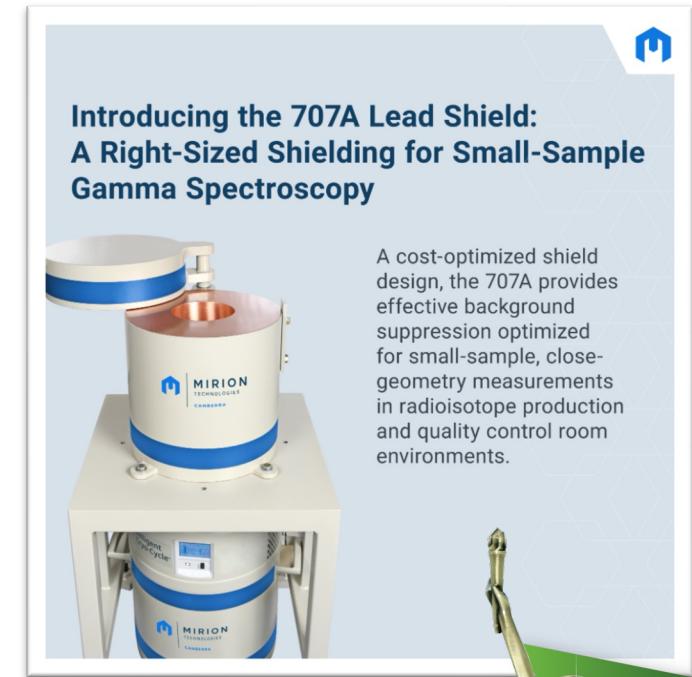


707A™

Compact Lead Shielding for Small-Sample Gamma Spectroscopy

Digital Marketing, Content Strategy, Concept,
Activation, and Performance Management

Channels used: LinkedIn organic, LinkedIn paid, Email



Gold Winner 2026



707A Compact Lead Shield Product Launch

Mirion Technologies

Strategic Communications | Marketing/Promotion Campaign | 103c: Digital Marketing

Lucas Marshall, Digital Content Marketing Strategist

Organic Social

Organic Social Media – Concept

For this one, I recommend [a single LinkedIn carousel](#) post, using a structured narrative to communicate the problem, solution, and value in a clear, digestible format. This approach ensures consistency with broader campaign messaging.

[Social Copy]

Radiopharmaceutical impurity measurements require the right shielding. → Explore 707A Lead Shield:

[Product page link]

Traditional shielding systems are often designed for larger samples — adding unnecessary cost and complexity for small-sample workflows.

Purpose-built for small-sample high-purity germanium gamma spectroscopy, the 707A Lead Shield helps laboratories perform reliable impurity measurements without the excess size, weight, and cost of general-purpose shielding.

#GammaSpectroscopy #Radiopharmaceuticals

Ask: A six-slide carousel educating end users about the value that the 707A lead shield offers to address the highly specialized needs of RP environments.

Slide 1: opening

Radiopharmaceutical Impurity Measurements Require the Right Shielding

Traditional shielding is often oversized for [small-sample](#) measurements.



[Image source: [Isotope Producers & Radiopharmacies | Mirion Radiopharma](#)]

Slide 2: problem framing

What's the Right Shielding Approach for Radiopharmaceutical Measurements?

Hand-coin icon	Large systems increase cost and complexity.
Waveform icon	Radiation interference from neighboring samples impacts measurement reliability.
Arrows-in icon	Standard designs aren't built for small samples.

Slide 3: solution introduction

Introducing the 707A Lead Shield: A Right-Sized Shielding for Small-Sample Gamma Spectroscopy

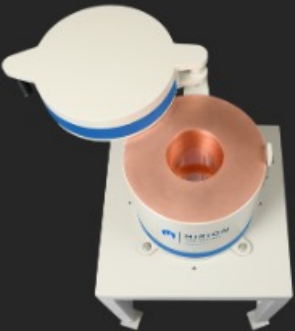
A cost-optimized shield design, the 707A provides effective background suppression optimized for small-sample, close-geometry measurements in radioisotope production and quality control room environments.



