



# Audiences That Buy, Leads That Convert

Media Kit  
**2015**



# The Biocompare Difference

**The life sciences product market is constantly evolving.  
With each discovery and tech innovation,  
new products are launched.**

The number of scientific research products and systems options has more than doubled<sup>1</sup>



Labs are spending more on R&D than ever before<sup>2</sup>

**Biocompare.com is where the industry comes to educate and assess the technologies and products shaping life sciences.**

Biocompare provides our partners the opportunity to establish thought leadership, shape the product dialogue and clearly establish market position. No other brand provides our rich combination of robust lead generation and strategic branding.

<sup>1</sup> "The Scientific Buying Journey: The Adoption of Products & Systems by Today's Life Science Researchers"; Martin Akel & Associates; 2012

<sup>2</sup> "The Scientific Buying Journey: The Adoption of Products & Systems by Today's Life Science Researchers"; Martin Akel & Associates; 2012

# Audiences That Buy

## **Research scientists. Principle investigators. Lab directors. Technicians.**

They come from leading universities and biotech labs, from government health institutes and private research firms. They span the fields of immunology, translational research, and genetics. They are molecular biologists, biochemists, and they seek cures for the most virulent disease.

And they're tasked with finding the very best tools to outfit their teams to do groundbreaking research.

## **Meet our audience.**

Biocompare is where the decision-makers, the influencers, and the people shaping the future of scientific research turn when they have a purchase to make.



**Our audience can turn into your customers. We'll show you how.**

# Compelling, Collaborative Content

## Empowering great decisions is the primary focus of the Biocompare content strategy.

Nowhere else can users find the robust combination of world class editorial, comprehensive product intelligence, user generated reviews and product specific citations. This amalgamation of information, intelligence and insight provides our users with a wealth of data, contextual knowledge and pertinent recommendations across a broad range of life science reagents, supplies, equipment and services.

1

Side-by-side product comparisons

2

In depth, unbiased peer reviews

3

Comprehensive data on the latest technology

4

Videos that foster learning

5

Expert analysis of scientific innovations

# Unrivaled Content Engagement

Here's the thing about scientists: **They do their research.**

Biocompare customers are voracious learners, they:



**The top 3 reasons** visitors report coming to Biocompare:

To compare options within a product catalog

To learn of vendors/products may not have considered

It's more efficient to examine many options in one place

# Unrivaled Content Engagement

Biocompare visitors typically spend



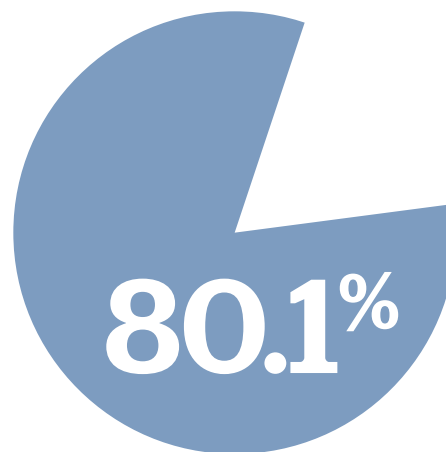
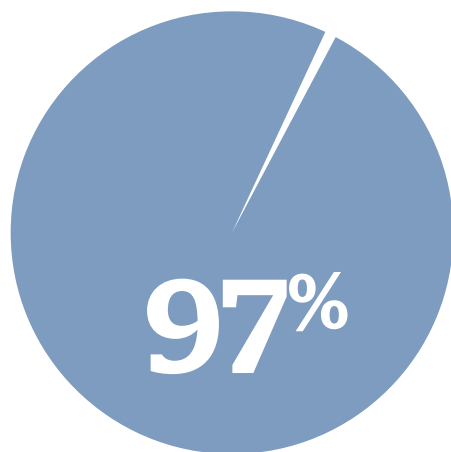
**7.4 minutes**  
on the site



and visit **3 pages**

**The good news is, they don't just study. They buy.**

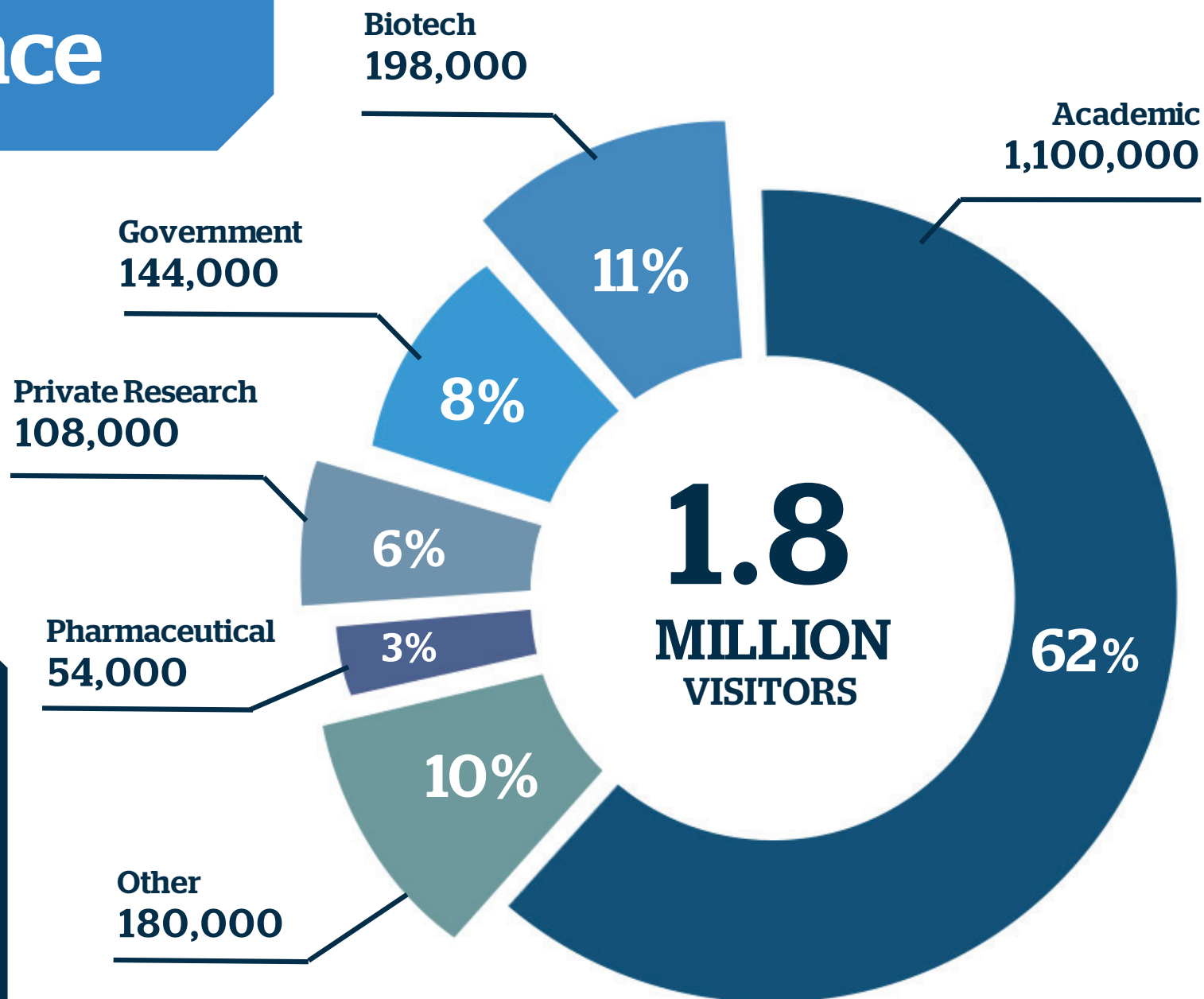
**97% of users take  
action** toward a  
purchase



