

Strategic Digital Assets for the Pharmaceutical Equipment Market

Connecting global pharmaceutical and laboratory brands to high-intent search audiences in the LatAm market.



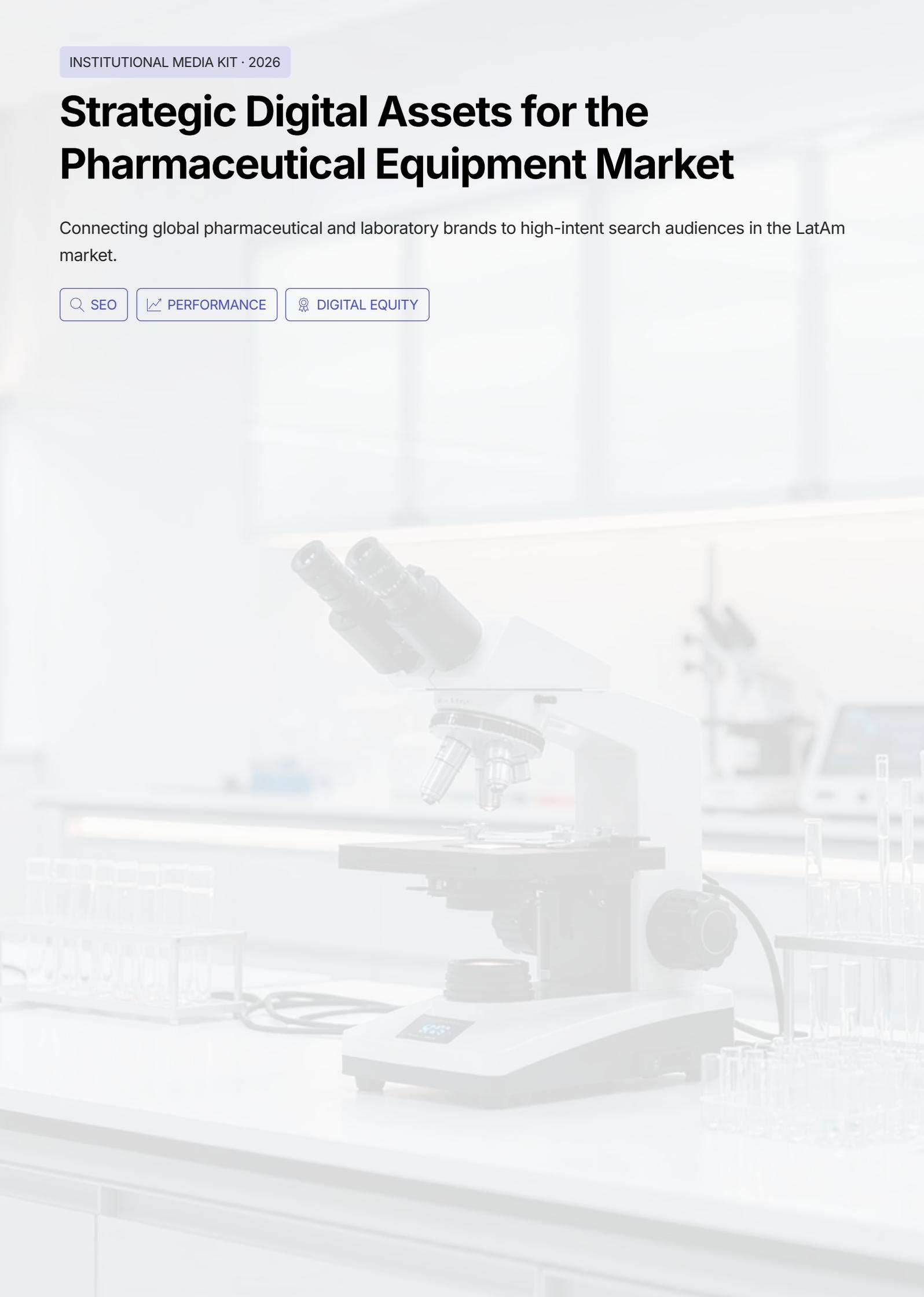
SEO



PERFORMANCE



DIGITAL EQUITY



Pipeta Pesquisa | Technical & Strategic Authority

Pipeta Pesquisa is a specialized digital hub focused on Clinical Analysis, pharmaceutical and laboratory processes, management, and health technology. We combine technical expertise, SEO intelligence, and market positioning to support brands operating where precision and credibility are fundamental.