Slide 4: solution context

Right-sized Shielding That Maximizes System Value

- Purpose-built for small-sample [HPGe](#) measurements
- Lower weight design simplifies installation and reduces floor loading
- Cost-optimized shielding without sacrificing performance



Optimized internal cavity designed for small-sample gamma spectroscopy

Slide 5: solution context

Reliable Performance for Routine Radiopharmaceutical Analysis

- Reliable 4-inch lead shielding supports accurate measurements
- Consistent performance across routine measurement workflows
- Designed for reliable results in small-sample HPGe applications



Part of a Complete [Mirion HPGe](#) Measurement Solution

Integrates with [Mirion](#) detectors, cooling systems, and Apex-Guard™ and Genie™ spectroscopy software to support end-to-end radiopharmaceutical measurement workflows.

Visit [Mirion.com](#) to learn more →

Organic Social Media – LinkedIn



Mirion Technologies

4mo • 30

Radiopharmaceutical impurity measurements require the right shielding. ↓ Explore 707A Lead Shield:

<https://hubs.li/Q049QxJc0>

Traditional shielding systems are often designed for larger samples — adding unnecessary cost and complexity for small-sample workflows.

Purpose-built for small-sample high-purity germanium gamma spectroscopy, the 707A Lead Shield helps laboratories perform reliable impurity measurements without the excess size, weight, and cost of general-purpose shielding.

#GammaSpectroscopy #Radiopharmaceuticals

Right-Sized Shielding for Radi • 6 pages

Radiopharmaceutical Impurity Measurements Require the Right Shielding

Traditional shielding is often oversized for small-sample measurements.



What's the Right Shielding Approach for Radiopharmaceutical Measurements?



Large systems increase cost and complexity.



Radiation interference from neighboring samples impacts measurement reliability.



Standard designs aren't built for small samples.

What's the Right Shielding Approach for Radiopharmaceutical Measurements?



Large systems increase cost and complexity.



Radiation interference from neighboring samples impacts measurement reliability.



Standard designs aren't built for small samples.

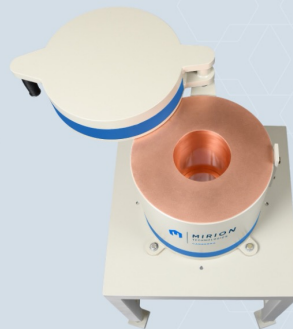
Introducing the 707A Lead Shield: A Right-Sized Shielding for Small-Sample Gamma Spectroscopy



A cost-optimized shield design, the 707A provides effective background suppression optimized for small-sample, close-geometry measurements in radioisotope production and quality control room environments.

Right-sized Shielding That Maximizes System Value

- Purpose-built for small-sample HPGe measurements
- Lower weight design simplifies installation and reduces floor loading
- Cost-optimized shielding without sacrificing performance



Optimized internal cavity designed for small-sample gamma spectroscopy

Reliable Performance for Routine Radiopharmaceutical Analysis



- Reliable 4-inch lead shielding supports accurate measurements
- Consistent performance across routine measurement workflows
- Designed for reliable results in small-sample HPGe applications

Part of a Complete Mirion HPGe Measurement Solution

Integrates with Mirion detectors, cooling systems, and Apex-Guard™ and Genie™ spectroscopy software to support end-to-end radiopharmaceutical measurement workflows.

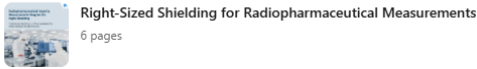
Visit Mirion.com to learn more →

Organic Social Media – Performance

Post analytics

Mirion Technologies posted this • 4mo

Radiopharmaceutical impurity measurements require the right shielding. ↓ Explore 707A Lead Shield: <https://hubs.li/Q049QxJc0...> ...show more



Targeted to: All followers

Organic discovery

2,074 Impressions

559 Members reached

 Amplify your reach
Get up to 180,000 more impressions by boosting this post. ⓘ

Boost

Organic page activity

Page viewers from this post	6
Followers gained from this post	0

Organic engagement

805 Engagements	38.8% Engagement rate
Clicks	773
Click-through rate	37.3%
Reactions	30 →
Comments	0
Reposts	2 →

Paid Social

Paid Social Media (LinkedIn) – Concept

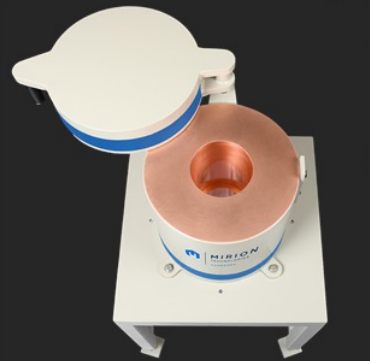
For this campaign, we've recommended multiple copy variations to allow for efficient testing of radiopharma, cost, performance, and system-focused messaging across key value pillars. Two core product images with a unified on-image headline ensure visual continuity while highlighting both the internal cavity design and full system configuration.