**80.1% ultimately order  
a product** found on  
Biocompare

Source: The Scientific Buying Journey: The Adoption Of Products & Systems by Today's Life Science Researchers"; Martin Akel & Associates; 2013 and 2014 Publisher Data

# Audience

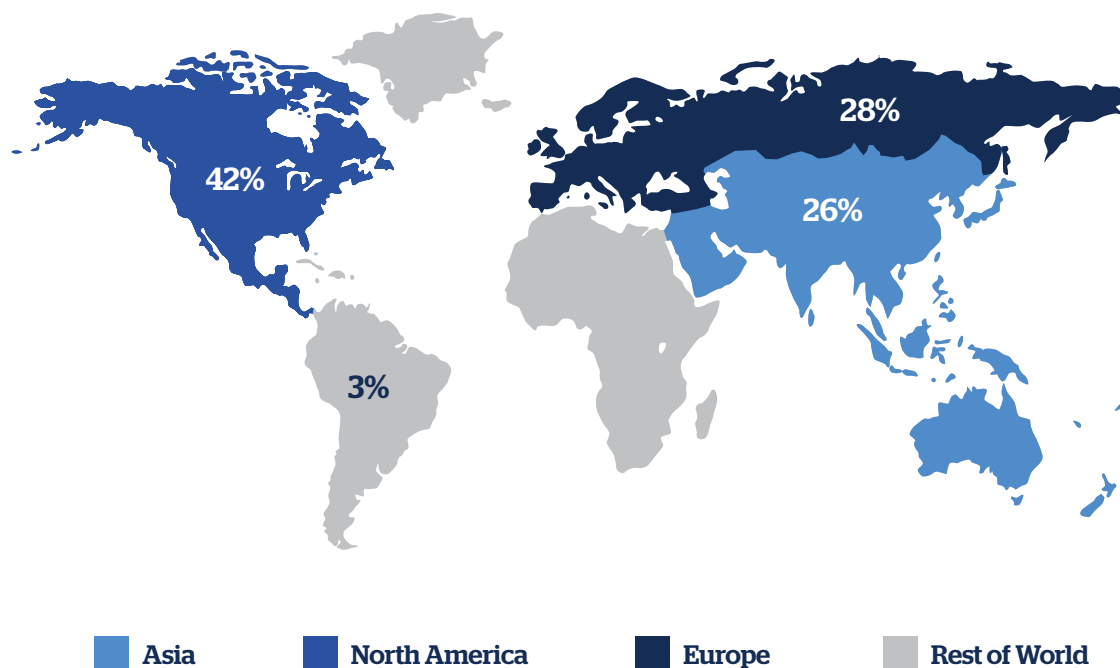


Biocompare's audience has grown 30% from 2013 to 2014

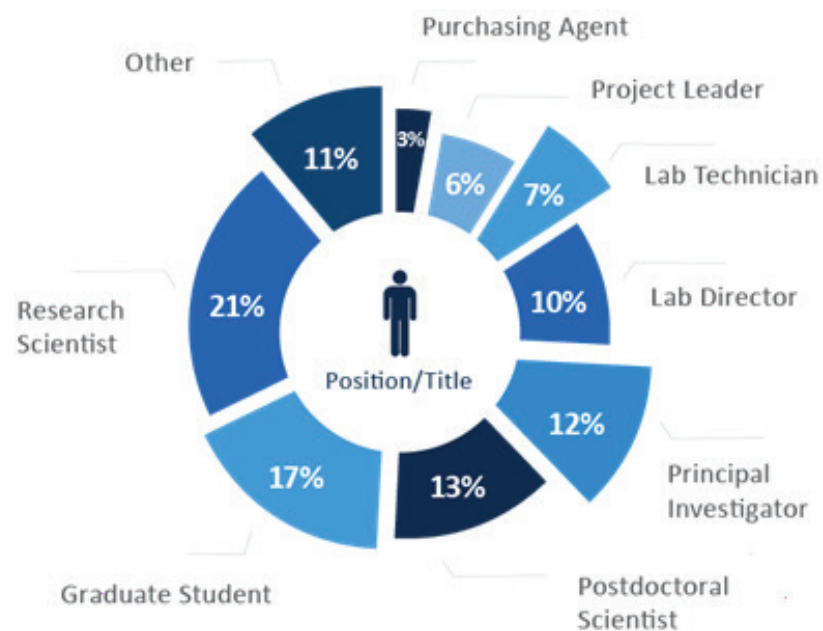
Source: Publisher's Site Data – Jan-Dec 2013

# Audience

## Global Audience



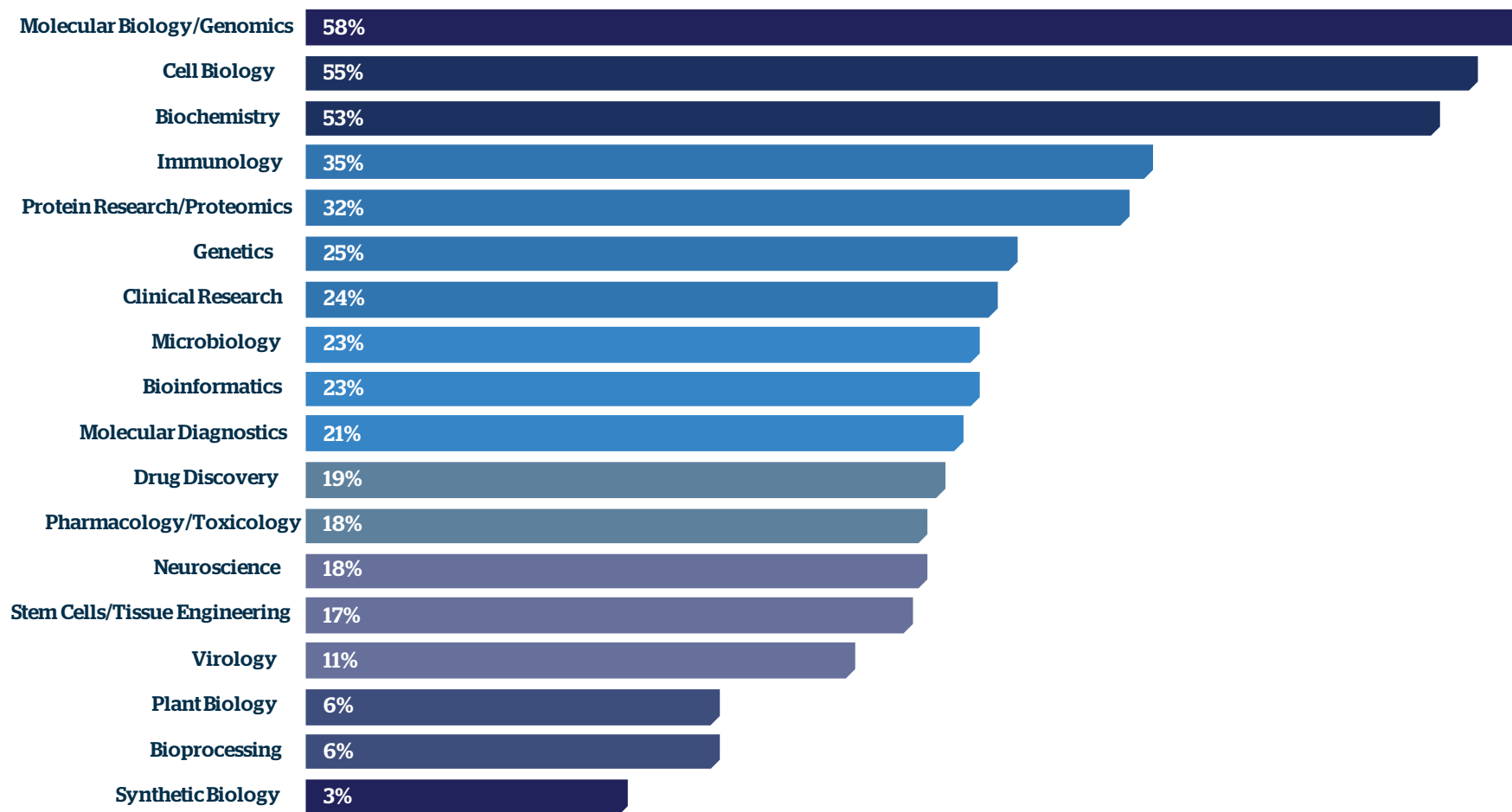
## Position



Source: Publisher's Site Data, Jan-Sept 2014

# Audience

**The BioCompare audience is involved in a broad range of key disciplines**



Source: "The Scientific Buying Journey: The Adoption Of Products & Systems by Today's Life Science Researchers"; Martin Akel & Associates; 2013

