



# MEDIA KIT 2021

Integrated, performance-based marketing solutions



[www.biocompare.com](http://www.biocompare.com)

# Welcome to Biocompare!

## Heartfelt Gratitude

As Biocompare's VP and GM I speak on behalf of the entire Biocompare team when I say we are truly grateful for the support we have received from our partners during these tumultuous times.

Our mission remains steadfast—to create exceptional user experiences for scientists around the world to help them find the right product for their research. We continue to enhance our offerings to meet the needs of our 'new normal' through innovation and providing proven and new ways to help suppliers more deeply engage with audiences who use Biocompare during all stages of their buying journey.

For marketing professionals, such as yourself, looking to specifically engage with life scientists who are making purchasing decisions, achieve tangible ROI for their marketing spend, and generate both high-funnel and sales-ready leads, **Biocompare** offers unparalleled access to more than 3.4 million+ scientists each and every year who visit our site to discover, learn about, and make key decisions on the products they need for their research.

We accomplish this through a combination of the world's largest life science product comparison directory and the constant creation of educational scientific content that supports our mission. Our platform offers various ways to build awareness and deliver high-funnel lead generation through engaging content marketing opportunities, while our product directory provides lower funnel, higher conversion sales-ready traffic and leads—something no other digital brand can offer.

With all of our services, we pride ourselves on delivering the most trusted and comprehensive reporting for marketers so that they can demonstrate the ROI they need to justify their marketing investments.

## **Branding. Thought Leadership. Content Leads. Sales-ready Leads. Exceptional ROI.**

Biocompare provides one platform that can meet all of your marketing needs.

Our established and proven product directory attracts a record 3.4 million+ unique visitors annually and is home to over 7 million+ products from over 400 suppliers. Since January 2020, our directory has delivered more than 635,000 sales-ready traffic referrals and 8,100 sales-ready leads to our partners.

Our high-performing traditional media channels such as **eBlasts**, **eNewsletter sponsorships**, **banner ads**, and **remarketing ads** continue to deliver exceptional performance metrics and provide effective and impactful ways to brand and engage with an audience actively searching for products.

Contextual advertising and sponsorship continue to provide a unique way to establish thought leadership. Biocompare's **Bench Tips** and newly launched **Tech Insights** offerings are designed to do just that—help position your company to our audience in an educational context.

With the need to generate high-funnel leads more important than ever before, we have expanded our offerings to provide even more opportunities to generate content leads. All of the offerings below are lead generating; more information about each product can be found within this media kit.

- **New! Tech Talks**
- **Webinars**
- **eBooks**
- **Future Lab Content Hubs**

Our content experts can also help you produce **customized video**, **white-labeled App Notes**, **eBooks**, and **infographics** to showcase your expertise and help with your demand-gen efforts.

## Marketing Solutions Designed to Deliver

Explore our 2021 Media Kit to find details about our audience and how we can help you create the perfect customized program to achieve your key marketing objectives.

## Giving Thanks

We could not have come this far without the support and partnership of our clients and partners, for whom we are truly grateful. Wishing you and your company much success in 2021 and beyond!



Joan Boyce

VP & GM Biocompare



# Biocompare's Mission

To provide scientists with tools, data, and resources to help them make more informed purchasing decisions.

Buyers can quickly locate their options; learn features and specs through product listings, articles and videos; compare selections; read independent reviews from peers; engage with suppliers in multiple ways to request more information, demos, price quotes, or visit specific product pages on their site.

Empowering great decisions with impactful content drives Biocompare's editorial strategy.

Webinars that share expertise



Tech Insights that showcase the latest technological advances

Videos that foster learning



Articles that provide insights into the latest technologies



Future Lab content hubs that bring together informative content in an interactive environment



Documentaries that address important topics



In-depth, user-generated product reviews that facilitate decision making



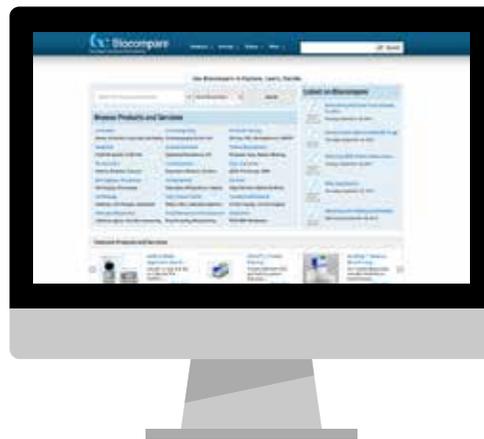
Side-by-side product specs for easy comparison



eBooks that share knowledge



Bench Tips that provide practical expertise



Comprehensive Product Directory

*"Biocompare's full spectrum of content types are relevant and useful in determining where and how we invest our dollars."*

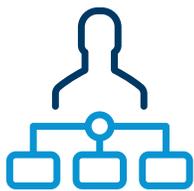
Socorro Ramos — Procurement Specialist while at LabCorp



# Biocompare's Audience Makes Purchasing Decisions

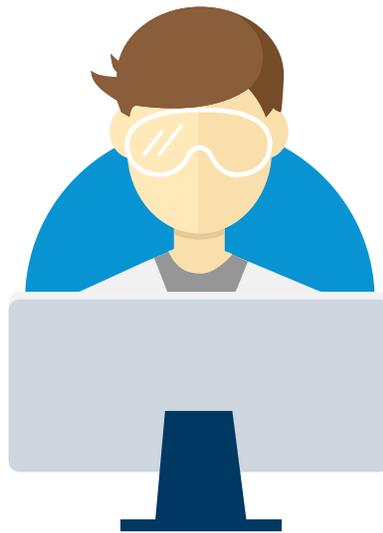
## WHO IS BIOCOMPARE'S AUDIENCE?

Biocompare's **3.4 Million** unique visitors play an active role in product adoption...



**93%**

drive the technology adoption process in their organizations



**78.5%**

have leadership roles in deciding which technologies will fuel their discovery

## THEY MAKE BRAND RECOMMENDATIONS

Our audience leads in making brand decisions for their organizations when adopting new technologies...



**97%**

of our audience always or usually recommends specific brands to purchase



**82%**

of their recommendations always or usually result in the purchase of that specified brand

Source: "Dynamics of the Buying Journey: Trends in Adopting R&D Products & Systems", Martin Akel & Associates, June 2019



# Biocompare Audience Members Are Sales-Ready

## OPEN TO NEW PRODUCTS

When using Biocompare, audience members are in a buying frame of mind...



75%

are "Open" to learning about vendors they may not have considered



83%

are "Very Open" or "Open" to learning about specific, alternative products and equipment

## INTENTION TO BUY

When visiting Biocompare, audience members are sales-ready



91% Have specific applications in mind



75% Have budgets or funding



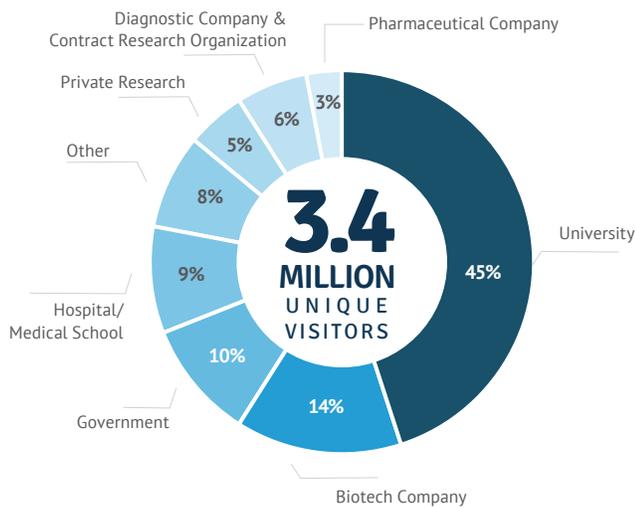
81% Have a timeframe for purchase

Source: "Dynamics of the Buying Journey: Trends in Adopting R&D Products & Systems", Martin Akel & Associates, June 2019

# Audience Demographics

Biocompare attracts an audience that is actively involved in multiple disciplines and therapeutic areas that span across the entire global life science market. **Turn our audience into your customers.**

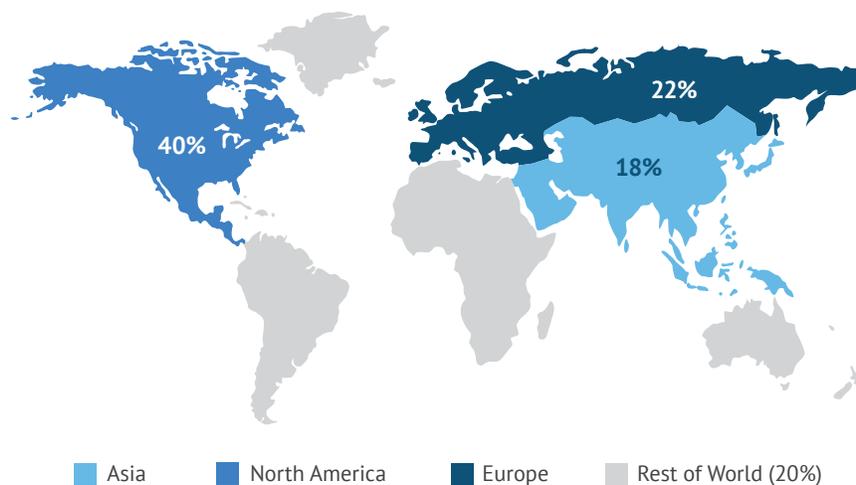
### Place of Employment<sup>1</sup>



### Position/Title<sup>2</sup>



### Global Audience<sup>1</sup>



<sup>1</sup> Biocompare Directory Lead Data  
June 2019-June 2020

<sup>2</sup> Biocompare Registered User Data  
June 2019-June 2020



# Audience Engagement

Biocompare attracts and engages an active audience of life science professionals searching for new products, services, and technologies they need to purchase for their laboratory.

## Biocompare visitors typically...



Spend  
**6.62 minutes**  
per visit<sup>1</sup>



Visit  
**2 pages**  
per visit<sup>1</sup>



Conduct **4 Million**  
product searches<sup>1</sup>

## Annual Engagement



Over **4.9 Million**  
Annual Visits<sup>1</sup>



Over **9.7 Million**  
Page Views<sup>1</sup>



Over **1.12 Million**  
Product Clickthroughs<sup>1</sup>



Over **18,000**  
Product Directory Leads<sup>2</sup>

## Monthly Statistics



**411,342**  
Total Visits<sup>1</sup>



**811,307**  
Page Views<sup>1</sup>



Over **46,000**  
Opt-in eBlast  
Subscribers<sup>3</sup>



Over **33,700**  
Opt-in eNewsletter Subscribers<sup>3</sup>

<sup>1</sup> Omniture Analytics June 2019 - June 2020

<sup>2</sup> Biocompare Lead Data June 2019 - June 2020

<sup>3</sup> Campaign Monitor June 2020



# Audience Purchasing Power

Biocompare visitors have the authority and budgets to drive product purchases that span across all life science reagents, supplies, and equipment.