Variant 1 (RP - primary)	
Headline: Right-Sized Shielding for Laboratory Measurements	Primary Text: Explore shielding for radiopharmaceutical impurity measurements: [Product page link] Traditional shielding is often oversized for small-sample workflows—adding unnecessary cost and complexity. The 707A Lead Shield is purpose-built for small-sample High Purity Germanium (HPGe) gamma spectroscopy, supporting reliable impurity measurements while maximizing system value.
Variant 2 (cost/right-sized message)	
Headline: Compact Shielding That Reduces Cost and Complexity	Primary Text: Explore cost-optimized shielding for small-sample gamma spectroscopy: [Product page link] Traditional shielding can be large and complex for small samples. The 707A's compact, cost-optimized design reduces lead volume, system weight, and installation complexity—without sacrificing performance.

Ask:

- Two core images leveraging the same background and on-text headline; image variation 1 with open internal cavity overhead view (for greater emphasis on internal cavity) as foreground, and image variation 2 swapping it out for closed cavity version with the cryostat attached in use (for emphasis on whole system)
- LinkedIn guidelines for static images:
<https://business.linkedin.com/advertise/ads/sponsored-content/single-image-ads-specs>

Image variation 1



[Product in foreground + subtle RP/lab background]

[On-text headline:

Right-Sized Shielding for Small-Sample Gamma Spectroscopy

Variant 3 (performance-oriented message)

performance.
Headline:
Reliable Low-Background Shielding for Accurate Results

| Explore low-background shielding for accurate impurity measurements:
[Product page link]

Reliable measurements depend on the right shielding.

Low-background, 4-inch lead shielding supports accurate, consistent impurity analysis across routine radiopharmaceutical workflows.

Variant 4 (system/integration message)

Headline:
Part of a Complete HPGe Measurement Solution

| Explore a complete high purity germanium gamma spectroscopy shielding solution for radiopharmaceutical workflows:
[Product page link]

The 707A integrates with Mirion detectors, cooling systems, and spectroscopy software to support end-to-end radiopharmaceutical workflows.

Image Variation 2



[Product in foreground + subtle RP/lab background]

[On-text headline:

Right-Sized Shielding for Small-Sample Gamma Spectroscopy

Original Ad Stack



Mirion Technologies
5,551 followers
Promoted

↓ Explore a complete high-purity germanium gamma spectroscopy shielding solution for radiopharmaceutical workflows:
<https://lnkd.in/eqCgxAzf>

The 707A integrates with Mirion detectors, cooling systems, and spectroscopy software to support end-to-end radiopharmaceutical workflows.



**Right-Sized Shielding
for Small-Sample
Gamma Spectroscopy**

Part of a Complete HPGe Measurement Solution
mirion.com

[Learn more](#)

8



Mirion Technologies
5,551 followers
Promoted

↓ Explore shielding for radiopharmaceutical impurity measurements:
https://lnkd.in/eFC4Jh_t

Traditional shielding is often oversized for small-sample workflows—adding unnecessary cost and complexity.

The 707A Lead Shield is purpose-built for small-sample High Purity Germanium (HPGe) gamma spectroscopy, supporting reliable impurity measurements while maximizing system value.



**Right-Sized Shielding
for Small-Sample
Gamma Spectroscopy**

Right-Sized Shielding for Laboratory Measurements
mirion.com

[Learn more](#)

6



Mirion Technologies
5,551 followers
Promoted

Traditional shielding is often oversized for small-sample workflows—adding unnecessary cost and complexity. ↓ Explore the solution:
<https://lnkd.in/eh5sFVJQ>

The 707A Lead Shield is purpose-built for small-sample High Purity Germanium (HPGe) gamma spectroscopy, supporting reliable impurity measurements while maximizing system value.