# Purchasing Power

Products of Systems	% With 2013 Expenditures	Average Expenditures*
Antibodies	89%	\$96,606
Bioimaging/microscopy	75%	\$122,365
Cell/tissue culture media/reagents/equipment	89%	\$138,356
Cellular analysis (cell counting, flow cytometry, etc.)	73%	\$128,384
Chromatography (HPLC, LC, columns, media, etc.)	58%	\$125,447
Electrophoresis & gel documentation	86%	\$93,434
Immunoassay kits (ELISA, Elispot, etc.)	78%	\$98,071
Lab accessories (pipets, glassware, etc.)	97%	\$106,617
Lab equipment (ultra centrifuges, freezers, hoods, etc.)	82%	\$160,005
Liquid handling devices/systems	59%	\$99,581
Molecular biology reagents (enzymes, purification kits, cloning, transfection)	91%	\$111,824
Nucleic acid sequencing systems & reagents	71%	\$112,677
PCR/real-time PCR kits and reagents	84%	\$92,763
PCR/real-time PCR instruments and accessories	64%	\$101,572
Protein research tools (protein purification & analysis, western blotting, etc.)	84%	\$86,065

Source: "The Technology Imperative: How Scientists Learn About & Acquire Appropriate R&D Tools and Services"; Martin Ake & Associates; 2013

**The Biocompare audience has the authority, budgets and scientific acumen to make purchase decisions.**

# Biocompare by the Numbers

Our audience stats ensure your program's success

**We don't need to tell you how engaged our audience is.  
The numbers speak for themselves.**



**1.8 million**  
unique visits each year



**49,000** opt-in subscribers



**50,000** E-newsletter subscribers



**3.35 million** product detail  
pageviews



**1.1 million** product click-throughs



**12,000** sales-ready leads generated



**760k** monthly page views



**9 out of 10** made a purchase  
based on their visit  
(2/3 have done so in the past 6 months)



**246,066** monthly visits

Source: Publisher Data: January - September 2014

# Impact the Process

Unrivalled access during each critical phase of the purchasing process

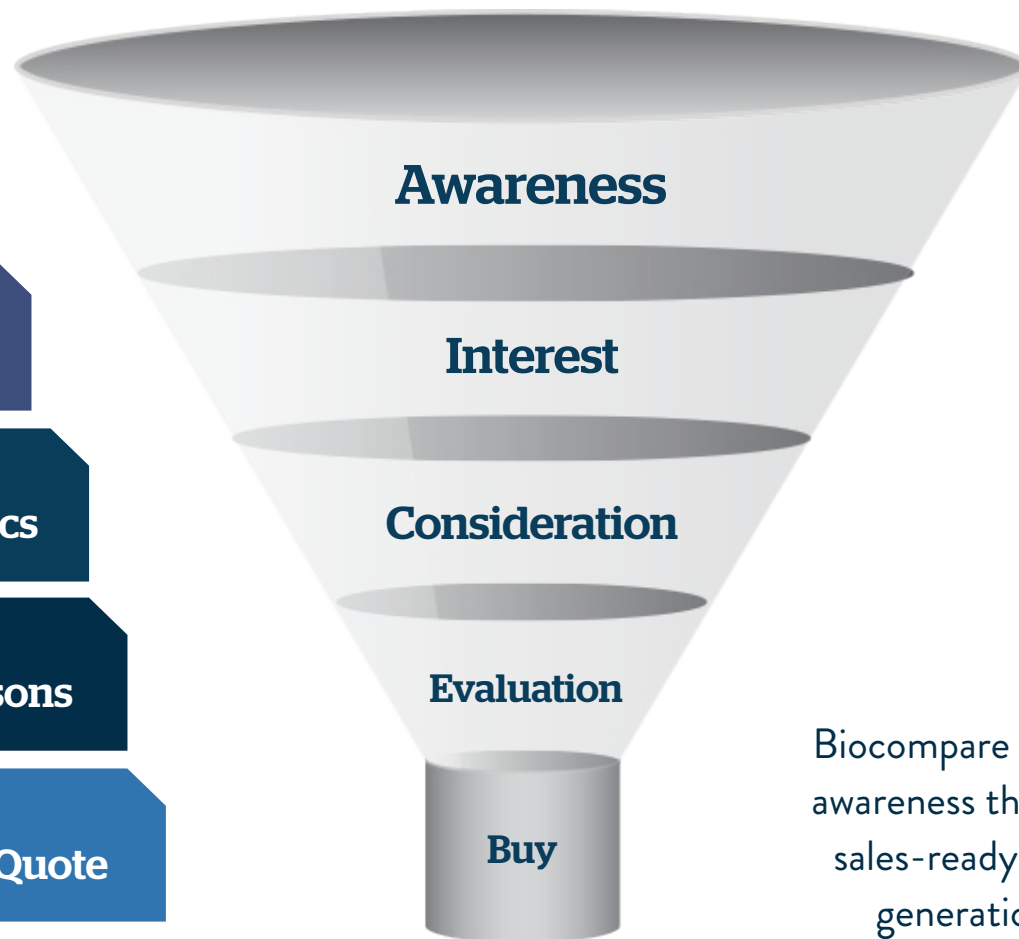
**Editorial Content** (Print and Digital)

**Ad, Email, eNewsletters**

**Video, Webinars, Detailed Specs**

**Reviews/Applications, Product Comparisons**

**Request Quote**



Biocompare drives awareness through sales-ready lead generation

# Media Solutions

Map your campaigns to program goals

## Awareness



### Social Media

Strengthen your social media presence and visibility.

# TM

### Brand Awareness

Strengthens your company's image.

## Consideration



### Thought Leadership

Be associated with credible content for lead nurturing.



### Demand Generation

Generate interest for your product or service.

## Evaluation



### Traffic Driver

Drive traffic to your website for additional follow-up and nurturing.

## Purchasing



### Contact Lead

A high quality lead that may require further nurturing.



### Directory Lead

These Biocompare Leads are sales-ready and require immediate follow-up to ensure conversion.



### Native Advertising

Provide relevant information to the audience where and when they are searching for it.

# Programs that Deliver

## Awareness. Consideration. Education. Purchasing.

These are the pillars of the Biocompare strategy—and the touch points for your product. Each stage of the customer journey provides opportunity for your company to be seen.

Our multi-layered, mobile-friendly media platform allows you to create brand awareness, connect with your audience, and generate leads.