## Amount Spent on Research & Development Tools<sup>1</sup>

Topic	% with 2019 Expenditures	Average Expenditures
Antibodies	93%	\$109,302
Cellular Analysis Equipment	71%	\$214,000
Cell Culture Media/Reagents	93%	\$94,853
Cell Culture Equipment and Accessories	88%	\$85,581
Chromatography Systems and Columns	54%	\$79,627
Data Analysis Software	67%	\$52,469
Drug Development (Protein engineering, cell-line development, pilot bioprocessing)	40%	\$172,167
Drug Discovery (Screening, cell-based assays, etc.)	57%	\$100,707
Electrophoresis Systems	79%	\$104,942
Gel Documentation Systems	62%	\$167,468
Imaging Systems	68%	\$109,061
Immunoassay Kits	85%	\$74,653
Immunohistochemistry Reagents/Accessories	75%	\$53,870
Lab Automation/High-throughput systems	50%	\$308,621
Lab Equipment (Freezers, hoods, centrifuges, microplate washers/reader, etc.)	90%	\$166,934
Liquid Handling Devices and Systems	62%	\$100,073

continued

<sup>1</sup> “Dynamics of the Buying Journey: Trends in Adopting R&D Products & Systems”, Martin Akel & Associates, June 2019



# Audience Purchasing Power

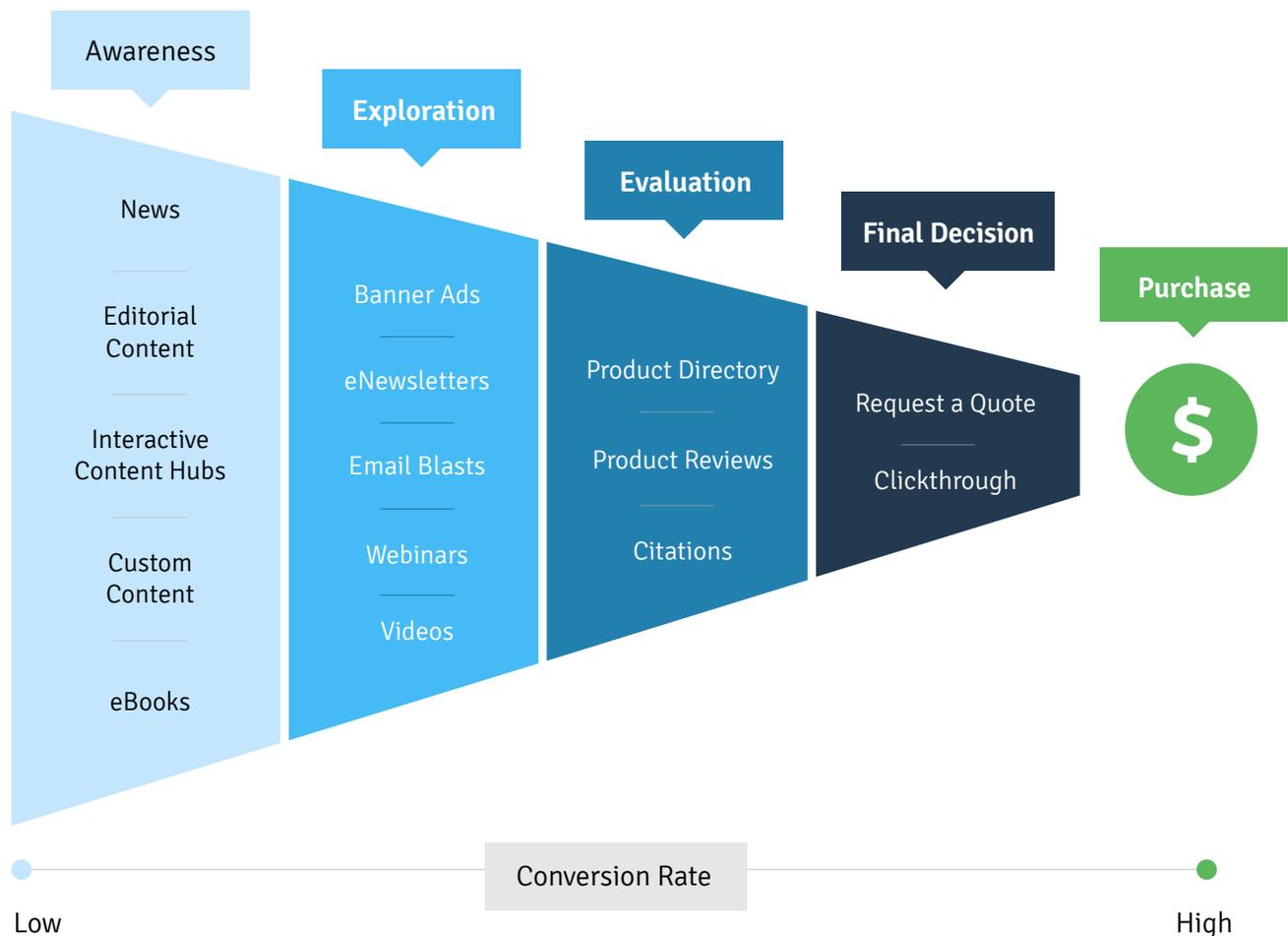
## Amount Spent on Research & Development Tools<sup>1</sup>, continued

Topic	% with 2019 Expenditures	Average Expenditures
Mass Spectrometers	35%	\$168,393
Microarrays	42%	\$63,836
Microscopes and Accessories	72%	\$95,011
Molecular Biology Reagents/Enzymes	92%	\$80,972
Nucleic Acid Purification Kits and Reagents	79%	\$70,613
Nucleic Acid Sequencing Systems and Reagents	62%	\$65,333
PCR/Real-time PCR Kits and Reagents	80%	\$53,699
PCR/Real-time PCR Instruments and Accessories	61%	\$90,052
Protein Research Tools	77%	\$65,077
RNAi/miRNA Tools	52%	\$50,446
Transfection Tools	61%	\$45,107
Translational Research (Biomarker research & development tools)	62%	\$109,118
Western Blotting Apparatus/Reagents	75%	\$86,223

<sup>1</sup> “Dynamics of the Buying Journey: Trends in Adopting R&D Products & Systems”, Martin Akel & Associates, June 2019

# Impact Every Stage of Product Awareness, Purchase, and Usage

Biocompare provides unrivaled access during each critical phase of the product discovery and purchasing process.



*“Biocompare was the only platform that provided a quick overview of the products in the market. In addition to the quick overview, the site provides an excellent reference for resources that allow you to make a decision. I would put Biocompare in the likes of a good search engine like Google and can be aptly called as a Google for scientific lab products.”*

Dr. Karthikeyan Radhakrishnan while at University of Bielefeld



# Branding & Lead Generation Offerings

Biocompare's media consultants will help you best utilize our content and media channels to ensure you gain maximum exposure and response.



## Top Biocompare Content Used by Biocompare Audience<sup>1</sup>

Product comparisons	96%
Searches in the product directory	95%
Product reviews offering peer opinions of specific R&D tools	86%
Application Notes	79%
Articles about technology	79%
Bench Tips that provide practical guidance and considerations when performing experiments	71%
Microsites that compile content for a specific technology or area of interest	68%
Videos that help bring products to life	64%
eNewsletters with updates on technology/products	64%

<sup>1</sup> "Dynamics of the Buying Journey: Trends in Adopting R&D Products & Systems", Martin Akel & Associates, June 2019



# Why A Multi-Channel Strategy is the Right Choice

WHEN A VENDOR MAKES THE EFFORT TO PRESENT THEIR INFORMATION USING MULTIPLE TYPES OF MEDIA, THEY:



## EDUCATE



**87%**

are more likely to be educated about the vendor's products

## INCREASE AWARENESS



**74%**

are more likely to have enhanced impressions about the vendor

## GAIN CREDIBILITY



**77%**

have greater confidence in working with that vendor

## GET SELECTED



**84%**

are more likely to include them on a list of vendors to be evaluated

Source: "Dynamics of the Buying Journey: Trends in Adopting R&D Products & Systems", Martin Akel & Associates, June 2019

# Marketing Objectives

Our media consultants will work with you to create customized, results-oriented campaigns specific to your marketing goals.

	<b>Brand Awareness</b>	Brand Awareness tactics and campaigns strengthen your company's image, define how your company and products are perceived in the marketplace and are the first step in any marketing campaign.
	<b>Custom Content Creation &amp; Promotion</b>	Let our award-winning writers, video producers and content editors create compelling content to support your content marketing efforts. Biocompare can help promote your content through our various content channels for a true turn-key solution.
	<b>High-Funnel Lead Generation</b>	Through placement on our site or through our content channels, a prospective buyer has either requested information on your company, shown interest in your product or services, engaged in your content, and has requested additional information. This high-quality lead may require further nurturing and additional qualification.
	<b>Thought Leadership</b>	Thought Leadership/Educational channels offer your company the opportunity to create and be associated with credible content that can be used for lead nurturing, while positioning itself as an expert and authoritative resource.
	<b>Traffic Generation</b>	Traffic generation campaigns are designed to drive traffic to your website or content landing pages for additional engagement.
	<b>Content Marketing</b>	Biocompare's sponsored content and native advertising opportunities associate your brand with highly relevant and compelling content, positioning your brand with our expert content mission—to educate scientists about the technology that fuels their research.
	<b>Sales-ready Lead and Traffic Generation</b>	Biocompare's directory leads are the direct result of a prospective buyer viewing your product in our comprehensive product/service directory and completing a form to either get a quote or a demo. Leads are sales-ready, and should be followed-up immediately to ensure sales conversion. Biocompare also delivers sales-ready traffic to your product pages.

# Marketing Objectives

			 TM						
			Brand Awareness	Custom Content Creation & Promotion	High-Funnel Lead Generation	Thought Leadership	Traffic Generation	Content Marketing	Sales-ready Lead and Traffic Generation
PRODUCT LISTING DIRECTORY	Product Listing	p. 16	•						•
	Sponsored Product Listing	p. 17	•						•
	Featured Product Listing	p. 18	•						•
	Corporate Profile	p. 19	•					•	
MEDIA CHANNELS	eBlasts	p. 20	•		•		•		
	Multi-touch Email Campaign	p. 21	•		•		•		
	eNewsletter Sponsorship	p. 22	•		•		•		
	Banner Ads	p. 23	•		•		•		
	Remarketing Program	p. 24	•		•		•		
NATIVE ADVERTISING SPONSORSHIP OPPORTUNITIES	Future Lab	p. 25	•		•	•	•	•	
	Sponsored Live Webinars	p. 26	•		•	•		•	
	Tech Talks	p. 27	•		•	•		•	
	eBooks	p. 28	•		•	•	•		
	Tech Insights	p. 29	•			•		•	
	Bench Tips	p. 30	•		•	•		•	
	Bench Tip Videos	p. 31	•			•		•	
	Application Focus eNewsletters	p. 32	•		•	•	•	•	
	App Note or Poster Promotion	p. 33	•		•	•	•	•	
Promotions/Events	p. 34	•				•			
SALES ENABLEMENT	Research Services	p. 35	•						
	Sales Enablement Solutions	p. 36	•	•		•		•	
CONTENT CREATION SERVICES	Custom Content Solutions	p. 37	•	•	•	•	•	•	
	Video Production & Services	p. 38	•	•	•	•	•	•	
	Customer Profile & Testimonial	p. 39	•	•	•	•	•	•	
	Product Videos	p. 40	•	•	•	•	•	•	
	On-Demand Webinars	p. 41	•	•	•	•	•	•	
	Tradeshaw Videos	p. 42	•	•	•	•	•	•	
	Product Demo & Training Videos	p. 43	•	•	•	•	•	•	
	Entertainment & Viral Videos	p. 44	•	•	•	•	•	•	
Video Console Creation Service	p. 45	•	•	•	•	•	•		

# Product Listing

## What Are Biocompare Product Listings:

- This program places your company's products or services in Biocompare's Product Directory, which is accessed annually by 3.4 million scientists.
- Product Listings enable scientists to easily locate and make specification comparisons for the products and services they need.
- Our comprehensive product directory is composed of over 7 million product listings from 398 global suppliers.