**Right-Sized Shielding
for Small-Sample
Gamma Spectroscopy**

Right-Sized Shielding for Laboratory Measurements
mirion.com

[Learn more](#)

2

2 comments



Mirion Technologies
5,551 followers
Promoted

↓ Explore low-background shielding for accurate impurity measurements:
<https://lnkd.in/e-K8P33q>

Reliable measurements depend on the right shielding.

Low-background, 4-inch lead shielding supports accurate, consistent impurity analysis across routine radiopharmaceutical workflows.



**Right-Sized Shielding
for Small-Sample
Gamma Spectroscopy**

Reliable Low-Background Shielding for Accurate Results
mirion.com

[Learn more](#)



Mirion Technologies
5,551 followers
Promoted

The 707A Lead Shield is purpose-built for small-sample High Purity Germanium (HPGe) gamma spectroscopy, supporting reliable impurity measurements while maximizing system value. ↓ See how it solves oversized, costly shielding problems:
<https://lnkd.in/ePexEmPx>

Traditional shielding is often oversized for small-sample workflows—adding unnecessary cost and complexity. The 707A is designed specifically to avoid that, without sacrificing measurement reliability.



**Right-Sized Shielding
for Small-Sample
Gamma Spectroscopy**

Right-Sized Shielding for Laboratory Measurements
mirion.com

[Learn more](#)

2



Mirion Technologies
5,551 followers
Promoted

↓ Explore cost-optimized shielding for small-sample gamma spectroscopy:
<https://lnkd.in/e8A4PZSC>

Traditional shielding can be large and complex for small samples.

The 707A's compact, cost-optimized design reduces lead volume, system weight, and installation complexity—without sacrificing performance.



**Right-Sized Shielding
for Small-Sample
Gamma Spectroscopy**

Compact Shielding That Reduces Cost and Complexity
mirion.com

[Learn more](#)

1

Original ad stack performance



☐	Part of a Complete HPGe Measurement Solution Name: S04 SI WV I707AShield US ID: 1276590784 - Single Image			Active	707A-Shield-2026	\$843.08	87 Website Visits	\$9.69	22,393	87	0.39%	-	\$37.65	\$9.69
☐	Right-Sized Shielding for Laboratory Measurements Name: S01 SI WV I707AShield US ID: 1276690344 - Single Image			Active	707A-Shield-2026	\$1,475.89	151 Website Visits	\$9.77	38,454	151	0.39%	-	\$38.38	\$9.77

☐	Reliable Low-Background Shielding for Accurate Results Name: S03 SI WV I707AShield US ID: 1277190614 - Single Image			Paused	707A-Shield-2026	\$7.00	1 Website Visits	\$7.00	1,856	1	0.05%	-	\$3.77	\$7.00
☐	Compact Shielding That Reduces Cost and Complexity Name: S02 SI WV I707AShield US ID: 1277490414 - Single Image			Paused	707A-Shield-2026	\$28.74	3 Website Visits	\$9.58	1,626	3	0.18%	-	\$17.68	\$9.58
☐	Right-Sized Shielding for Laboratory Measurements Name: S01V2 SI WV I707AShield US ID: 1462830204 - Single Image			Paused	707A-Shield-2026	\$232.12	24 Website Visits	\$9.67	7,887	24	0.3%	-	\$29.43	\$9.67
☐	Right-Sized Shielding for Laboratory Measurements Name: S01V3 SI WV I707AShield US ID: 1462840194 - Single Image			Paused	707A-Shield-2026	\$356.80	37 Website Visits	\$9.64	11,756	37	0.31%	-	\$30.35	\$9.64



5,551 followers

Promoted

↓ Explore shielding for radiopharmaceutical impurity measurements:
https://lnkd.in/gFC4jh_t

Traditional shielding is often oversized for small-sample workflows—adding unnecessary cost and complexity.

The 707A Lead Shield is purpose-built for small-sample High Purity Germanium (HPGe) gamma spectroscopy, supporting reliable impurity measurements while maximizing system value.

