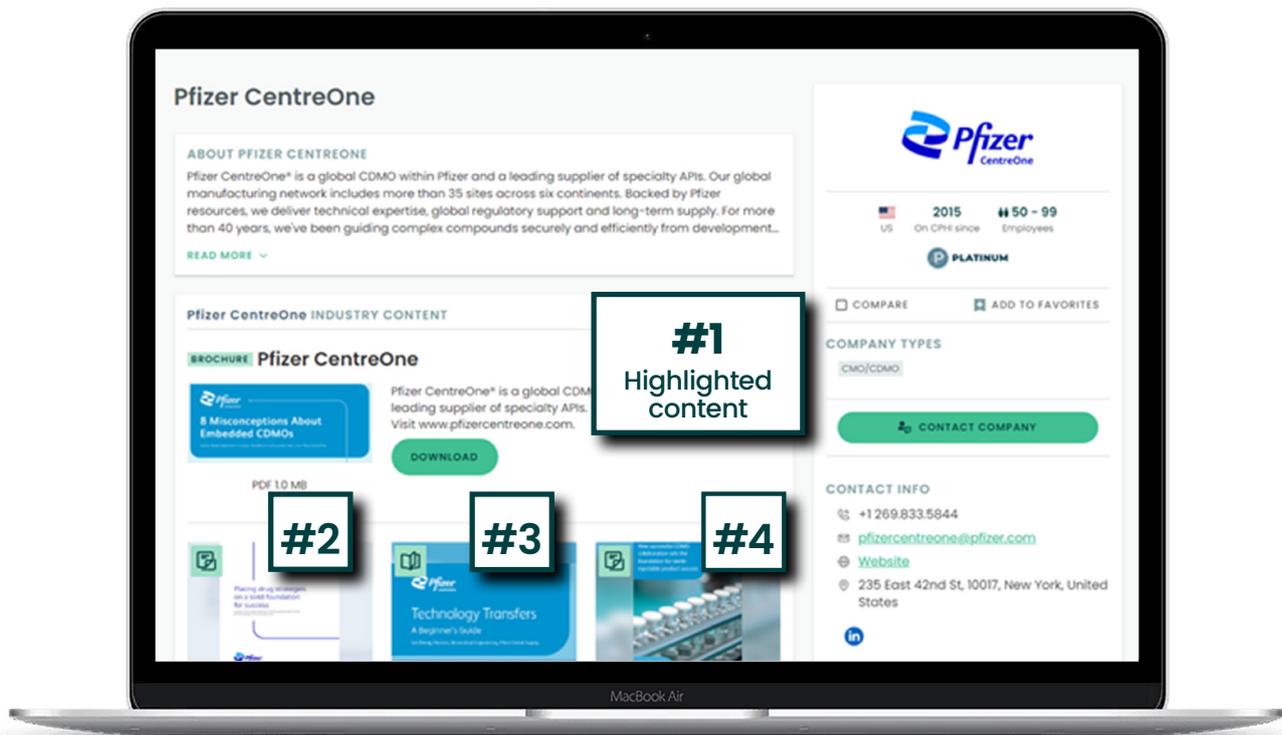
- ✓ Present your thought leadership content
- ✓ Generate new, quality leads from the CPHI community
- ✓ Promote your content directly to our audience year-round
- ✓ Change the content pieces whenever needed

Do not miss the opportunity to gate your content items. You will **collect high quality leads** every time a member of the CPHI community downloads your item*.

**Gating refers to a potential lead providing contact information to access your content item. Under GDPR 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 does the Industry Content section look like?

1. **Top/Highlighted content** – this is your main content item and will feature at the top of your Industry Content section.
2. In section **#2, #3 and #4** you can add your remaining content items.



6.3 What can be published in the Industry Content section?

Your CPHI listing will become a micro-site to host up to 4 x content assets on our platform, and you can change them throughout the year. The content pieces that can be added are such as:

- Brochures
- Whitepapers
- Reports
- Infographics
- Videos which could include webinars among others

Want help creating content? Our expert production team can help produce infographics, webinars, whitepapers and other content market assets for an additional fee. Check out our [media kit](#).

6.4 When loading content into your Industry Content section please consider:

- 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 are 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 Industry Content section, 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 Industry Content section. If you have questions or need help please get in touch with us via CPHICustomerservice@informa.com

6.5 How to make the most of your Industry Content section

Follow these tips and tricks to boost your lead generation:

- Add new, unseen and original content.
- In regards to whitepapers, original data and research has shown to attract more attention.
- Choose relevant images (thumbnail) to add for a visually attractive showcase.
- Carefully consider what content you are going to add to your Industry Content section. Consider what the value is to the reader engaging with this content. Can they learn something new? The best performing Industry Content sections have insightful and valuable content.
- Make sure your title and description are to the point and engaging enough to encourage people to download your content.
- Share the gated items with your social media community. For that, use the social media share buttons that are available in each item page.