## Why Invest in Biocompare's Product Listing Program:

- 93% of Biocompare visitors are actively seeking products to purchase, providing you with unrivaled engagement and sales opportunities.
- Biocompare's Product Listings generate high sales-conversion traffic to your website and sales-ready lead generation through a "Request a Quote" engagement option. That, coupled with our in-depth reporting and sales conversion analysis, offer an unparalleled ROI.

## Features:

Your product/services descriptions will be placed in relevant product categories in our comprehensive directory and can include multiple engagement opportunities. These can include:

- Basic company profile that includes contact information and related product categories.
- Links to product pages on your website that generate sales-ready traffic.
- Lead generating options, such as "Request a Quote" and "Request a Demo" for sales-opportunity creation.
- Information collected from the lead generating options include full contact details and timeframe pertinent to the lead type. Leads are delivered by email via an excel spreadsheet or can be imported directly into your CRM through an API.
- Listings can be updated quarterly.
- Product-specific links can be different to allow for country-specific information.

## Reporting:

- Monthly summary reports include product page views, clicks to your website, and the number of leads generated.
- Leads can be delivered daily, as they are received, with full contact details and purchasing timeframe.

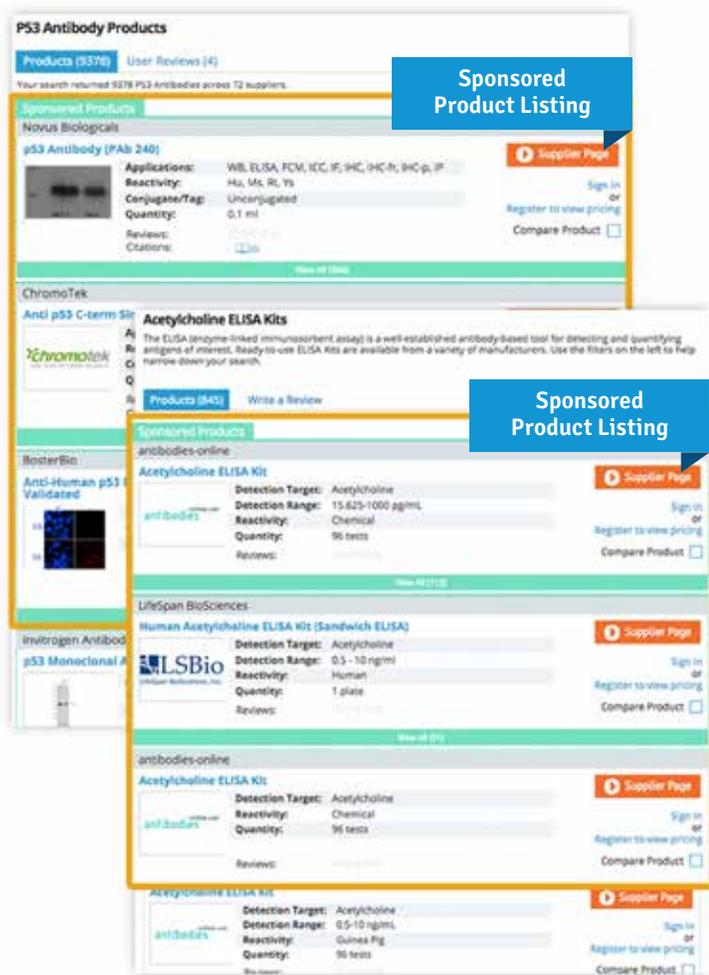
For more information about our product listing process, check out our [FAQ page](#)

### Objectives:

TM	Brand Awareness	📩	Sales-ready Lead & Traffic Generation
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# Sponsored Product Listing



## What Are Biocompare's Sponsored Product Listings:

- This offering places your product listing at the top of the search results page for maximum exposure and engagement.

## Why Invest in Sponsored Products:

- The maximum visibility and premium exposure obtained with a Sponsored Product Listing can increase engagement with our audience of active buyers and the likelihood that your products will get selected.

## Features:

- Cost-per-click-based program means you only pay when someone clicks.
- Unique tracking codes can be added to track sponsored product performance.
- The program is offered for the following product categories: Antibodies, Assay Kits, and Biomolecules.
- Now available—differential sponsored product pricing. Ask your Sales Executive for more details.

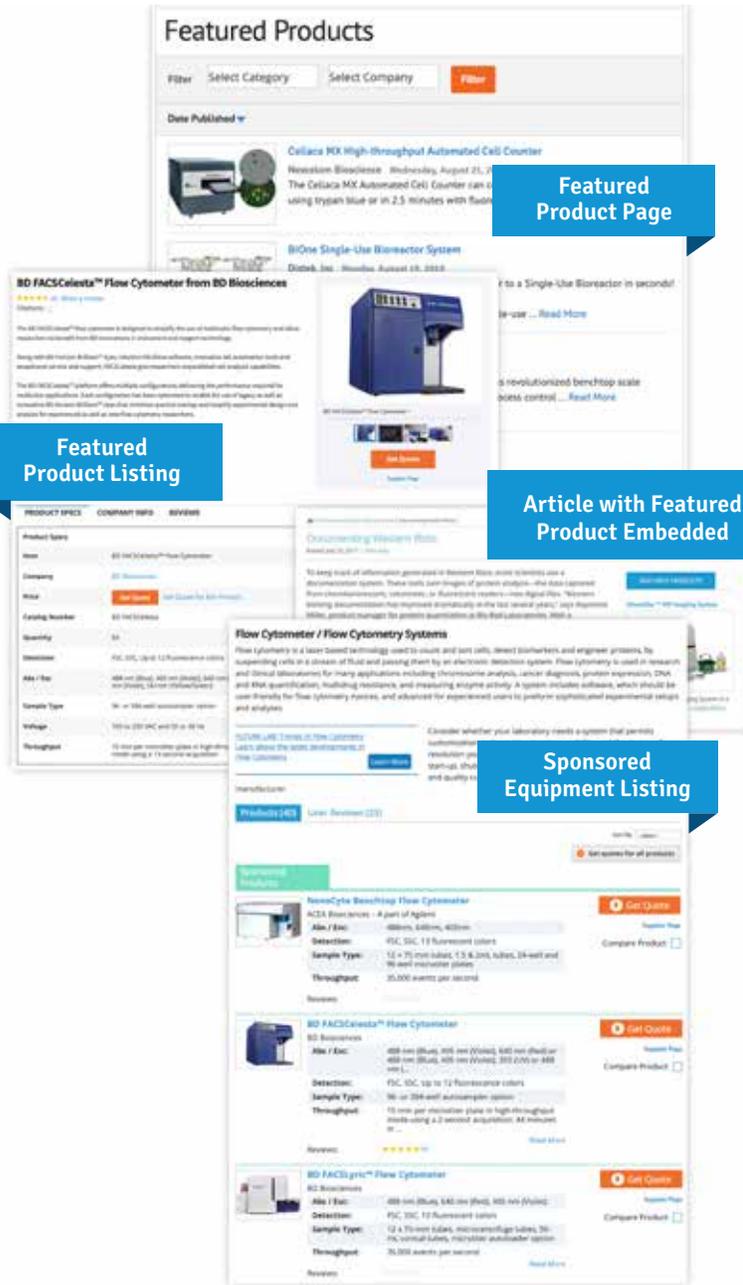
## Reporting:

- Monthly report includes page views and clicks and differentiates sponsored listing directory activity from non-sponsored listing activity.

## Objectives:

TM	Brand Awareness		Sales-ready Lead & Traffic Generation
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# Featured Product Listing



## What Are Featured Products:

- Featured Products are a proven way to generate additional exposure for a new product launch or showcase existing products.
- The program utilizes a wide range of Biocompare channels for maximum visibility.

## Why Invest in Featured Products:

- Biocompare's Feature Product program ensures that our audience becomes aware of and engages with your most important products and services at many touchpoints throughout their buying journey and can generate sales-ready leads.

## Features:

- Sponsored product status for equipment and services listings (highlighted at the top of a category page) in Biocompare's product directory for 12 months
- Rotation within Biocompare's homepage carousel for 3 months
- Up to five images or videos can be included with product listing
- Inclusion in a dedicated **Featured Product** section for 12 months
- Inclusion in one related Biocompare **article**, one related Biocompare **eNewsletter**, and one dedicated **Featured Products eNewsletter**

## Reporting:

- Metrics reported at the end of the 12-month program include Featured Product page views, clicks, leads generated, and impressions delivered from all channels.

On average, Featured Products receive 2x more product page views and leads than when the product is not featured.<sup>1</sup>

## Objectives:



Brand Awareness

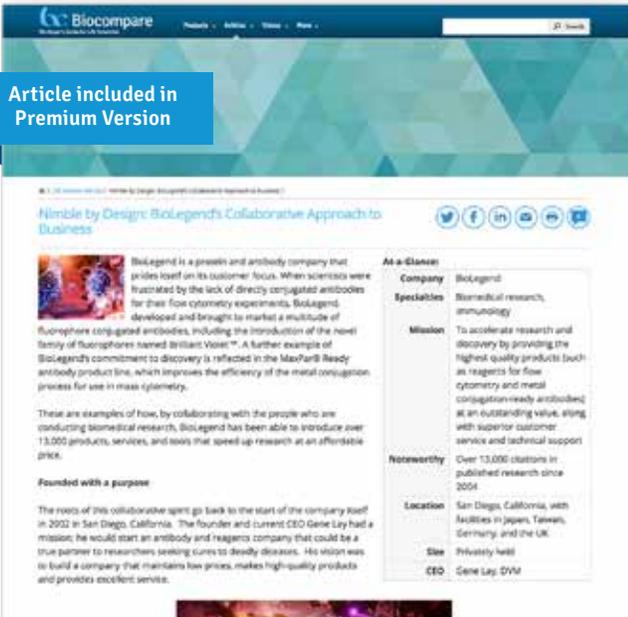


Sales-ready Lead & Traffic Generation



# Corporate Profile

Article included in Premium Version



Enhanced Version

## BioLegend Corporate Profile

Search for "BioLegend" products, articles, news and other content.