Product Listing



Featured Product



Email Marketing



Online Banner Ads



Bench Tips



Webinars



Video Production



Citation Widget



Sponsored Content



Surveys



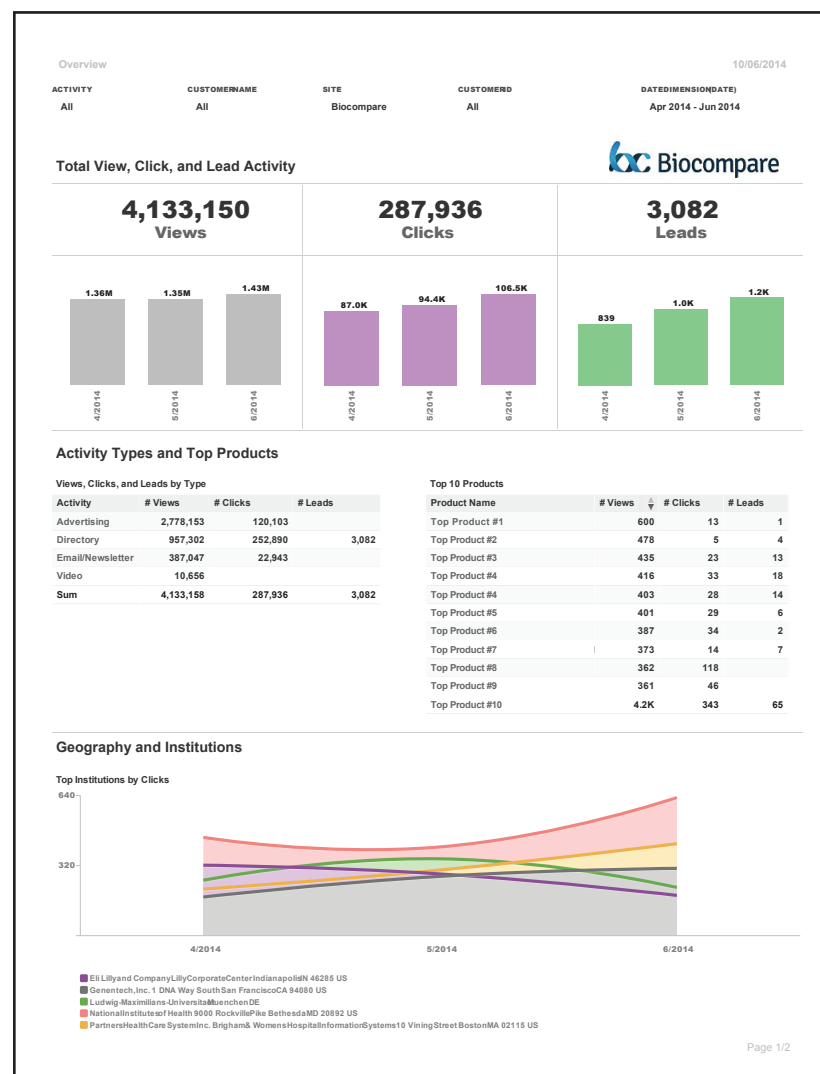
Microsites

Our **expert media consultants** will help you customize a results-driven campaign specific to your marketing goals.

# Measureable Results


**At Biocompare there's no guessing on how your investment is doing.**

With our unrivaled comprehensive reporting and analytics, you can track the impact of each campaign, every step of the way.

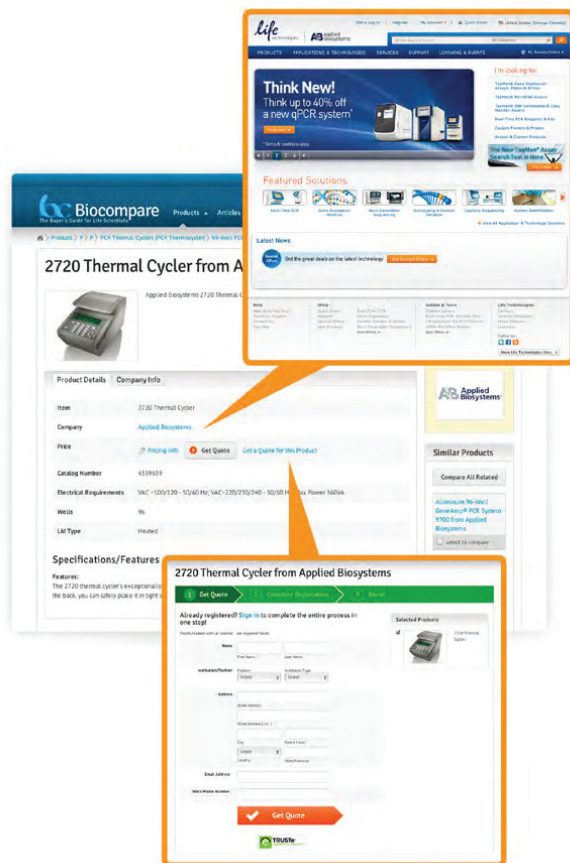


# Media Solutions

Our offerings enable awareness through sales-ready lead generation

	Awareness			Consideration		Evaluation	Purchasing	
	 Brand Awareness	 Social Media	 Native Advertising	 Demand Generation	 Thought Leadership	 Traffic Driver	 Contact Lead	 Directory Lead
Product Listing	●					●		●
Sponsored Product Listing	●		●			●		●
Featured Product Listing	●	●	●	●		●		●
Corporate Profile	●		●		●		●	
Email Blast	●			●		●		
eNewsletter Sponsorship	●			●		●		
Electronic Display Advertising	●			●		●		
Bench Tips	●	●	●	●	●	●		
Application Note/Whitepaper	●		●	●	●		●	
Citation Management System			●	●	●	●		
Sponsored Webinars	●	●	●	●	●		●	
On Demand Webinars	●	●		●	●	●	●	
Product Brochure Videos	●	●		●	●	●	●	
Poster Videos	●	●		●	●	●	●	
Customer Profile & Testimonials	●	●		●	●	●	●	
Product Demo & Training	●	●		●	●	●	●	
Research Services				●			●	
Microsite & App Development	●	●		●	●	●	●	
Mobile Solutions	●	●		●	●	●	●	
Event Listings/Promotions	●					●		

# Product Listing



## Product Listing

Life scientists come to Biocompare to research products and services through our comprehensive database. By organizing products into easy-to-locate product categories, users are able to quickly find and compare products side-by-side with a view of all specifications and products information. Product listings include links to drive traffic to your website. Qualified leads are generated when the user clicks on the request information or request quote buttons and fills in their information.

### Features:

- Product name, company name, and product image
- Product specifications and detailed description
- Links to technical articles, references in journal articles, supplemental tutorials, videos
- Company contact information
- Links to company product page
- Request quote buttons (if applicable)
- Complete reporting of product page views, clicks and leads to demonstrate ROI

# Sponsored Product Listing



Brand Awareness



Native Advertising



Traffic Driver



Directory Lead

Product Name	Reactivity	Host Species	Applications	Conjugate/Tag	Companies	Price
Anti-MME / CD10 Monoclonal Antibody	SHC-P (1:50)	Rat, Human	Unconjugated	125 µl	Lifespan BioSciences	Supplier Page
Anti-MME / CD10 Monoclonal Antibody	ELISA (1:1000), SHC-Fy (1:200 - 1:400), SHC-P (1:100 - 1:200)	Human	Unconjugated	50 µg	Lifespan BioSciences	Supplier Page
Anti-MME / CD10 Polyclonal Antibody	SHC-P (1:2 µg/ml), WB	Human	Unconjugated	50 µg	Lifespan BioSciences	Supplier Page
CD10	WB, ICC	Human	Unconjugated	100ul	Epitomics, Inc.	Supplier Page
CD10	WB, FC	Human, Mouse, Rat	Unconjugated	100ul	Epitomics, Inc.	Supplier Page
CD10 (SPW115)	WB, IP, IF, SHC/F	human, rat	Unconjugated	250 µl supernatant	Santa Cruz Biotechnology, Inc.	Supplier Page
CD10 (LT10)	FCM	mouse, human	Unconjugated	100 µg/ml	Santa Cruz Biotechnology, Inc.	Supplier Page
CD10/Neuphylin Antibody	ELISA, Immunohistocytemetry	Human	Unconjugated	0.05mg	Novus Biologicals	Supplier Page

## Sponsored Product Listing

Drive traffic to your key products by featuring them at the top of the product category page and only pay when a visitor clicks! The sponsored product listing is available for select Search Tool Categories (Antibodies, siRNA, Assay Kits, cDNA and Biomolecules) and is “pay per click” so you only pay when someone clicks through from your highlighted product on Biocompare to your website. Metrics on impressions and clickthroughs are generated on a monthly basis so you can keep track of how your program is performing.