Right-Sized Shielding
for Small-Sample
Gamma Spectroscopy

Right-Sized Shielding for Laboratory Measurements

mirion.com

6

Learn more

5,551 followers

Promoted

↓ Explore a complete high-purity germanium gamma spectroscopy shielding solution for radiopharmaceutical workflows:
<https://lnkd.in/gCgxAzf>

The 707A integrates with Mirion detectors, cooling systems, and spectroscopy software to support end-to-end radiopharmaceutical workflows.

Right-Sized Shielding
for Small-Sample
Gamma Spectroscopy

Part of a Complete HPGe Measurement Solution

mirion.com

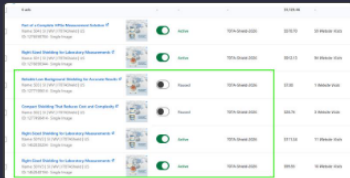
8

Learn more

Creative Fatigue Test

Hi Dieter, for awareness, the 707A LinkedIn campaign is performing pretty well overall, but two of the ads were performing significantly better than the other two, and we aren't penetrating the audience as best as we could, which suggests that some of the ads aren't resonating.

I duplicated the two best performing ad creative variations and headlines and altered the lead-in text slightly (pulling forward the benefits-driven and problem-statement framing primary text parts from these ads, and front loaded them, to see if they would perform better. They have performed better, but not that much better, so I'm thinking a new version of the creative might be more effective (could be partly due to creative fatigue and possibly because the creative headline/subhead are not resonating).



Ad	Headline	Primary Text	Image	Video	Link	Impressions	Clicks	CTR	Cost
Headline: Right-Sized Shielding for Laboratory Measurements	Headline: Right-Sized Shielding for Laboratory Measurements	Headline: Right-Sized Shielding for Laboratory Measurements	Image	Video	Link	10,000	100	1.00%	\$100
Headline: Right-Sized Shielding for Laboratory Measurements	Headline: Right-Sized Shielding for Laboratory Measurements	Headline: Right-Sized Shielding for Laboratory Measurements	Image	Video	Link	10,000	100	1.00%	\$100
Headline: Right-Sized Shielding for Laboratory Measurements	Headline: Right-Sized Shielding for Laboratory Measurements	Headline: Right-Sized Shielding for Laboratory Measurements	Image	Video	Link	10,000	100	1.00%	\$100
Headline: Right-Sized Shielding for Laboratory Measurements	Headline: Right-Sized Shielding for Laboratory Measurements	Headline: Right-Sized Shielding for Laboratory Measurements	Image	Video	Link	10,000	100	1.00%	\$100
Headline: Right-Sized Shielding for Laboratory Measurements	Headline: Right-Sized Shielding for Laboratory Measurements	Headline: Right-Sized Shielding for Laboratory Measurements	Image	Video	Link	10,000	100	1.00%	\$100

I've put that together here:

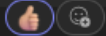
Is Your Shielding Optimized for Small-Sample Radiopharma Applications?



- Reduced cavity for small-sample spectroscopy
- Cost-optimized design
- Flexible detector capability

This version prioritizes the RP setting in the headline, as well as a question format that has proven effective for us in the past, and I've paired it with clarifying bullets. I've pulled these from the spec sheet with slight edit for brevity in the ad format, but I wanted to run this by you for your awareness.

Hi Lucas, thanks for bringing this to my attention. Looks good to me! Let's see how this works out.)



The 707A Lead Shield is purpose-built for small-sample High Purity Germanium (HPGe) gamma spectroscopy, supporting reliable impurity measurements while maximizing system value. ↓ See how it solves oversized, costly shielding problems: <https://lnkd.in/eVWwHT3s>

Traditional shielding is often oversized for small-sample workflows—adding unnecessary cost and complexity. The 707A is designed specifically to avoid that, without sacrificing measurement reliability.

Is Your Shielding Optimized for Small-Sample Radiopharma Applications?



- Reduced cavity for small-sample spectroscopy
- Cost-optimized design
- Flexible detector capability

Right-Sized Shielding for Laboratory Measurements
mirion.com

[Learn more](#)



Traditional shielding is often oversized for small-sample workflows—adding unnecessary cost and complexity. ↓ Explore the solution: <https://lnkd.in/enBUKwnv>

The 707A Lead Shield is purpose-built for small-sample High Purity Germanium (HPGe) gamma spectroscopy, supporting reliable impurity measurements while maximizing system value.