Summary Corporate Profile Contact User Reviews (374) Related Product Categories Search for Related Content

Top Content	BioLegend	Company Description
<ul style="list-style-type: none"> <li>48/Reperfusion System: Much Quicker Than Manual FACS</li> <li>Antibody User Review: 2/28 Just Great</li> <li>Antibody User Review: 10/28 Perfect FACS Control Antibody</li> <li>Special Article: Custom Antibodies of Measuring Cell Death</li> </ul>	<p>9737 Pacific Heights Blvd San Diego, California 92121 United States Phone: 1-877-244-5245 Tel: 760-594-5300 1-818-748-5900 International: Fax: 1-877-403-9587 Website: <a href="http://www.biolegend.com">http://www.biolegend.com</a></p>	<p>BioLegend develops and manufactures world-class, cutting-edge antibodies and reagents at an extraordinary value to customers for biomedical research. The broad product portfolio includes flow cytometry, biology and functional reagents for research in immunology, neuroscience, cancer research, stem cells and more. The aggressive product development program is accomplished through technology licensing, collaborations, and internal research and development. BioLegend offers a wide range of custom services including assay development, custom labeling, and conjugation and ISO</p>

Basic Version

## ACEA Biosciences – A part of Agilent Corporate Profile

Summary Contact

**ACEA Biosciences – A part of Agilent**

6779 Howe Ridge Rd #200  
San Diego, CA 92121  
United States  
Phone: (619) 514-0000  
Toll Free: (844) 306-0252  
Fax: (619) 514-0907  
Website: [www.acea-bio.com](http://www.acea-bio.com)

**Related Product Categories**

- Cyt Analysis Systems
- Cell Culture Monitoring Systems / Cell Culture Monitoring Systems
- Flow Cytometry / Flow Cytometry Systems
- Live Cell Imaging Systems
- Real Time Cell Analysis Systems

## Objectives:

TM	Brand Awareness
	Content Marketing

## What Is a Corporate Profile:

- An enhanced or premium Biocompare **Corporate Profile** allows Biocompare visitors to learn more about your company and products.
- Your Corporate Profile is a dedicated section on Biocompare that includes your company's description, contact information, and other key information.
- Two options are offered: Enhanced and Premium.

## Why Invest in Upgrading a basic Corporate Profile:

- Purchasing an enhancement to the basic corporate profile included in your product listing program provides additional branding and lead generation opportunities.

## Features

### Basic Version

- Company contact information
- Relevant product categories

### Enhanced Version

- Profile appears on search results page for your company name.
- Sponsorship includes a company description and a contact tab.
- Categories and listing of all your product offerings are featured.
- Up to five relevant Biocompare articles can be included.
- Lead generation from request-for-information form.
- Related product reviews written by Biocompare audience can be included.

### Premium Version

- All benefits of Enhanced Version **PLUS:**
- Interview with your CEO or other corporate official highlighting company's positioning and capabilities.
- At a glance section that features pertinent facts about your company.
- Link to an existing corporate video can be embedded into the CEO Interview.



# eBlasts



Biocompare eBlast average open rate\* is 30.46% and average click-to-open rate\* is 11.25%

\*Source: Biocompare eBlast Data, January 2020-June 2020

## Select from these 42 research interests:

- Antibodies
- Biomarkers
- Bioprocess
- Cancer Research
- Cell/Tissue Culture
- Cell Biology
- Cell Signaling
- Chromatography
- Cloning
- Drug Discovery
- Electrophoresis & Blotting
- Epigenetics
- Flow Cytometry
- Gene Editing/CRISPR
- Gene Expression
- Genotyping
- Genomics
- High-Throughput Screening
- Imaging/Microscopy
- Immunoassays
- Immunology
- Lab Equipment
- Mass Spectrometry
- Microbiology
- Molecular Biology
- Molecular Diagnostics
- Protein Biochemistry
- Neurobiology
- Nucleic Acid Analysis
- Nucleic Acid Delivery
- Pathology
- PCR
- Plant Biology
- Protein Expression
- Proteomics
- Real-Time PCR
- RNAi/siRNA/miRNA
- Robotics/Automation
- Sequencing/Next Gen
- Software
- Stem Cell Technologies
- Translational Research

[Complete this form to request a quote](#)

## What Are Biocompare eBlasts:

- eBlasts are targeted email messages that you can send to our active buying audience to promote your products and services, a special offer, or content.

## Why Invest in Biocompare's eBlasts:

- Biocompare's audience is actively engaged in sourcing life science products to purchase, providing you with an audience that has the authority to make purchasing decisions and budgets to buy.
- All of our subscribers are opt-in and have specified that they would like to receive messages from our partners. This makes our lists high-performing in terms of open rate and CTR.
- We offer the ability for you to target, as you can select from 42 research interests. Enhanced targeting available for an additional fee.
- We offer expert support and optimization advice to ensure your eBlast receives the maximum possible open rates as well as CTR.

## Features:

- In-depth targeting capabilities by research interest, geographic areas, and institution type.
- Free optimized email templates are available, should your resources be limited.
- Custom template design and translation services offered.

## Reporting:

- Report sent one week after deployment includes; total sent, clicks, total opens, CTR, and open rate.

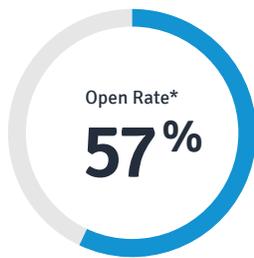
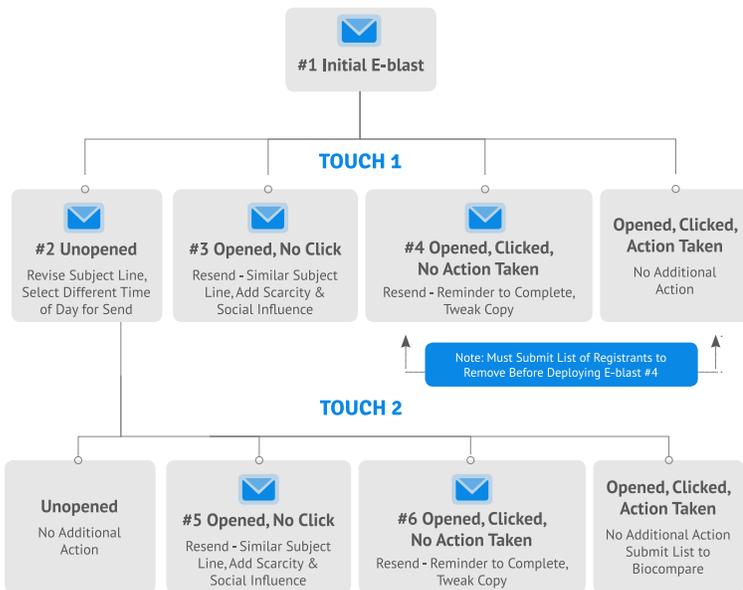
## Objectives:

<b>TM</b>	Brand Awareness		High-Funnel Lead Generation		Traffic Generation
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# Multi-touch Email Campaign

## How a Multi-touch Email Campaign Works:



\*Source: Biocompare eBlast Data, January 2020-June 2020

[Complete this form to request a quote](#)

## Objectives:

**TM** Brand Awareness

High-Funnel Lead Generation

Traffic Generation

## What Are Multi-touch Email Campaigns:

- Multi-touch Email Campaigns are custom-built drip campaigns tailored to the responses of your email audience.

## Why Invest in Biocompare's Multi-touch Email Campaigns:

- Use of Biocompare's multi-touch programs have demonstrated an increase in email metrics such as open rates, click-through rates, and conversions.
- Our specialists will assist in the design of the program to increase engagement and help ensure the success of your campaign.

## Features:

- Contacts are re-engaged according to their level of interaction.
- Each name is contacted a minimum of two times.
- New** drip campaign creation—contact your Sales Executive for more details.

## Reporting:

- Reports sent one week post-deployment.
- Following metrics included in report: emails sent, open rate, views, total clicks, and click-through rate.

# eNewsletter Sponsorship



## eNewsletter Topics & Subscribers\*

• Cancer	7,100
• Cell Biology	8,600
• Cell Signaling	8,100
• Drug Discovery & Development	5,400
• Immunology	7,100
• Life Science	29,800
• Mass Spectrometry	4,700
• Microbiology	7,000
• Molecular Biology/Genomics	11,100
• Neuroscience	4,600
• Proteomics	5,300

\* Subscriber numbers as of June 2020

## What Are Biocompare's eNewsletter Sponsorships:

- Biocompare eNewsletter sponsorships offer an opportunity to promote a product, service, or content to newsletter subscribers.
- Sponsorships are text-based to ensure high impact and engagement.
- Biocompare offers 11 different eNewsletter topics to help pinpoint your audience.

## Why Invest In an eNewsletter Sponsorships:

- With over 34,500 unique subscribers, Biocompare's eNewsletters are a great way to position your brand in front of a highly engaged, targeted audience.

## Features:

- Sponsorship is text-based and includes a headline, up to 30 words of text, one image, and a click-through link.
- Primary and Secondary sponsorship positions available.

## Reporting:

- Reports sent one week after deployment including total sent, views, total clicks, and CTR.

[View our eNewsletter Archives](#)

## Objectives:

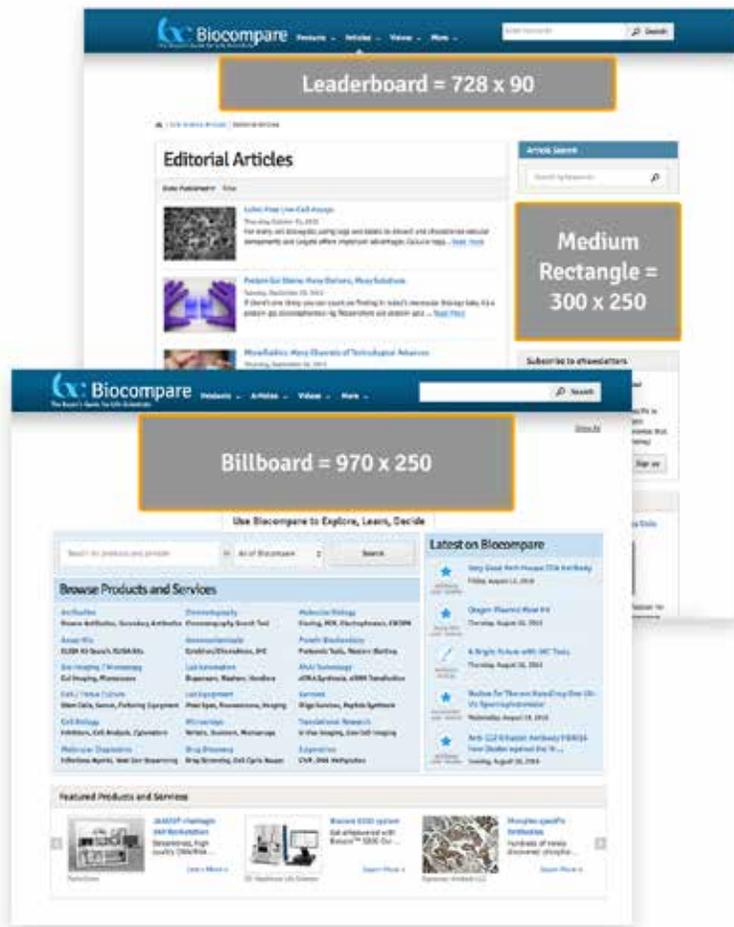
**TM** Brand Awareness

 High-Funnel Lead Generation

 Traffic Generation



# Banner Ads



## What Are Biocompare's Banner Ads:

- Banner ads appear throughout Biocompare and are sold on an impression basis.
- Targeting by geography and selected pages are available for an additional cost.

## Why Invest in Biocompare's Banner Ads:

- Banner ads can lead to higher click-throughs, better branding, and increased interaction with your brand and its products.
- Our specialists can make recommendations as to banner design and call-to-actions to help ensure maximum engagement.