### Features:

- Highlighted in yellow
- Product listing moved to top of the page

# Featured Product



Brand Awareness



Social Media



Native Advertising



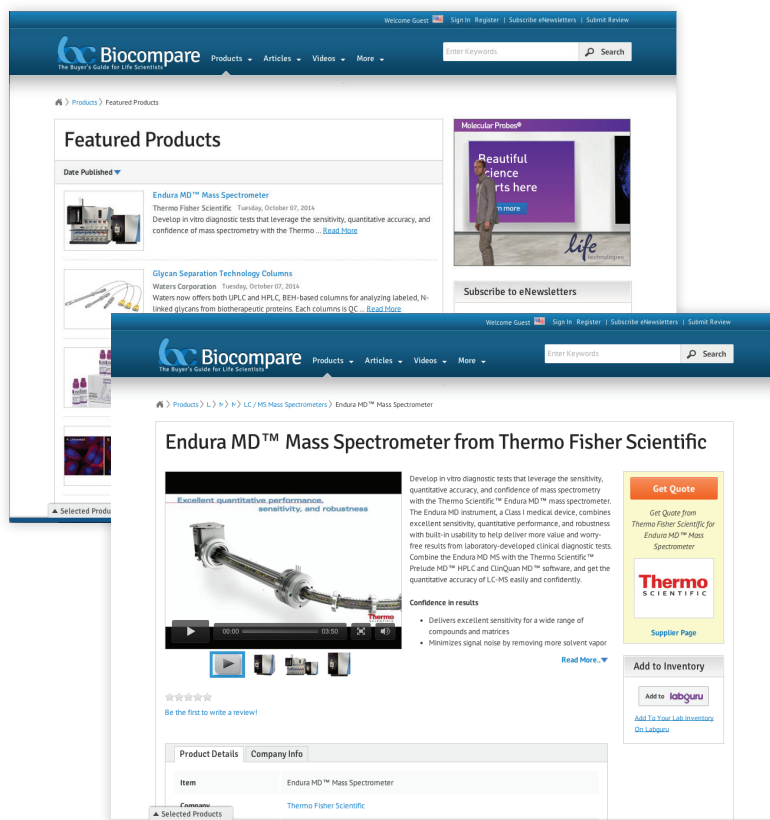
Demand Generation



Traffic Driver



Directory Lead



## Featured Product

Showcase your new product launch or most important products through Biocompare's Featured Product Program. Designed to provide maximum exposure for a product offering, each Featured Product is promoted for one month on Biocompare's homepage, for one year within the Featured Product section, and is associated with a relevant editorial article. Metrics on the number of page views, clickthroughs and leads that each Featured Product receives are reported on a monthly basis.

### Features:

- Placement within a relevant editorial article of your choice (see Biocompare's Editorial Calendar for topics)
- An image gallery that can include up to 5 images or video
- Inclusion in Biocompare's Featured Products eNewsletter
- Action Settings can be tailored to meet your goal and objectives
- Detailed reporting is provided at the end of the campaign

# Corporate Profiles



Brand Awareness



Native Advertising



Thought Leadership

The image shows two overlapping screenshots of the BioLegend Corporate Profile on the Biocompare website. The top screenshot shows the 'BioLegend Corporate Profile' page with a search bar and tabs for Summary, Contact, User Reviews (54), Related Product Categories, and Search for Related Content. The 'Top Content' section lists several articles, including 'Kits/Reagent User Review: Much Quicker Than Manual ELISA' and 'Antibody User Review: CD9 Just Great'. The 'BioLegend' section provides contact information: 9727 Pacific Heights Blvd, San Diego, California 92121, United States, Phone: 1-877-246-5343, Toll-Free, USA & Canada 1-858-768-5800, International Fax: 1-877-455-9587, and Website: www.biocompare.com. The 'Company Description' section states that BioLegend develops and manufactures world-class, cutting-edge antibodies and reagents as an outstanding value to customers for biomedical research. The bottom screenshot shows the 'BioLegend Corporate Profile' page with a search bar and tabs for Summary, Corporate Profile, Contact, User Reviews (54), Related Product Categories, and Search for Related Content. The 'Corporate Profile' section features an article titled 'Nimble by Design: BioLegend's Collaborative Approach to Business' with a sub-header 'Nimble by Design: BioLegend's Collaborative Approach to Business'. The article includes a bio of Gene Lay, CEO, and a section titled 'At-a-Glance' with a table of company details.

At-a-Glance:	
Company	BioLegend
Specialties	Biomedical research, immunology
Mission	To accelerate research and discovery by providing the highest quality products (such as reagents for flow cytometry and metal conjugation-ready antibodies) at an outstanding value, along with superior customer service and technical support
Noteworthy	Over 13,000 citations in published research since 2008
Location	San Diego, California, with facilities in Japan, Taiwan, Germany, and the UK
Size	Privately held
CEO	Gene Lay, DVM

## Enhanced Version

- Selection of your top 5 pieces of content on biocompare.com
- Company description and contact tab
- Request for information lead form, tracked as a separate lead type
- The categories and listing of your entire product offerings
- Reviews of your products written by our end users
- Profile will appear in a site-wide search for your company name

## Premium Version

### All benefits of Enhanced Version PLUS:

- An article that includes:
  - Interview of your CEO by a Biocompare contributing editor
  - Highlighting your company's positioning and capabilities
  - Embedded or link to corporate video - up to 2 images
  - At-a-Glance section highlighting pertinent facts about your company
- Article will be highlighted on the biocompare.com home page for 2 weeks and accessible in the dedicated Company Profile Section on Biocompare.com for one year.

# Email Blast



Brand Awareness



Demand Generation



Traffic Driver



## Email Blast

Through Biocompare, life scientists request to receive product information, event, e-seminar announcements, and promotions via email from third parties. Advertisers can promote their products in an exclusive email message to this extremely targeted email list as a low-cost, efficient, and effective way to reach their target audience. One week post deployment, Biocompare will send you a report that includes the following metrics: Total emails sent, open rate, views, total clicks and clickthrough rate. Our goal is to help you optimize all of your campaigns with us. Email blasts may be targeted to one of our 36 interest categories and/or geographic areas. Translation service is also available.