Is Your Shielding Optimized for Small-Sample Radiopharma Applications?



- Reduced cavity for small-sample spectroscopy
- Cost-optimized design
- Flexible detector capability

Ran highest-performing LinkedIn headline with two new primary texts (value prop and problem statement-led) to see which performed better

Retargeting Test

The audience penetration is still pretty low, so I've created a retargeting audience and want to test a few of the images to see if some changes have any lift. **No rush** - I've paused the current ads in preparation of the new audience. 🙄

For this one, nix the product image so the application shot is on the left, without a blur (want to test this version against the current to see if the current version is too busy)



For this one, can you remove the current headline and replace it with: Is Your Shielding Optimized for Small-Sample Radiopharma Applications?



Third option mockup:



Ad set name	Off/On	Status	Key results	Campaign	Spent
2 ad sets	-	-	-	-	\$3,484.29
707A-Shield-2026 View summary Edit + Ad More	☒	Paused	359 Website Visits View summary	707A Shield 2026	\$3,484.29
707A-Shield-Retargeting ID: 840300814 · Sponsored Content	☐	Draft	- Website Visits	707A Shield 2026	-

mpaign Manager

g...

Audiences

Matched

Saved

Create audience

Delete

Add to ad set

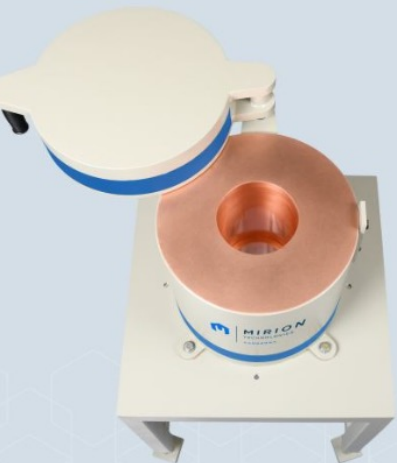
Insights

☐	Audience name	Status	Source	Match rate	Active ad sets	Ownership	Last audience count	Last modified
	Search by audience name	All	All	All	All	All	All	All time
☐	707A Retarget Single Image	...	Building	Single Image	-	Owned	-	7/30/2026

Paused existing ad set and added a new ad set with a retargeting audience to surface ads to those who previously engaged with our static image ads



Is Your Shielding Optimized for Small-Sample Radiopharma Applications?



- Reduced cavity for small-sample spectroscopy
- Cost-optimized design
- Flexible detector capability



Is Your Shielding Optimized for Small-Sample Radiopharma Applications?



- Reduced cavity for small-sample spectroscopy
- Cost-optimized design
- Flexible detector capability



Is Your Shielding Optimized for Small-Sample Radiopharma Applications?

Right-Sized Shielding for Laboratory Measurements

mirion.com

Learn more



Mirion Technologies

5,577 followers

Promoted

The 707A Lead Shield is purpose-built for small-sample High Purity Germanium (HPGe) gamma spectroscopy, supporting reliable impurity measurements while maximizing system value. ↓ See how it solves oversized, costly shielding problems: <https://hubs.li/Q04rHrLV0>

Traditional shielding is often oversized for small-sample workflows—adding unnecessary cost and complexity. The 707A is designed specifically to avoid that, without sacrificing measurement reliability.

Ran highest-performing LinkedIn headline with newer primary text, across all three to ensure clean test

Results

Audience Penetration

Poor

Your ad set has reached 0.7% of members in your target audience.

Average CTR

0.36%

0.4% for the best-performing ad



Audience Penetration

Good

Your ad set has reached 86% of members in your target audience.

Average CTR

0.68%

0.97% for the best-performing ad

Email

Email Concept

Subject Line:
NEW: 707A Lead Shield for Lab Efficiency

Preview Text:
Right-size your shielding — built for small-sample workflows

[Email content]

Right-Sized Shielding for Small-Sample Gamma Spectroscopy

Radiopharmaceutical laboratory impurity measurements require shielding for small-sample, high-precision workflows. The new 707A Lead Shield brings right-sized shielding to radiopharma impurity analysis.

