

*The Science Advisory Board*®

# *Announcements*



*part of Science and Medicine Group*

*How can you get your  
media directly to the  
people that need to see  
it?*

*The Science Advisory Board®  
A Community of 55,000+ Life  
Science Experts curated over 20  
years.*



## Opportunity

*The Science Advisory Board® Announcements is a uniquely efficient, digital engagement email delivery service, for manufacturers and agencies to speak directly to our highly targeted life science audience. We get your message to the people that matter most, with high engagement and low cost per engagement.*

- *Community of 55,000 engaged experts*
- *Global reach*
- *Better than industry average click through rates*
- *GDPR compliant*



## The Community

*Our curated community of opted-in, engaged scientific experts spans the globe, representing every segment of the life science industry.*

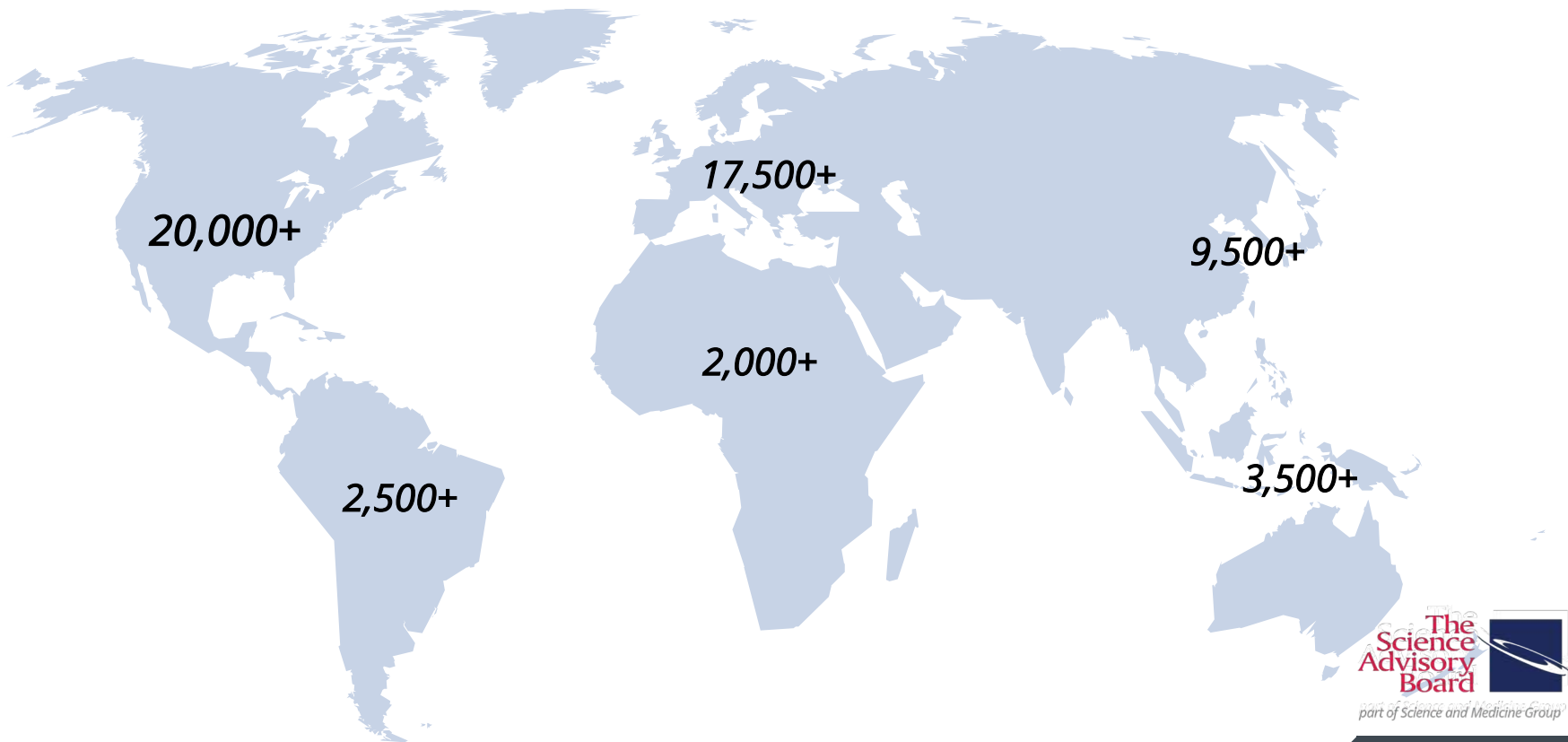
### General Regions

- NA - 20,000+
- EU - 17,500+
- AS - 9,500+
- SA - 2,500+
- AF - 2,000+
- ROW - 3,500+

### General Segments

- Academic - 20,000+
- Pharma/Biotech- 17,500+
- Clinical - 9,500+
- Forensics - 2,500+