## Topics Include

Antibodies  
Biomarker Discovery  
Bioprocess  
Cancer Research  
Cell/Tissue Culture  
Cell Biology

Cell Signaling  
Chromatography  
Cloning  
Drug Discovery  
Epigenetics  
Flow Cytometry

Lab Equipment  
Genomics  
HTS  
Imaging/Microscopy  
Immunoassays  
Immunology

Mass Spectrometry  
Microarray Technology  
Microbiology  
Molecular Biology  
Neurobiology  
Nucleic Acid Analysis

Nucleic Acid Delivery  
PCR  
Plant Biology  
Protein Biochemistry  
Protein Expression  
Proteomics

qpcr  
RNAi  
Robotics  
Next-gen Sequencing  
Software  
Stem Cell Technologies

# eNewsletter Sponsorship



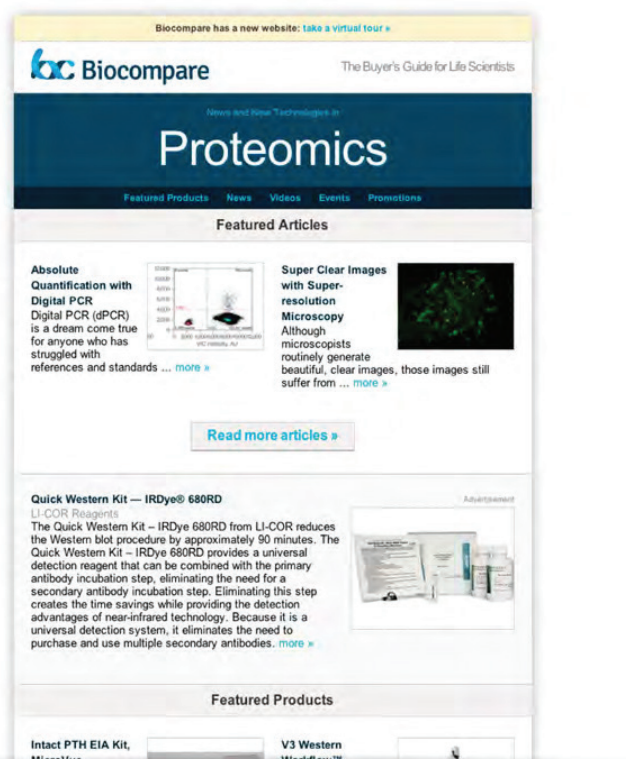
Brand Awareness



Demand Generation



Traffic Driver



## eNewsletter Sponsorship

Biocompare eNewsletters currently total 50,000+ unique subscribers and growing, split among our Life Science audience and 12 unique scientific areas of interest. One week post deployment, Biocompare will send you a report that includes the following metrics: total eNewsletters sent, views, total clicks and clickthrough rate.

## eNewsletter Targets & Subscribers

Life Science	43,200
Genomics	11,200
Molecular Biology	19,500
Proteomics	12,200
Cell Signaling	17,200
Neuroscience	8,700
Immunology	12,800
Cancer	13,100
Cell Biology	14,600
Microbiology	10,300
Drug Discovery	10,700
Mass Spectrometry	7,200

# Electronic Display Advertising



Brand Awareness



Demand Generation



Traffic Driver

The screenshot shows the Biocompare website with a blue header. A large black 'LEADERBOARD' ad is positioned at the top of the main content area. Below it, the 'Featured Products' section lists several items: Endura MD™ Mass Spectrometer, Glycan Separation Technology Columns, Image-IT® FX Signal Enhancer ReadyProbes® Reagent, and BlockAid™ Blocking Solution. On the right side of the page, there is a '300X250' ad placeholder, a 'Subscribe to eNewsletters' section, and a 'Product Review' section for Thermo Scientific Precision Digital Water Bath.

## Electronic Display Advertising

Notice higher clickthroughs, better branding, and more interaction with successful rich media advertising. Ads appear throughout Biocompare and are available in two IAB standard sizes. All ads are sold on an impression basis and can be targeted (for an additional cost). After ad run is complete, a report is generated with the following metrics: number of impressions and number of clicks. Roadblocks are also available, please inquire.

### Ad Sizes:

- Leaderboard 728 × 90 pixels
- Medium Rectangle 300 × 250 pixels

# Bench Tips - The Story



## Bench Tips

Bench tips are articles that address a particular area of research and are designed to help researchers improve a particular laboratory task or technique. Sponsor a Bench Tip article to position your company as an expert in a particular discipline.

### The sponsoring company will receive:

- Recognition as sponsor with logo inclusion at the top of the page
- Byline as having authored the article
- Relevant product listing links within the article
- Reporting on Bench Tip page views as well as clicks the products associated with the Bench Tip received

### Bench Tip promotion includes:

- Inclusion on homepage of Biocompare
- Inclusion in relevant eNewsletters
- Posting on Biocompare's social media channels
- Placement throughout the Biocompare website
- Links to relevant products from sponsor at end of article

# Bench Tips - Video and Webinar



Brand Awareness



Social Media



Demand Generation



Thought Leadership



Traffic Driver



Contact Lead

## Bench Tips Video

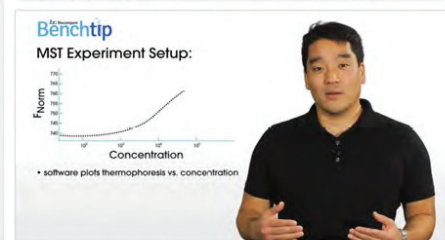
Increase engagement in your bench tip and build your brand by adding a 2-3 minute video. Bench Tip videos feature Biocompare's chief editor discussing the bench tip to help life scientists solve their most challenging technical issues. As a sponsor, your brand and message appear during the opening and closing clips of the video.

### Sponsorship Includes:

- Logo and sponsorship recognition during the opening and closing clips of the video
- Demand generation button on video console
- By-lined Bench Tip article
- Relevant products associated with bench tip article
- By-lined Bench Tip article
- Relevant products associated with bench tip article

### Bench Tip Video: Measuring Interactions Using Microscale Thermophoresis

Posted: October 24, 2015 [Twitter](#) [LinkedIn](#) [Facebook](#) [Email](#) [Comments \(0\)](#)



In this Bench Tip Video, Dr. Mike Okimoto discusses MicroScale Thermophoresis or MST. MST is a technique that allows you to obtain binding constants for virtually any type of biomolecular interaction in a close-to-native environment. MST can overcome some shortcomings of traditional techniques because it measures biomolecular interactions using just a few  $\mu$ l of sample and has almost no limitation in molecule size, affinity or buffer. Watch this video to learn more about MST including how this technology works and how to set up an MST experiment. [Learn More](#)

## Bench Tips Webinar

Biocompare's Live Bench Tip Webinars position your company as an expert in a designated field or technique. Bench Tip Webinars last approximately one hour and feature an introduction from a Biocompare editor followed by a presentation given by a person designated by the sponsor. Biocompare's webinar editors work with the presenter of your choosing to shape the content through a highly targeted promotional campaign that solicits questions from the registrants prior to the webinar. This unique approach will ensure a highly relevant webinar that will result in excellent registrant to attendee conversion.