## Features:

- Two standard IAB sizes are offered:
  - Leaderboard (728 x 90 pixels)
  - Medium Rectangle (300 x 250 pixels)
- High-impact Billboard size (970 x 250 pixels) for maximum homepage exposure
- Static image and HTML5 formats are all supported
- Initial load size up to 50kb max
- Total file size up to 10MB max

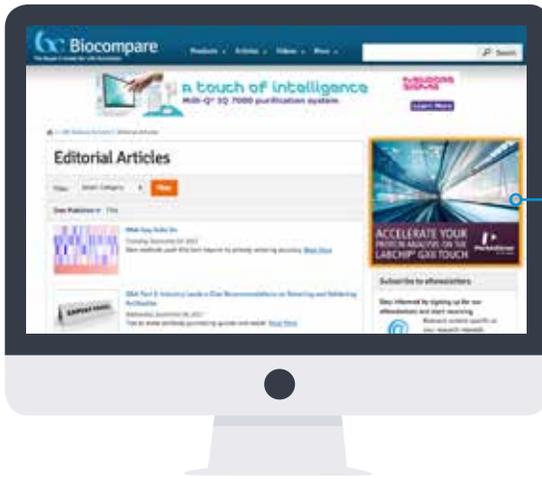
## Reporting:

- Reports, generated upon completion of ad campaign, include number of impressions and number of clicks.

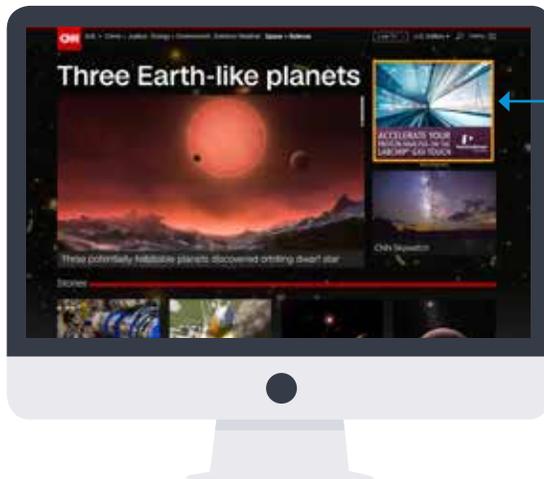
## Objectives:

Brand Awareness	High-Funnel Lead Generation	Traffic Generation
-----------------	-----------------------------	--------------------

# Remarketing Program



Your ad follows Biocompare visitors to other sites on the web



## What Is Biocompare's Remarketing Program:

- This program allows you to extend the ad you place on Biocompare across a vast network of related external sites.

## Why Invest in the Remarketing Program:

- Remarketing allows you to expand the reach of your display advertisements and helps improve brand recall.
- Remarketing gives your brand a second chance to engage with Biocompare's audience of active buyers and can help improve conversion rates.

## Features:

- Minimum 25,000 impression per campaign.
- Creative can be swapped once per month for campaigns running longer than a month.
- Targeting options include to Biocompare entire site traffic or visitors to our Antibody and/or ELISA search tools and content.
- Select from multiple ad sizes, maximum three sizes are included.

## Reporting:

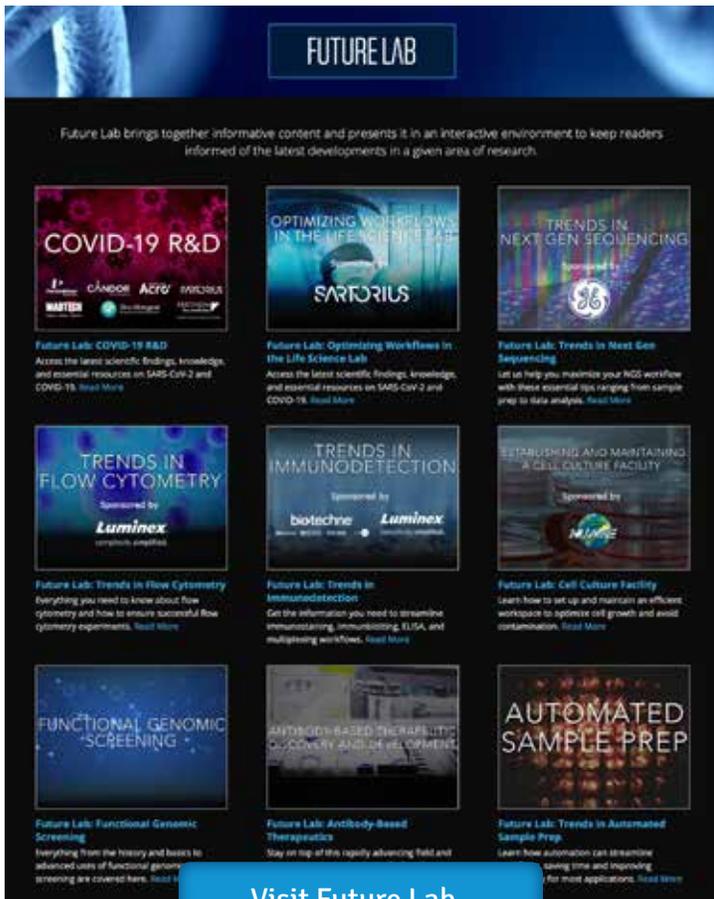
- Monthly report with the following metrics is included: Number of impressions and number of clicks.

## Objectives:

Brand Awareness	High-Funnel Lead Generation	Traffic Generation
-----------------	-----------------------------	--------------------



# Future Lab



[Visit Future Lab](#)

Future Lab unique visits all time  
**10,000 - 75,000**

Future Lab unique visits<sup>1</sup>  
**30,000 - 75,000**

Future Lab leads generated<sup>1</sup>  
**450 - 750**

<sup>1</sup> June 2019 - June 2020

**Objectives:**

<b>Brand Awareness</b>	<b>Thought Leadership</b>
<b>High-Funnel Lead Generation</b>	<b>Traffic Generation</b>
<b>Content Marketing</b>	

**What Is Future Lab:**

- Future Lab is a forward-thinking content hub that connects with readers in a targeted and interactive format.
- By aggregating relevant content into an informational portal, Future Lab helps scientists keep up with the latest technological advances and the newest discoveries.

**Why Sponsor a Future Lab:**

- In addition to positioning your company as a thought leader, Future Lab sponsorship provides extensive branding and lead generation opportunities throughout the 12-month sponsorship period.
- Sponsorship includes the opportunity to associate content and products within the Future Lab portal; maximizing your company's content creation investment.

**Features:**

- Exclusive sponsorship can run 6 or 12 months and offers prominent branding and recognition through an extensive promotional program estimated to generate > 3 million branding impressions.
- Contact info for all registrants and content downloads are shared with the sponsor.
- Two Native Advertising content placement slots are made available to the sponsor each month.
- Includes a dedicated **Sponsor Showcase** that includes related articles, videos, products, webinars, and application notes from the sponsor.

**Reporting:**

- Monthly reporting includes registration and content download leads, content engagement metrics, and opens/ impressions and click metrics from promotional efforts.

# Sponsored Live Webinars



## What Are Sponsored Webinars:

- Educational and/or informational events designed to provide registrants the opportunity to learn about novel technological advances that can advance their research.
- Each webinar is produced by Biocompare as a streaming audio broadcast synced with a PowerPoint presentation.

## Why Sponsor a Biocompare Webinar:

- Biocompare's webinars offer sponsors an opportunity to position themselves as thought leaders through knowledge sharing and expertise.
- Sponsorship includes co-branding in all promotional materials, which provides brand exposure to the highly engaged Biocompare audience.
- Sponsorship is a great demand-gen channel, as registrant contact details are provided.

## Features:

- Expert, turnkey coordination and management of event
- Assistance with speaker recruitment and topic refinement
- Hosting of on-demand archived event for twelve months
- Comprehensive promotional program includes three eBlasts, eNewsletter sponsorships, social media postings, and homepage placement
- Sponsorship includes logo placement on promotional material and two custom registration questions

## Reporting:

- Comprehensive reporting includes contact information for all registrations as well as engagement metrics including time engaged, questions asked, and polling or survey question responses.

## Objectives:

<b>Brand Awareness</b>	<b>High-Funnel Lead Generation</b>
<b>Thought Leadership</b>	<b>Content Marketing</b>

# Tech Talks



## Features:

**Gold Package:** includes audio webinar production using our new optimized webinar console, hosting, and webinar promotion. The audio webinar production includes:

- Up to 60 minute audio recording, one round of edits and PowerPoint synchronization
- Custom-branded webinar interface that includes social sharing icons, speaker name and affiliation, searchable chapters/slides, and the ability to add related content
- HTML5 format that is mobile compatible
- HTML embed code for additional hosting on your website
- Customizable gated form for lead generation.

**Silver Package:** includes hosting and promotion for supplied webinars that we convert using our optimized webinar console.

- Contact details of those who viewed the seminar will be provided on a weekly basis.
- Customizable gated form for lead generation.

## What are Tech Talks?

- Tech Talks are scientific talks hosted on Biocompare that educate researchers on the latest scientific breakthroughs and technology advances. The format is audio or video with synchronized Powerpoint presentations.

## Why Invest in Biocompare's Tech Talks?

- Tech Talks offer both a production platform and a relevant audience for the in-booth seminars, customer talks, poster presentations, or tutorials your company may have otherwise presented at upcoming conferences that have been either postponed or cancelled.
- Tech Talks are gated, which make them a great high-funnel lead generation channel

## Each Tech Talk will have a dedicated page within the microsite that will include:

- Sponsor Logo
- Webinar console as described above
- Three related product highlights that include a 'Request More Info' button for additional lead generation
- 3 related application notes or technical articles

## Reporting

- Contact details of those who viewed the seminar will be provided on a frequency you select.

## Objectives:

Brand Awareness	High-Funnel Lead Generation
Thought Leadership	Content Marketing

# eBooks



[View Examples](#)

## Objectives:

<b>TM</b>	Brand Awareness		High-Funnel Lead Generation
	Thought Leadership		Traffic Generation

## What Are Biocompare eBooks:

- eBooks combine topic-specific information using an interactive format to help readers learn more about a particular subject.

## Why Sponsor a Biocompare eBook

- Biocompare's eBook sponsorship offers the unique ability to associate your content and assets alongside the industry's leading trusted technology content provider.
- Our eBook promotional and distribution program offer the ability to have your content seen by a highly engaged audience ready to purchase. The eBook is promoted across all Biocompare channels including website, eNL, and social media.
- Registration is required to download the eBook, making this a valuable lead-gen opportunity.
- eBook is hosted on Biocompare for one year, providing plenty of opportunity for the 3.4 million unique scientists who come to Biocompare every year to engage with the content.
- Sponsors can request a PDF of the eBook for their own distribution

## Features:

Biocompare Provides:

- Two relevant and incisive Biocompare articles will be included. At least one will be unique to the eBook.
- Editorial and design expertise to steer creation of high-quality and valuable co-branded content.
- Multi-channel promotion

## Sponsor Provides:

- eBook will include two sponsor ads in the front and back (8.5 x 11)
- Two or three pieces of content from sponsor (up to 1500 words each) will be included (articles, white papers, infographics, check lists, etc). Content that inspires engagement is recommended.
- Various types of media are encouraged for the sponsor resource page, which can include links to new products, videos, posters, webinars, etc., in a highly graphic format

## Reporting:

- Quarterly report on page views
- Monthly delivery of contact leads



# Tech Insights



## What are Tech Insights?

- Tech Insights are scientific talks hosted on Biocompare that educate researchers on the latest scientific breakthroughs and technology advances. The format is audio or video with synchronized Powerpoint presentations.
- One of our science-trained writers will work with you to create an informative 700 to 800 word article that highlights your product's unique capabilities as well as how it can help researchers streamline a workflow, circumvent a research challenge, or open up new avenues of research.