» [Learn more about the 707A Lead Shield](https://www.mirion.com/products/technologies/spectroscopy-scientific-analysis/gamma-spectroscopy/detectors/hpge-shields-accessories/707a-compact-lead-shielding-for-small-sample-gamma-spectroscopy) »
<https://www.mirion.com/products/technologies/spectroscopy-scientific-analysis/gamma-spectroscopy/detectors/hpge-shields-accessories/707a-compact-lead-shielding-for-small-sample-gamma-spectroscopy>

Traditional shielding systems are often oversized for small-sample measurements — adding unnecessary cost, weight and complexity.

Optimized for Small Samples
Purpose-built for radiopharma lab workflows, the 707A Lead Shield helps your team perform accurate, efficient small-sample gamma spectroscopy measurements.



Optimized internal cavity for small-sample gamma spectroscopy

Product Benefits

- **Reliable 4-inch lead protection** for accurate measurements
- **Purpose-built for small samples** — A right-sized shield geometry designed specifically for small-sample HPGe measurements
- **Lower weight, easier installation** — A compact design helps reduce floor loading, simplify placement, and lower installation-related costs
- **Cost-optimized shield design** that balances efficiency and performance

- **Compatible with Mirion detector systems**

Is your current shielding optimized for small-sample measurement requirements?

» [Connect with our team to discuss your measurement needs](#) »

 **Marshall, Lucas**
March 30, 2025 at 7:31 AM

[To product page](#)

[View in browser](#)

707A LEAD SHIELD



Right-Sized Shielding for Small-Sample Gamma Spectroscopy

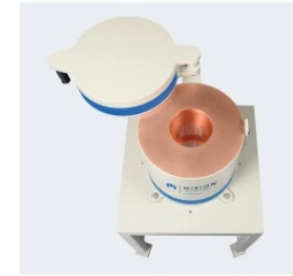
Radiopharmaceutical laboratory impurity measurements require shielding for small-sample, high-precision workflows. The new 707A Lead Shield brings right-sized shielding to radiopharma impurity analysis.

Explore 707A Lead Shield

Traditional shielding systems are often oversized for small-sample measurements — adding unnecessary cost, weight and complexity.

Optimized for Small Samples

Purpose-built for radiopharma lab workflows, the 707A Lead Shield helps your team perform accurate, efficient small-sample gamma spectroscopy measurements.



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- **Compatible with Mirion detector systems**

Is your current shielding optimized for small-sample measurement requirements?

[Connect with our team to discuss your measurement needs](#) »

[mirion.com](https://www.mirion.com)

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Mirion, 1218 Menlo Drive NW, Suite A, Atlanta, GA 30318, USA

[Unsubscribe](#) [Manage preferences](#)

Email Build

Email Performance

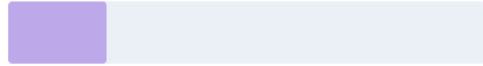
Sent to **392**, delivered to **391**

Compare insights with: [HubSpot benchmark](#)

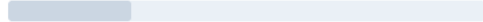
This email's click-through rate is better than the HubSpot benchmark.

Open rate **20.72%**

Excluding bots



Including bots, this open rate would be **25.83%**



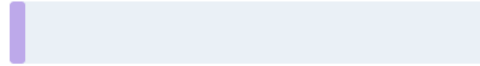
Unique opens, excluding bots **81**

Total opens, excluding bots **154**

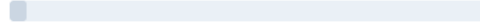
DESKTOP 57% **MOBILE** 32% **OTHER** 10%

Click rate **3.32%**

Excluding bots

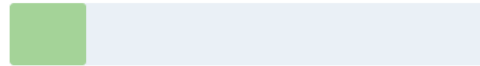


Including bots, this click rate would be **3.58%**



Click-through rate **16.05%**

Excluding bots



Including bots, this click-through rate would be **13.86%**



Unique clicks, excluding bots **13**

Total clicks, excluding bots **16**

DESKTOP 94% **MOBILE** 6% **OTHER** 0%

[View click-through rate insights](#)

Delivery

SUCCESSFUL DELIVERIES

391

99.74%

BOUNCES

1

0.26%

UNSUBSCRIBES

2

0.51%

SPAM REPORTS

0

0%

HTML click map

Desktop Mobile