### Sponsorship Includes:

- Logo and sponsorship recognition during the opening and closing clips of the video
- Demand generation button on video console
- By-lined Bench Tip article
- Relevant products associated with bench tip article
- Contact information of those who registered for the event
- Two custom questions included on registration page to help qualify the registrants

# Application Note/White Paper



Brand Awareness



Native Advertising



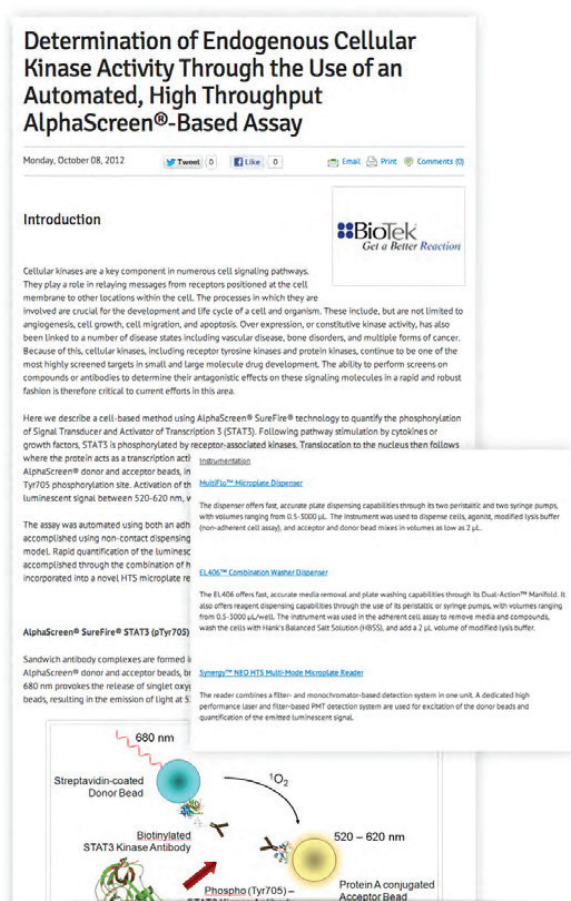
Demand Generation



Thought Leadership



Contact Lead



## Application Note/White Paper

Deliver technical, protocol, or application-based information to life scientists by placing your Application Notes, Whitepapers or Technical Articles on Biocompare. The articles you choose to include will be archived in a dedicated section on our site and linked to relevant products your company has listed on Biocompare. Registration can be required to access your application note making this a great demand-generation vehicle.

### Program includes:

- Placement of Application Note/Whitepaper within a relevant Biocompare eNewsletter
- Archived for 1 year in dedicated Application Note section on Biocompare
- Linked to your relevant products listed on Biocompare
- Contact details of those who downloaded your whitepaper

# Citation Management System



Native Advertising



Demand Generation



Thought Leadership

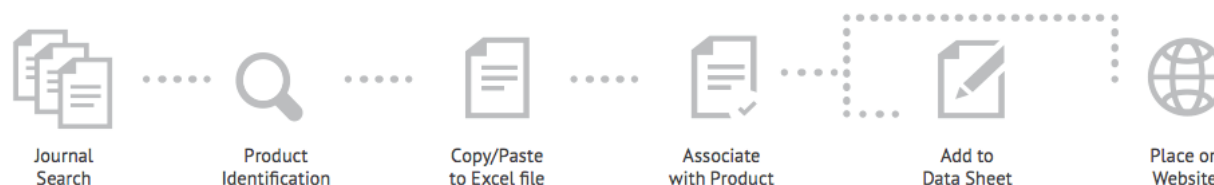


Traffic Driver

## The Biocompare Citation Management System offers:

- Automated, real-time access to thousands of articles that reference your products, saving you time and money in gathering the data
- Ability to associate citations to product pages on your site, for efficient organization of content
- Credible third party validation of product usage, which can help increase sales conversions

### Current Process



### Process with CiMS



# Sponsored Webinars



Brand Awareness



Social Media



Native Advertising



Demand Generation



Thought Leadership



Contact Lead



## Sponsored Webinars

Biocompare's Sponsored Live Webinars help you get in front of a large audience without the travel costs. Fully customizable, webinars may be used for customer training, educating potential buyers on your new products, hosting online classrooms or other educational events. We can help you reach your target audience, reduce training costs, eliminate travel expenses, and generate highly qualified sales leads.

### Features:

- Streaming 60-75 minute audio broadcast live and/or on-demand over the Internet
- PowerPoint slide synchronization
- Browser based Q&A capabilities, advanced polling and survey functions
- Complete registration management
- .mp4 file of the webinar that the sponsor may use will be provided
- Complete registration list, distinguishing attendees from registrants
- Complete promotion of live webinar through 4 email blasts, eNewsletter placements, social media, inclusion in calendar of events and placement on our homepage.
- On-demand archive creation and hosting of broadcast with links to biocompare.com for 6 months
- Assistance in recruiting authors and key thought leaders to participate.

# On Demand and Live Webinars



Brand Awareness



Social Media



Demand Generation



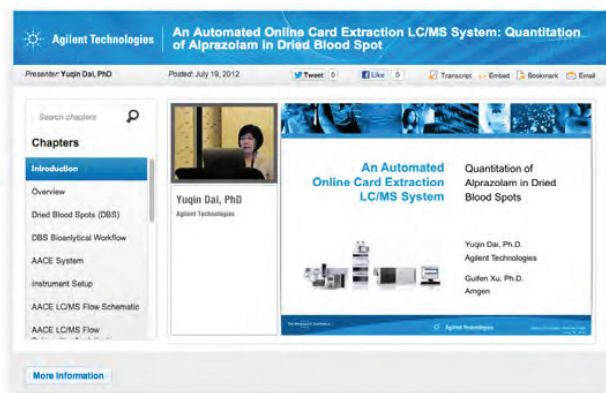
Thought Leadership



Traffic Driver



Contact Lead



## On Demand and Live Webinars

Repurpose content and get mileage out of your conference presentations. On-Demand Audio or Video Webinars allow life science professionals to view seminars and presentations in their own time, making them cost-effective and convenient. Designed in HTML5, webinars are fully mobile compatible and interactive. Scientists can skip between chapters, request a quote, send the link to a colleague, or click through to your product page.

### 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 video page
- 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.

# Product Brochure Video



Brand Awareness



Social Media



Demand Generation



Thought Leadership



Traffic Driver



Contact Lead



## Product Brochure Video

Product Brochure videos are mini-commercials of your offerings that can be leveraged and multipurposed towards any marketing/sales needs. This video features a combination of compelling graphics, music and audio narration.

### 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 video page
- 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 an additional cost

# Poster Video



Brand Awareness



Social Media



Demand Generation



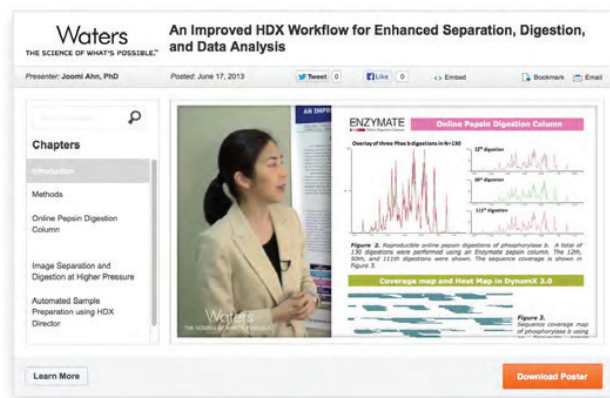
Thought Leadership



Traffic Driver



Contact Lead



## Poster Video

Turn your poster presentations into an enduring video to expand your reach and extend the life of your conference posters beyond the conference. It's quick and easy - Biocompare can film your poster presentation at a venue near the conference. Designed in HTML5, poster videos are fully mobile compatible and interactive. Scientists can skip between chapters, download the poster, request more information, send the link, or click through to your product page.

### Features:

- 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
- Deliverables: .mov/.wmv/.mp4 copies and HTML embed code
- Client owns the copyright

# Customer Profile & Testimonials



Brand Awareness



Social Media



Demand Generation



Thought Leadership



Traffic Driver



Contact Lead



## Customer Profile & Testimonials

Customer Profile and Testimonial videos feature a customer discussing your product and how it's applied in their research. These videos allow scientists to see how others have benefitted from purchasing your product.