## Why Invest in Biocompare's Tech Insights:

- Tech Insights offer a turnkey solution for content creation that is specific to your technology or product offering in an educational, article and/or audio format.
- Our Tech Insights program offers a way to showcase your product offering to the 3.4 million scientists to visit Biocompare each year.

## Features

### Package Includes

- Sponsor recognition at top of article
- Links to up to three related products
- Biocompare's editorial team will write the article using sponsor-provided resources and answers to questions pertinent to the topic
- The article byline can be given to sponsor representative for maximum thought leader positioning
- A PDF file of the article for your own use
- A comprehensive promotional package includes article posting on Biocompare homepage and website, appearance in relevant eNewsletters and social media posting.
- An audio podcast can be included, that we produce, for an additional fee.

## Reporting

- After 12 months, metrics reported include page views, as well as click-throughs to associated products.

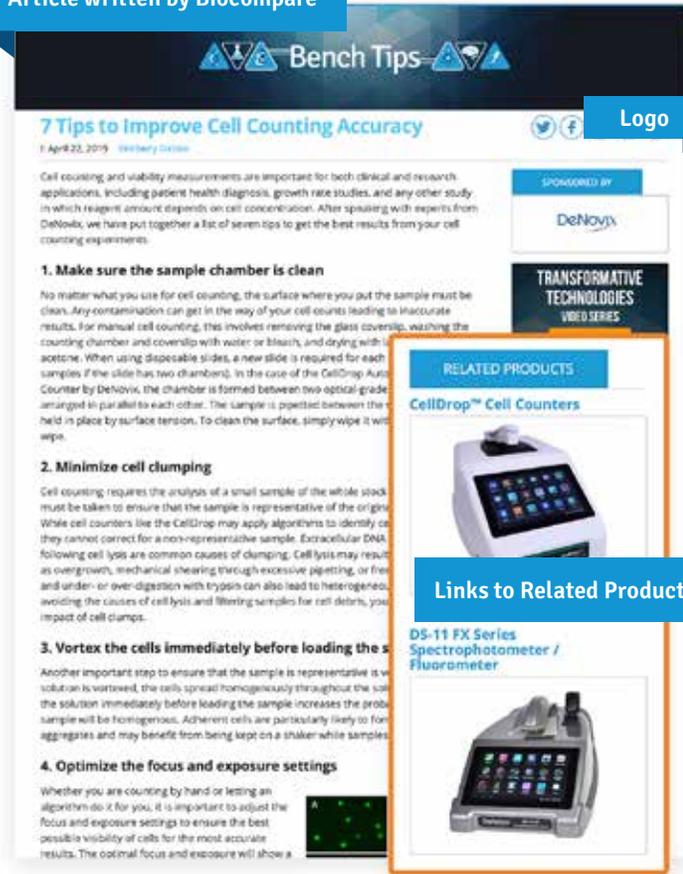
## Objectives:

TM	Brand Awareness		Thought Leadership		Content Marketing
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# Bench Tips

Article written by Biocompare



## Objectives:

TM	Brand Awareness	📄	Thought Leadership
📊	High-Funnel Lead Generation	👤	Content Marketing

## What Are Bench Tips:

- Informative articles featuring expert advice that will help researchers tackle a challenging laboratory task or technique.
- Each Bench Tip is exclusively sponsored, written by Biocompare and can include a byline from a designated person from your company.

## Why Sponsor a Bench Tip:

- Bench Tips are designed to help your company establish thought leadership in a particular area of interest.

## Features:

- Sponsor logo is positioned noticeably at the top of an article.
- Links to sponsor's related products in the Biocompare Product Directory.
- Biocompare's editorial team will write the article using sponsor-provided sources and/or technical materials.
- The article byline can be given to a sponsor representative for maximum thought leadership positioning.
- Comprehensive promotional package includes: article posting on Biocompare homepage, appearance in relevant eNewsletters, and social media posting.

## Reporting:

- After 12 months metrics reported include page views, as well as click-throughs to associated products.
- Inclusion in one edition of Biocompare's Lab Best Practices eBook. The eBook is gated for three months to provide high-funnel lead generation.
- eBook leads will be delivered via excel file during a frequency you designate.



# Bench Tip Videos



▶ View Example

## What Are Bench Tip Videos:

- A Biocompare editor or animated researcher authoritatively presents tips or available solutions to help researchers solve a challenging technical issue.

## Why Sponsor a Bench Tip Video:

- These educational and compelling videos offer brand awareness and thought leadership.

## Features:

- Logo and sponsorship recognition during opening and closing clips of the video
- Demand generation button on video console

## Reporting:

- After 12 months metrics reported include page views and click-throughs to call to action button.

## Objectives:

TM Brand Awareness

Thought Leadership

Content Marketing

# Application Focus eNewsletters

## 2021 eNewsletter Schedule

DATE	TOPIC
January 8, 2021	Vaccine Development
January 15, 2021	3D Cell Culture
January 22, 2021	RNA Extraction and Purification
January 29, 2021	Circulating Tumor DNA (ctDNA)
February 12, 2021	Cell Proliferation
March 5, 2021	Live Cell Imaging
March 12, 2021	Cell Counting
March 19, 2020	Nucleic Acid Purification
March 26, 2021	Improving NGS Sample Prep
April 16, 2021	Single-Cell Transcriptomics
April 23, 2021	Tumor Microenvironment
April 30, 2021	Smart Labs
May 7, 2021	Exosomes
May 21, 2021	Post-Translational Modifications
June 4, 2021	CRISPR
June 11, 2021	HCP Detection and Analysis
June 25, 2021	Cell Sorting
July 9, 2021	Target Enrichment
July 30, 2021	Proteogenomics
September 10, 2021	Protein Expression
September 17, 2021	Epigenetics
September 24, 2021	RNA-Seq
October 1, 2021	Advances in Cancer Immunotherapy
November 19, 2021	Neuroscience Research
December 10, 2021	Organoids in Drug Discovery

[View eNewsletter Sample](#)

### Objectives:

 Brand Awareness	 High-Funnel Lead Generation
 Thought Leadership	 Traffic Generation
 Content Marketing	

## What Are Biocompare Application Focus eNewsletters

- These are topic-specific eNewsletters designed to inform our audience about the latest technology advancements. The best of Biocompare content is selected based on the eNewsletter theme. Each eNewsletter offers an exclusive sponsorship opportunity, where the sponsor can showcase their application notes or technical briefs alongside Biocompare content. They are sent to a targeted audience to ensure maximum engagement.

## Why Sponsor a Biocompare Application

- **Focus eNewsletter**
  - This sponsorship offers the unique ability to associate your content and assets alongside the industry's leading trusted technology content provider and can help your company establish thought leadership within a particular area.
  - The eNewsletters are sent to relevant opt-in subscribers ensuring the most targeted audience and content engagement.
  - The application notes provided by sponsors can be gated which provides a lead generation opportunity. Or they can be ungated and link back to your website to drive traffic.

## Features:

- Sponsorship Exclusivity—only one sponsor per eNewsletter.
- Sponsor can provide up to three (3) application notes, that can either be gated (to generate leads) or ungated (to drive traffic to your website)
- One Featured Product is also included
- The eNewsletters are sent to 10,000 relevant, opt-in subscribers

## Reporting:

- eNewsletter stats—open rates and CTRs
- Delivery of leads generated by application notes, if gated



# App Note or Poster Promotion

The screenshot shows a Biocompare application note page. At the top, the title is "Improved Specificity of Western Blot Using BlotCycler" with a sub-header "Logo" pointing to the Precision Biosystems logo. Below the title is a "Download Application Note" section with a "Lead Generation Form" overlay. The form includes fields for Name (First Name, Last Name), Company, Address (Street Address, State, Postal Code, Country), Email Address, Work Phone Number, and a dropdown for "Are you planning to purchase any lab products related to this article?". A "Download Now" button is at the bottom.

## What Does Hosting Provide:

- Post your technical or application-based documents on the Biocompare site in a PDF format.

## Why Host Your Content:

- 82% of Biocompare visitors use application notes as decision tools in their buying journey. By hosting an application note or poster on Biocompare you can maximize your investment and increase their distribution and views.

## Features:

- Archived for one year in dedicated section on Biocompare
- Links to related products in Biocompare directory included
- Included as a sponsorship in a Biocompare targeted eNewsletter
- Registration option can make this a lead-generating vehicle
- Complete contact information provided for leads generated

## Reporting:

- Reporting of leads generated by gated content includes full contact information.
- Impressions and CTRs of eNewsletter sponsorship placements.

## Objectives:

Brand Awareness	High-Funnel Lead Generation	Thought Leadership
Traffic Generation	Content Marketing	

# Promotions/Events

## Promotions

Date Published ▾

### New Customer Discount

Sciencell Research Laboratories - Tuesday, August 20, 2019  
First time here? Enjoy 10% OFF on your first order when you subscribe to our Newsletter>> \*Except for FBS (Cat. #0500). Other conditions may apply. Please, inquire for details. [Read More](#)

### Save 10% on online orders at Drummond Scientific

Wednesday, July 24, 2018  
Save 10% on all online orders of \$150 or more with coupon code SAVE10 at shop.drummondsci.com. SAVE10 Coupon Code is valid until December 31, 2019. [Read More](#)

### Purchase a 24-reaction kit for 50% off\*

Roche Life Science - Wednesday, July 24, 2019  
KAPA RNA HyperPrep kits utilize novel chemistry that enables the combination of enzymatic steps and few reaction purifications. KAPA RNA HyperPrep Kits allow you choose the best workflow for your RNA... [Read More](#)

### Instant Blue Protein Stain Free Sample

Expedeon - Friday, June 28, 2019  
Free sample of InstantBlue Protein Stain. Ultrafast 15 minute staining. Simple one step protocol. Safe usage and disposal. [Read More](#)

## Biosimilars & Biologics Summit 2019

[Tweet](#) [Like](#) [Share](#) [Email](#) [Print](#) [Comments](#)

Date: Sep 16 - 17, 2019

Location: London, UK

Lexis is delighted to invite all to the upcoming Biosimilars & Biologics Summit 2019 which is going to be held on September 16 - 17, 2019 at London, U.K.

Biosimilars 2019 is a phenomenal event which will be bringing together people from different domains of pharmaceutical and biopharmaceutical world such as researchers, analysts, regulatory and IPR Attorneys, Business Development Teams, Professors, PhD research scholars and more to discuss on the topics related to Biosimilars and Biologics. This International event also includes Keynote talks, Plenary sessions, Exhibitions, Poster Presentations, and Workshop.

[View Event Website](#)



### What Are Promotions:

- Announce your special offers to the Biocompare audience with a listing on our Promotions page.

### Why Invest in Promotions:

- Posting your announcement in this popular section will help generate awareness for your initiatives including reward programs, discounts, and free samples.

### Features:

- Hyperlinked title
- Company name
- Text description
- Link to more information
- Inclusion in relevant eNewsletters



### Objectives:

TM	Brand Awareness		Traffic Generation
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### What Are Event Listings:

- Include your upcoming event on Biocompare's event page to generate interest and drive attendance.

### Why Invest in Event Listings:

- Biocompare's audience of life science researchers regularly attend meetings and report that they often learn about conferences from Biocompare listings.