Our platform connects manufacturers and distributors with technical professionals and decision-makers throughout the entire production process. Through optimized technical content, strategic domains, and organic positioning, we build bridges between technological innovation and qualified demand.

With experience in scientific communication and B2B digital marketing, we have developed a unique methodology that transforms organic search visibility into concrete commercial opportunities for the pharmaceutical and laboratory sectors.



Technical Expertise

Deep knowledge in laboratory and pharmaceutical processes



Strategic SEO

Optimization for capturing qualified demand



Positioning

Connection with decision-makers and specifiers

Science, strategy, and search visibility.

The Right Audience, at the Decision Point

We deliver more than just traffic. We connect brands with professionals who specify, evaluate, recommend, and purchase pharmaceutical and laboratory equipment. Our audience is not accidental; it is strategically built through high-quality technical content, semantic optimization, and search engine positioning for commercially-intended queries.

Every visitor who arrives through our digital channels represents a potential decision-maker or influencer in the specialized equipment purchasing process. They seek specific solutions, evaluate suppliers, and research advanced technologies for their laboratories and pharmaceutical facilities.

The technical profile of our audience ensures that your brand is seen by those who truly matter: professionals with the power to specify, budget, and authorize investment decisions in high-precision equipment.



Biomedical Professionals, Pharmacists, and Chemists

Technical professionals responsible for equipment specification and laboratory process validation



Laboratory Managers and Technical Coordinators

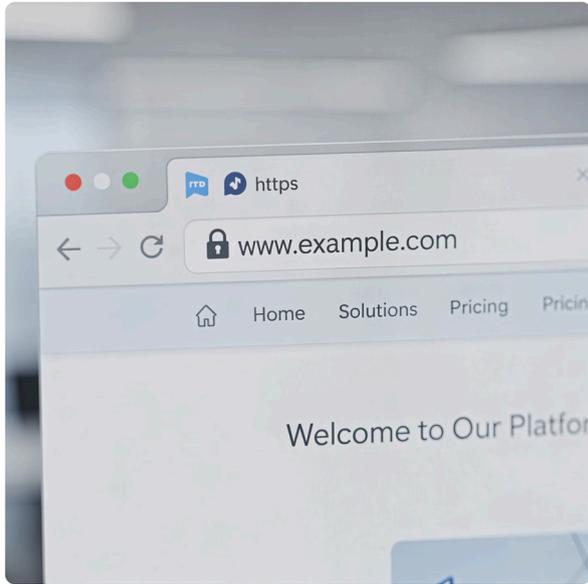
Operational leaders with the authority to evaluate suppliers and approve technology investments



Industry and Healthcare Decision-Makers

Executives and managers responsible for strategic purchases and infrastructure modernization

Exact-Match Domains: The Shortcut to Search Visibility



We manage premium Exact-Match Domains (EMDs) with high commercial intent in the pharmaceutical equipment segment. These digital assets represent the most direct shortcut between the user's search intent and your brand's presence.

EMDs possess an inherent competitive advantage in SEO: immediate semantic relevance, superior click-through rates, and perceived authority by the user even before clicking. They act as trust anchors at the exact moment potential clients are researching solutions.

1

equipamentosfarmaceuticos.com

International domain with pan-Latin reach and global authority for the pharmaceutical equipment market

2

equipamentosfarmaceuticos.com.br

Local domain optimized for the Brazilian market, with strong geotargeting and regional relevance

- 📌 **Value Proposition:** Position your brand earlier in the search funnel, reduce pressure on CPC, and capture qualified demand before the ad auction. EMDs transform organic search into a sustainable competitive advantage.