6.6 How do I create my Industry Content section?

We want to keep the creation of your Industry Content section simple. Therefore, we've created [a form through which you submit your content](#). Once done our team will review your submission and setup your Industry Content section. If we have any questions regarding your submission, our team will reach out to you. In case there are no doubts, it will be published in one or two working days.

If you have questions about the form or need help with your submission please don't hesitate to contact us.

Email: CPHcustomerservice@informa.com

Phone: +31 (0)20 245 5355

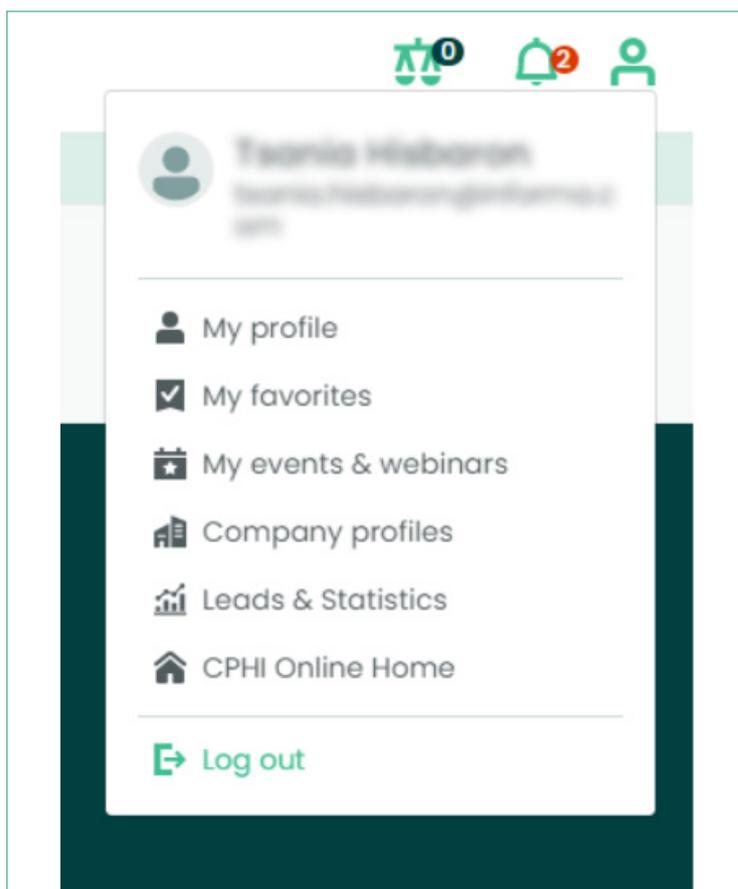
6.7 Where can I find my leads and how do I access them?

You have the option to gate each of the content pieces on your Industry Content section and access a lead list for anyone downloading your assets over 12 months. The leads have opted in and are fully GDPR-compliant*.

**Gating refers to a potential lead providing contact information to access your content item. Under GDPR 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.*

Follow the next steps to find the leads:

1. Visit www.CPHI-online.com and login into your account through your registered e-mail Id and click on **Leads & Statistics** from the **user icon** drop-down list.



2. On the **Lead & Statistics – Overview**, page is where the overall information about your Company Profile is placed. To see the leads, click on the **Breakdown** tab and scroll down the page until you find the **Downloads** section. To download your leads click on the hyperlink “Download Details”.

Gated Downloads ⌵			DOWNLOAD DETAILS
#	Date	Document	Contact
1	3 Nov 2021	Brochure: CPHi Online User Guide	
2	3 Nov 2021	Brochure: CPHi Online User Guide	Mikael Larsson Skogst AB mikael.larsson@skogst.se Lundagård Väst Frövalla Sverige Phone: 0738470229
3	2 Nov 2021	Brochure: CPHi Online User Guide	Mikael Larsson Skogst AB mikael.larsson@skogst.se Lundagård Väst Frövalla Sverige Phone: 0738470229
4	30 Sep 2021	Brochure: CPHi Online User Guide	Sam Skole Erics sam@skole.se

Need more help?

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

Email: CPHicustomerservice@informa.com

Phone: +31 (0)20 245 5355

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WANT TO LEARN MORE?

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