### Features:

- Image
- Description
- Date and location
- Optional: featured in eNewsletters
- Optional: featured on Biocompare homepage

### Objectives:

TM	Brand Awareness		Traffic Generation
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# Research Services

## What Are Research Services:

- We offer a comprehensive array of survey services, from design to analysis and reporting.

## Why Conduct Research with Biocompare:

- Our expert research services team helps you capture the information you need to make data-driven decisions.
- We provide turnkey services, from survey creation and email solicitation to data reporting and incentive management.

## Features:

Survey Services include:

- Survey programming and production
- eBlast design service
- Delivery of survey via eBlast to targeted audiences
- In-depth reporting

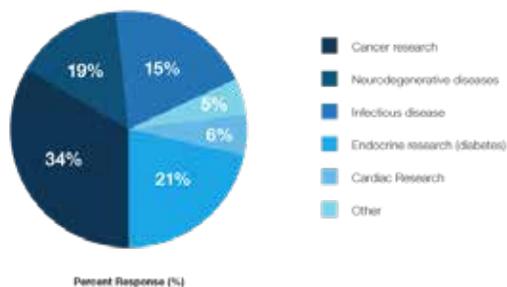
Advanced Services include:

- Survey design
- Data analysis
- Presentation-ready survey reports

**Fig 12. Behavior when Using a New Antibody for the First Time**



**Fig 4. Therapeutic Research: Selected Areas of Focus**



## Objectives:

TM Brand Awareness



# Sales Enablement Solutions



## What Is imSMART:

- The Interactive Mobile Sales and Marketing Tool (imSMART) is a mobile content management system.
- imSMART is a tablet app and robust tracking system.
- Two versions are available—one for sales organizations and one to engage customers.

## Why Invest in imSMART:

- To learn more about imSMART, please visit [www.imsmartapp.com](http://www.imsmartapp.com)

## Features:

- Template-driven library of product collateral easily accessible via tablet.
- Product collateral can include everything from PDFs and videos, to ROI calculators and interactive presentations.
- imSMART also provides complete tracking of app usage

## Objectives:

TM	Brand Awareness	+	Custom Content Creation & Promotion
📄	Thought Leadership	+	Content Marketing

## What Are Custom Mobile Applets:

- Our award-winning team can develop applets for iPhone/iPad/Android to your exact specifications.
- Examples include ROI calculators, product finders, product search tools, interactive training modules and presentations, and more

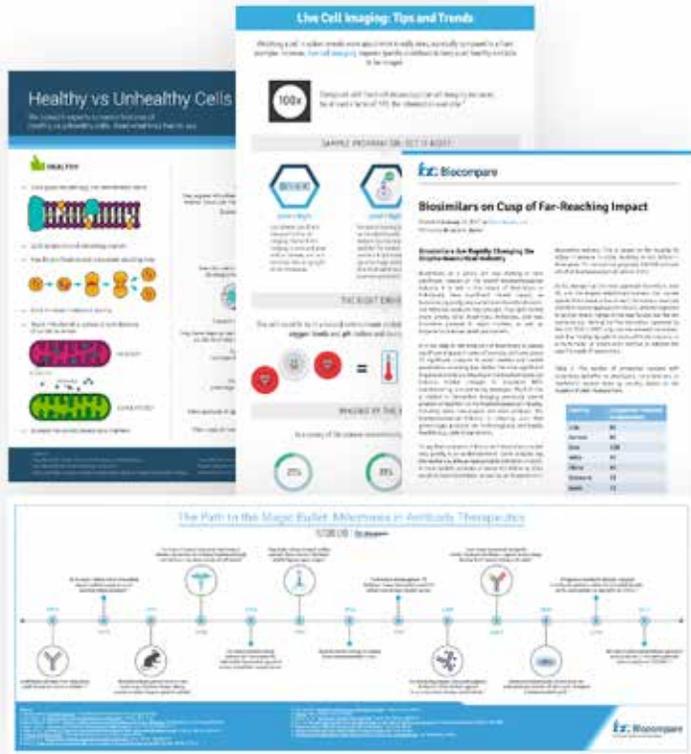
## Why Invest in Custom Mobile Applets:

- Reach the ever expanding mobile market by creating an app.

## Features:

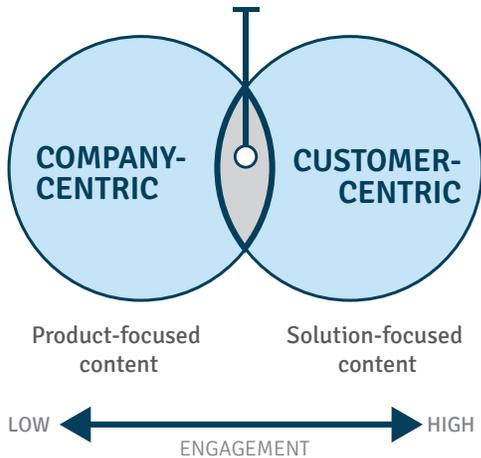
- Complete creation of mobile applets
- Ongoing maintenance and updates to mobile applets

# Custom Content Solutions



## Customer-centric Content Strategy

Focus here to become more aligned with your customer's needs



## What Types of Services Do We Offer:

Our capabilities include the turnkey production of:

- Videos
- Webinars
- White Papers
- Articles
- Application Notes
- Infographics
- eBooks
- Posters

## Why Use Biocompare:

- Our experienced science writers and video team know how to create engaging and high-quality content that your customers will want to read, view, and share.

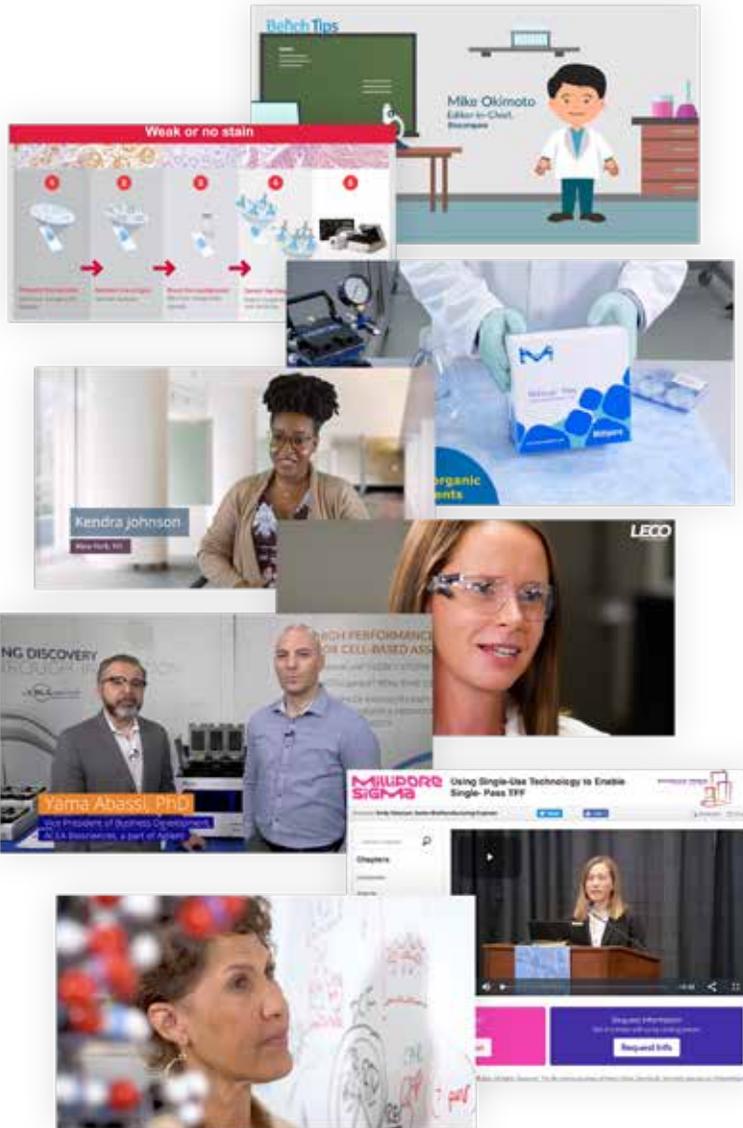
## Features:

- Our expert content development team have extensive and demonstrated expertise in custom content development. The process is seamless and managed by our team from concept to finished product. Plus, we have the added benefit of high performing media and social channels to help promote and distribute the content to our highly engaged audience.

## Objectives:

Brand Awareness	Custom Content Creation & Promotion
High-Funnel Lead Generation	Thought Leadership
Traffic Generation	Content Marketing

# Video Production & Services



## Why Use CompareNetworks Production Group (CNPG):

Our renowned team of producers, editors, shooters, and animators can help you create compelling visual content across all platforms and devices.

### Biocompare's Video Solutions Feature:

- High quality HD video production
- Fast turnaround time (only 4-6 weeks)
- File hosting on worldwide servers
- Creative direction and story development
- Production coordination
- Custom animations and graphic design
- Hosting on Biocompare's video and YouTube channels, providing a ready-made audience

### Variety of Uses:

- Thought leadership
- Tradeshow marketing tools
- Product demonstrations
- Training and how-to
- Customer testimonials
- On-demand presentations
- Audience engagement
- Virtual symposiums
- Viral marketing

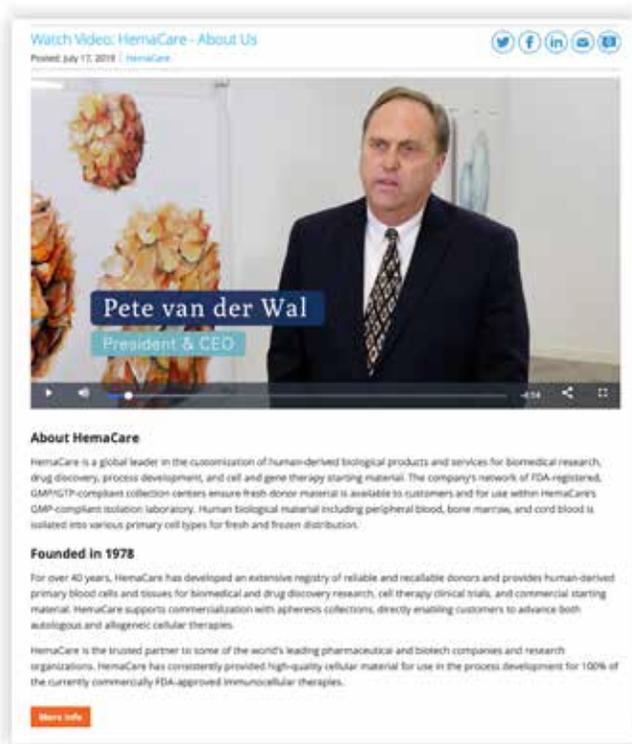
Visit the CNPG website for more information, [www.cnpg.com](http://www.cnpg.com)

### Objectives:

Brand Awareness	Custom Content Creation & Promotion	High-Funnel Lead Generation
Thought Leadership	Traffic Generation	Content Marketing



# Customer Profile & Testimonial



▶ View Example

## What Are Customer Profiles & Testimonials:

- Customer Profiles or Testimonials feature a customer discussing your product and how it's applied in their research.

## Why Invest in Customer Profiles & Testimonials:

- Studies have shown that customers are often convinced to make a purchase after watching a brand's video. Customer testimonials are especially persuasive content.
- Drive awareness of your products through a customer testimonial video.