Strategic Partnership Models

Choose the level of integration that aligns with your market expansion strategy. Our partnership models are designed to offer flexibility, scalability, and measurable return on investment in digital presence.

Silver (Redirection)

\$ 1,500/month

SEO defense and traffic capture through our EMDs

- Strategic redirection of premium domains
- Capture of qualified organic traffic
- Brand protection in high-intent searches

Gold (Full Presence)

\$ 3,500/month

EMD Redirection + Premium Presence + Technical Content

- All benefits of the Silver tier
- Premium featured banner on Pipeta Pesquisa
- 2 monthly SEO-optimized technical articles
- Positioning on high-conversion pages

Platinum (Equity Path)

\$ 5,000/month

All benefits + Path to Domain Acquisition

- All benefits of previous tiers
- Preferential rights for domain acquisition
- **35% of monthly investment** credited towards purchase
- Priority for new available digital assets

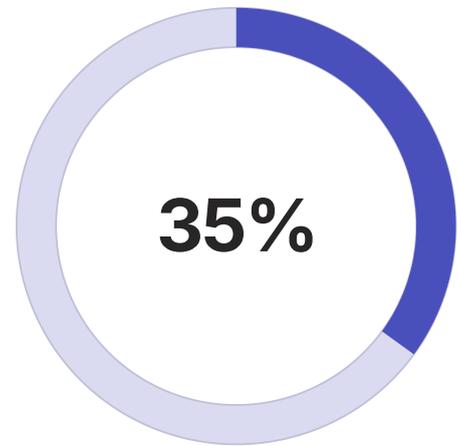
Each model is designed for different stages of digital maturity and strategic objectives. From basic brand protection to long-term digital equity building, we offer solutions that grow with your presence in the Latin American market.

Turn Media Investment into Digital Ownership

Our unique **Rent-to-Own** model allows 35% of your monthly Platinum tier investment to be converted into credit for domain acquisition. This approach transforms temporary advertising into acquirable digital equity, aligned with long-term brand valuation.

Unlike traditional media models where investment dissipates after the campaign, our Platinum structure builds a progressive path to ownership of strategic digital assets. Each month of partnership not only generates visibility and leads but also accumulates tangible credits for future acquisition.

This model is especially strategic for brands that view premium domains as essential digital infrastructure, equivalent to investments in physical facilities or intellectual property. You are not just buying media — you are building digital equity.



Monthly Credit

Of Platinum investment converted into acquisition



Months

Typical period for significant equity accumulation

\$7.5K

equipamentosfarmaceuticos.com

Valuation for international domain with pan-Latin American reach and global potential

\$3.5K

equipamentosfarmaceuticos.com.br

Valuation for Brazilian domain with strong geotargeting and local relevance

Practical Example: With a monthly investment of R\$ 5,000 in the Platinum tier, you accumulate R\$ 1,750/month in acquisition credits. In 12 months, that's R\$ 21,000 in built equity while maintaining an active presence and lead capture.

Let's Build Strategic Visibility Together

We are ready to integrate your brand into the Pipeta Pesquisa ecosystem and discuss how strategic digital assets can support your growth in the Latin American market for pharmaceutical and laboratory equipment.

Our approach combines technical SEO expertise, deep knowledge of the pharmaceutical sector, and innovative business models that transform digital presence into measurable competitive advantage. Each partnership is structured to generate results from the first month, with total transparency in metrics and ROI.

Whatever your stage of digital maturity, from initial brand protection to long-term strategic equity building, we have customizable solutions that adapt to your commercial objectives and available budget.



Support

Technical and commercial negotiations in
Portuguese or Spanish



Measurable ROI

Transparent metrics for traffic, conversions,
and accumulated equity

Contact via LinkedIn

Whatsapp