## The Community by Region





# Tools and Techniques

## Targeted selection by tools and techniques.

- 2-D Gel Electrophoresis
- Bacteria Culture
- Calorimetry (including ITC, DSC)
- Cell-Based Assays
- Chromatography
- Classical End-Point PCR
- Cloning/Molecular Biology Techniques
- Confocal Microscopy
- DNA/RNA Microarrays
- Enzyme-linked Immunosorbent Assay (ELISA)
- Eukaryotic Cell/Tissue Culture
- Flow Cytometry
- Fluorescence Microscopy
- Gene Expression Analysis
- Genotyping
- High Content Screening
- High-Throughput Screening (HTS)
- Immunohistochemistry
- Label-Free Detection/Analysis (Including Biosensors, SPR, etc.)
- Light Microscopy
- Light Scattering (MALS, DLS)
- Mass Spectrometry
- Multiplex Bead Assays
- Next Generation Sequencing
- Protein Purification & Separation
- Protein Structural Analysis (NMR, X-Ray Crystallography, CD, etc.)
- RNAi (including siRNA, miRNA)
- Real-Time PCR (including qPCR and RT-PCR)
- Sanger DNA Sequencing
- Single Nucleotide Polymorphism (including genotyping, discovery, validation)
- Stem Cell Culture/Analysis
- Western Blotting

*Targeting: Communicate  
your message directly to the  
audience you select.*





## *Pinpoint Targeting*

*Send your email to specific demographics to optimize your spend and increase your ROI. Get the right message to the right audience every time.*

- *Region*
- *Industry Segment*
- *Work Focus*
- *Employment Sector*
- *Job Position*
- *Tools and Techniques*

*Engagement: A highly engaged audience eager to learn about the latest life science solutions.*



# *Impression Data*

*Our average impression data and costs.*

15%

*Average Open Rate*

>6%

*Average Click Through*

~\$7.75

*Cost Per Click*

**6%**

*Average Follow Up Open Rate*

**1%**

*Average Follow Up Click Through*

20%

*Average Open Rate with Follow Up*

>7%

*Average Click Through with Follow Up*

# *Campaign Data*

*We ran two initial campaigns, one focused on flow cytometry users and another targeting western blotting users.*



## Flow Cytometry Impression Data

<i>Campaign</i>	<i>Total Recipients</i>	<i>Total Opens</i>	<i>Cost per Open</i>	<i>Open Rate</i>	<i>Total Clicks</i>	<i>Click Rate</i>	<i>Cost per Click</i>
<i>First Touch</i>	<b>5000</b>	<b>769</b>	<b>\$3.25</b>	<b>15%</b>	<b>371</b>	<b>7%</b>	<b>\$6.70</b>
<i>Follow up</i>	<b>3815</b>	<b>246</b>	<b>NA</b>	<b>6.2%</b>	<b>15</b>	<b>&lt;1%</b>	<b>NA</b>
<i>Totals</i>	<b>5000</b>	<b>1015</b>	<b>NA</b>	<b>20%</b>	<b>386</b>	<b>7.3%</b>	<b>NA</b>





## Western Blotting Impression Data

<i>Campaign</i>	<i>Total Recipients</i>	<i>Total Opens</i>	<i>Cost per Open</i>	<i>Open Rate</i>	<i>Total Clicks</i>	<i>Click Rate</i>	<i>Cost per Click</i>
<i>First Touch</i>	<b>5000</b>	<b>748</b>	<b>\$3.30</b>	<b>15%</b>	<b>285</b>	<b>5.7%</b>	<b>\$8.80</b>
<i>Follow up</i>	<b>3900</b>	<b>239</b>	<b>NA</b>	<b>6%</b>	<b>68</b>	<b>1.7%</b>	<b>NA</b>
<i>Totals</i>	<b>5000</b>	<b>987</b>	<b>NA</b>	<b>19.7%</b>	<b>353</b>	<b>6.5%</b>	<b>NA</b>



## Opportunity

*The Science Advisory Board Announcements program offers you the unique opportunity to speak to our panel directly.*

*Get your message straight to the people that matter.*

- *55,000+ Experts*
- *Global Reach*
- *Accurate Targeting*
- *Highly Engaged Audience*

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## *SAB Announcements*

 *Talk directly to our community*