## Features:

- Production coordination
- HD camera/lighting package
- Video editing and sound design
- Custom graphic design
- Optional background replacement for additional fee
- Optimized for online and mobile devices
- 12 months hosting on global server network
- Featured on Biocompare's video page and Biocompare's YouTube channel
- Deliverables: .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time six weeks from start of project including three rounds of changes
- Client owns the copyright

## Objectives:

Brand Awareness	Custom Content Creation & Promotion	High-Funnel Lead Generation
Thought Leadership	Traffic Generation	Content Marketing



# Product Videos

## What Are Product Videos:

- A product video demonstrates the benefits of one of your products using a compelling combination of graphics, music, and audio narration.

## Why Invest in Product Videos:

- Studies have shown that customers would rather watch a video about a product than read about it.

## Features:

- Production coordination
- Script development/storyboarding with client
- Professional voiceover narration/recording
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- 12 months hosting on global server network
- Featured on Biocompare's video page and Biocompare's YouTube channel
- Deliverables: .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time six weeks from start of product including three rounds of changes
- Client owns the copyright
- 3D Animation services available at additional cost



▶ View Example

## Objectives:



# On-Demand Webinars

## What Are On-Demand Webinars:

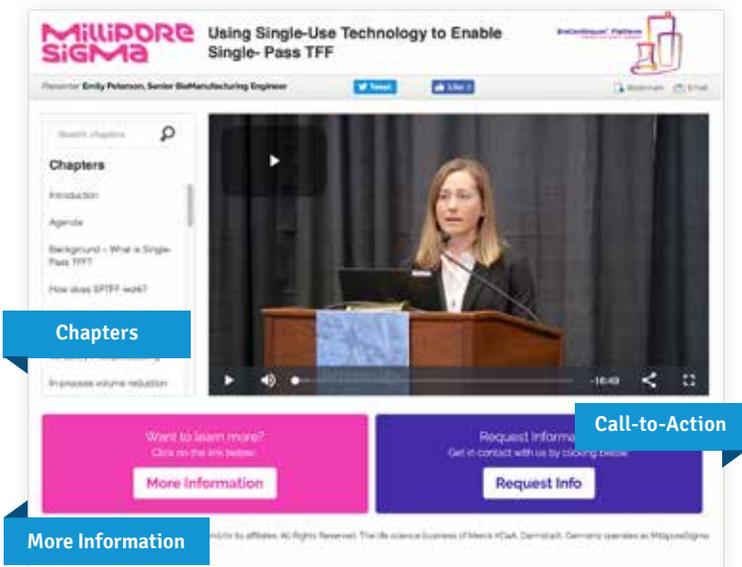
- Gain a wider audience for your seminars or presentations with our On-Demand Audio or Video Webinars. Let us preserve your conference presentations for viewing at any time.

## Why Invest in On-Demand Webinars:

- Get additional mileage out of your conference presentations with On-Demand Webinars that allow life science professionals to view your seminars and presentations at their convenience.

## Features:

- Audio and/or video recording and editing up to 30 minutes
- Custom-branded webinar interface HTML5 format that is mobile compatible
- Interactive chapters and search tool
- Prominent call-to-action buttons for lead generation
- 12 months hosting on global server network
- Featured on Biocompare's video page and Biocompare's YouTube channel
- Copyright owned by client
- Deliverables: final URL and HTML embed code for placement on webpages
- Turnaround time four weeks from start of project including three rounds of changes



▶ View Example

## Objectives:

Brand Awareness	Custom Content Creation & Promotion	High-Funnel Lead Generation
Thought Leadership	Traffic Generation	Content Marketing



# Tradeshaw Videos



## What Are Poster Videos:

- Our video team will shoot a poster presentation on the tradeshow floor and preserve it for on-demand viewing by your customers.

## Why Invest in Poster Videos:

- This program allows you to expand the reach of poster presentations beyond the conference floor.

## Features:

- Hosted on Biocompare's video page and on Biocompare's YouTube channel
- Production coordination at a room close to the meeting venue or at your location
- HD camera/lighting package
- Video editing
- Optimized for online and mobile devices
- Complete reporting of views, clicks, and downloads
- Contact details of those who downloaded your poster, if gated option selected
- 6 months hosting on global server network
- .mov/.wmv/.mp4 copies and HTML embed code
- Client owns the copyright

## Objectives:

<b>Brand Awareness</b>	<b>Custom Content Creation &amp; Promotion</b>	<b>High-Funnel Lead Generation</b>
<b>Thought Leadership</b>	<b>Traffic Generation</b>	<b>Content Marketing</b>



## What Are Booth Interviews:

- Product demos, thought leader interviews, and in-booth presentations can be captured and preserved on video.

## Why Invest in Booth Interviews:

- Capitalize on the impact of the conference by distributing meeting-generated content long after the tradeshow has ended.

## Features:

- Production coordination
- HD camera/lighting package
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- 12 months hosting on global server network
- Featured on Biocompare's video page and on Biocompare's YouTube channel
- .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time is four weeks from production date including three rounds of changes
- Client owns the copyright

# Product Demo & Training Videos

## What Are Product Demo & Training Videos:

- Product Demo & Training Videos are a combination of video and motion graphics to point out important product aspects, show how a product functions, and demonstrate its ease of use.

## Why Invest in Product Demo & Training Videos:

- There is almost nothing more powerful than a great product demonstration. Let us help you show what makes your product invaluable and showcase its ease of use.

## Features:

- Production coordination
- Script development/storyboarding with client
- HD camera/lighting package
- Professional voiceover narration/recording
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- Custom interface design and web development for interactivity
- 12 months hosting on global server network
- Featured on Biocompare's video page and on Biocompare's YouTube channel
- Deliverables: final URL and HTML embed code for placement on webpages
- Turnaround time is six weeks from start of project, and includes three rounds of changes
- Copyright owned by client
- 3D Animation services available at an additional cost



▶ View Example

## Objectives:



# Entertainment & Viral Videos



## What Are Entertainment & Viral Videos:

- Highly entertaining as well as informative videos created to maximize sharing and impact for a targeted audiences.

## Why Invest in Entertainment & Viral Videos:

- Don't leave the success of your video marketing program to chance. Utilize our award-winning video team to create videos that will resonate with your intended audience.

## Features:

- Help your products market themselves as viewers forward them to their colleagues and friends
- Results driven with a sense of humor
- Incorporates a highly visible 'call to action' button to help viewers learn more about the featured product or service
- Scalable service options to fit your budget and vision
- Featured on Biocompare's video page and on Biocompare's YouTube channel

View our award-winning **PCR Song commercial** that has received over 2 million views!

▶ View Example

## Objectives:

Brand Awareness	Custom Content Creation & Promotion	High-Funnel Lead Generation
Thought Leadership	Traffic Generation	Content Marketing



# Video Console Creation Services

## What Are Video Consoles:

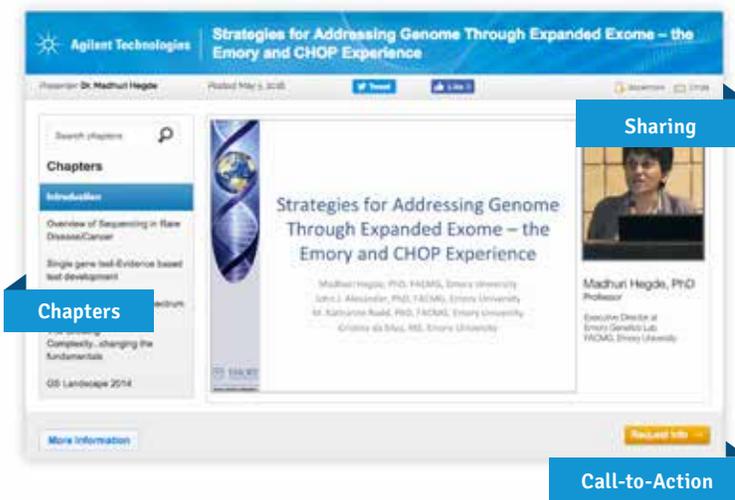
- First impressions matter. Make sure you put your best foot forward with our custom video consoles that are fully mobile compatible and feature an interactive interface.

## Why Invest in Video Consoles:

- A good user interface will keep your audience engaged longer. With our video consoles, scientists can easily skip between chapters, request a quote, send a link to a colleague, or click-through to your product page.

## Features:

- Custom-branded interface
- HTML5 format that is mobile compatible
- Interactive chapters and search tool
- Creation of transcript of video (optional)
- Prominent call-to-action buttons for lead generation
- 12 months hosting on global server network
- Featured on Biocompare video page
- Deliverables: final URL and HTML embed code for placement on webpages



▶ View Example

## Objectives:



# Case Studies

## Suppliers Find Success

The hallmark of a marketing strategy is whether it achieves desired results. The case studies presented here demonstrate how other suppliers in the life sciences market have achieved their marketing goals using Biocompare. From standing out in a competitive market to earning a thought leadership reputation, from precisely targeting audiences to driving high-quality sales leads, these suppliers show how they partnered with Biocompare to achieve their sales and marketing goals.

### A Significant Source of Product Discovery

Case Study: Offline Order Attribution Analysis Helps Demonstrate Marketing Effectiveness

*"We learned that Biocompare was a significant source of product discovery for researchers who placed orders. Biocompare outperformed every other channel where we were investing in marketing."*

C.J. Xia, Vice President of Marketing & Sales,  
Boster Biological Technology



[Read Full Case Study](#)

### Drive High Quality, Sales-ready Leads

Case Study: Connecting Leads to Conversions: Leica Microsystems

*"Biocompare's online product listings allow us another valuable channel to reach prospective buyers who are ready to purchase."*

Lon Nelson, while Senior Director of Marketing and Commercial Analytics, Americas, for Leica



[Read Full Case Study](#)

### Establish Thought Leadership

Case Study: Engaging a Scientific Audience: AVM BioMed

*"What we do is niche, there is no direct competition for the technology because it's essentially a market disruption. We have to educate consumers about what we do and why our solution may be a better alternative—that's a hurdle."*

Christian Loch, while Director of R&D,  
AVM BioMed



[Read Full Case Study](#)

### Drive High Quality Traffic to Website

Case Study: Biocompare Listing Elevates Search Engine Ranking

*"We are a small company that's up against the big guys and we were ranking very low on Google—pages two or three, which is like being buried."*

Thomas Kjaer Mogensen, while VP of Sales and Marketing for North America, ChemoMetec



[Read Full Case Study](#)

### Target Specific Researcher Audiences

Case Study: Targeting Specific Research Audiences with Email

*"I like that the {Biocompare} drip campaign allows you to send multiple emails depending on how the recipients interact. That provides lots of flexibility."*

Afshin Shirazian, while Marketing Manager  
for AllCells



[Read Full Case Study](#)

### Getting more qualified leads

Case Study: Getting more qualified leads

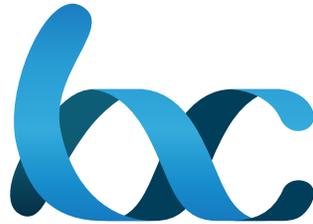
*"How serious are these people that are requesting quotes through Biocompare. We concluded the Product Listings are working very well for us."*

Patrick O'Donnell, while Director of Global Marketing Operations, Beckman-Coulter Life Sciences



[Read Full Case Study](#)





**Biocompare**

The Buyer's Guide for Life Scientists

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