### Features:

- Production coordination
- HD camera/lighting package
- 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 video page
- 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

# Product Demo & Training



Brand Awareness



Social Media



Demand Generation



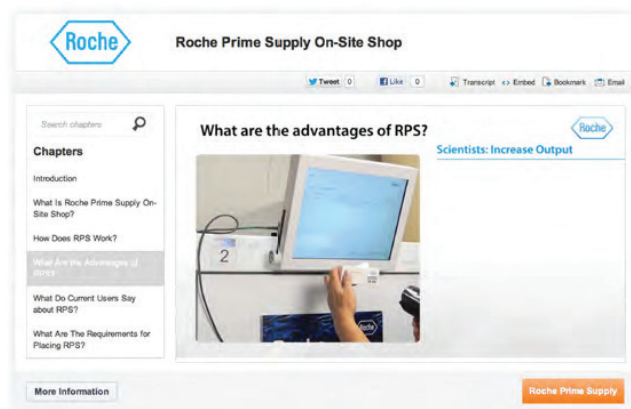
Thought Leadership



Traffic Driver



Contact Lead



## Product Demo & Training

Biocompare's Product Demo videos allow you to give an overview of your product's features and benefits. We combine video with motion graphics to point out important aspects, show how a product functions, and demonstrate its ease of use. Your video may be divided into indexed chapters so that you can cover multiple steps.

### 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 video page
- 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

# Research Services



Demand Generation



Contact Lead



## Research Services

Our survey team provides a complete range of survey services.

### Surveys Include:

- Survey programming / production
- Survey Email Blast design service
- Delivery of survey (email blast) to targeted audiences
- Survey incentives and administration
- Survey Reporting

### Advanced Surveys Include:

- Survey creation
- Statistical analysis of results
- Presentation-ready survey reports
- Survey translation

# Microsite & App Development



Brand Awareness



Social Media



Demand Generation



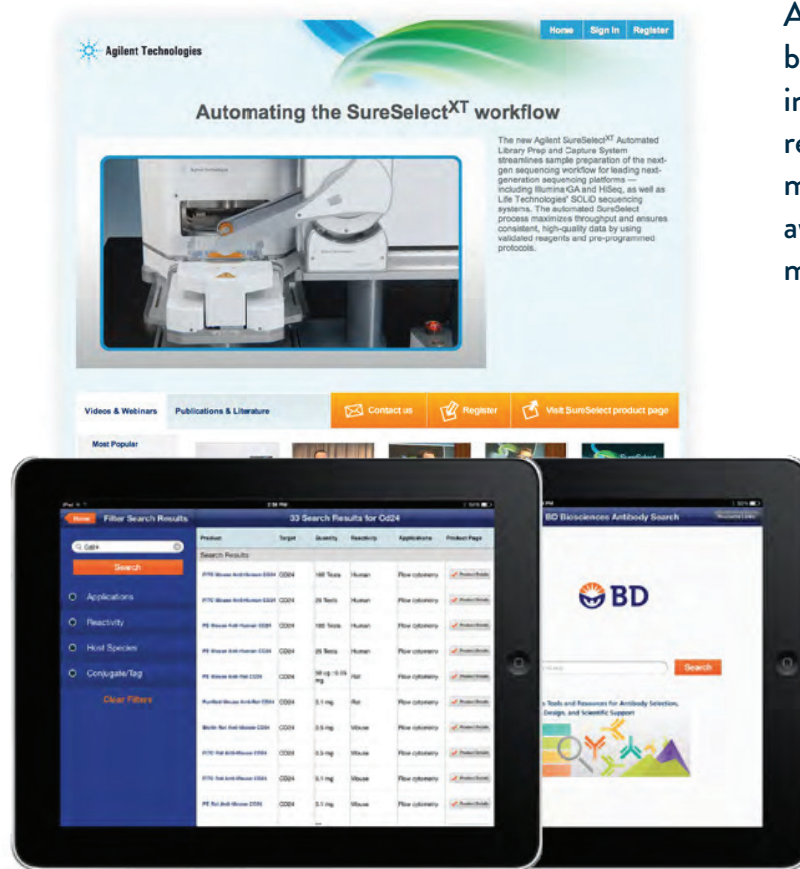
Thought Leadership



Traffic Driver



Contact Lead



## Microsite

A Biocompare Microsite is a webpage designed to educate buyers on your new product or upcoming event through detailed information, interactive video and an easy form where they can request more information. Fully customizable to meet any marketing needs, a Biocompare Microsite will help you boost awareness, drive sales leads and registrations, and precisely measure ROI on your marketing spend.

## Custom Mobile App

Our award-winning team can develop apps for iPhone/iPad/Android to your exact specifications. Reach the ever expanding mobile market by creating an app.

Features:

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

# Mobile Solutions



Brand Awareness



Social Media



Demand Generation



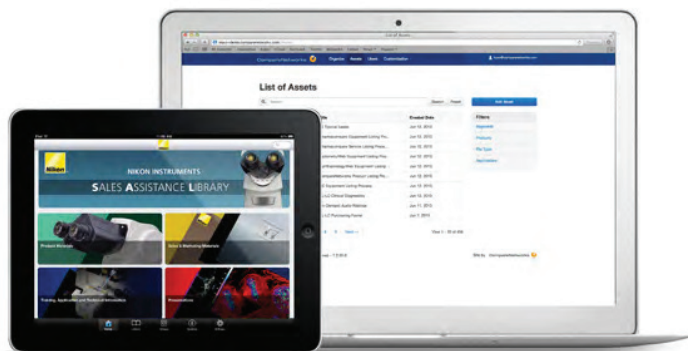
Thought Leadership



Traffic Driver



Contact Lead



## imSMART Customer App

The imSMART Customer Engagement App is designed to engage your customers and potential customers. Customers may download the app in the app store to see product training, purchase additional products, view whitepapers, and more.

## imSMART Sales App

The imSMART Sales App is used to empower your sales organization with sales collateral and marketing materials that are quickly accessible via tablet app.

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

Both versions of imSMART feature a beautiful, template-driven library of product collateral easily accessible via a tablet. Product collateral may include everything from PDFs and videos, to ROI calculators and interactive presentations. imSMART also provides complete tracking of app usage through a sophisticated and powerful tracking system. With the rise of closed loop marketing, metrics are crucial to measure the success of sales materials and strategies. To learn more about imSMART, please visit [www.imsmartapp.com](http://www.imsmartapp.com).

# Event and Promotion Listing



**Point of Care Diagnostics – Market Adoption and Technology Trends**

Monday, October 25, 2010 – Wednesday, October 26, 2011  
London, UK

Drawing on key opinion leaders in this field, SMI's 7th Annual Point of Care Diagnostics: Market Adoption and Technology Trends will present an insight into the many challenges facing the industry and provide an unsurpassed opportunity for you to obtain information you need in order to remain competitive in this evolving market.

**25/26 Oct 2010  
London, UK**

[MORE INFO](#)

### Promotions

**Complimentary sample- from Advanta**  
Sunday, May 13, 2012  
Contact Advanta today to request a **free sample** of our WesternBright Quantum HRP substrate. This offer is valid for a limited time and includes free ... [Read More](#)

**Over 3000 Antibodies. No Shipping Fees!**  
Enzo Life Sciences, Inc. Thursday, May 10, 2012  
Enzo Life Sciences offers over 3000 thoroughly validated and widely cited antibodies. Order any antibody before July 31, 2012 and we'll pick up the ... [Read More](#)

**Up to \$185 off a Duolink® In Situ Starter Kit from Bethyl Laboratories**  
Bethyl Laboratories Tuesday, May 08, 2012  
Receive a 20% discount on the purchase of a Duolink PLA In Situ Starter Kit until June 30, 2012 (use promo code PLAKIT). [Read More](#)

**Promotion from BioTek**  
BioTek Instruments Friday, April 13, 2012  
Purchase any 405 Touch Microplate Washer, get an upgrade to buffer switching at no charge!  
Offer valid April 9, 2012 to June 29, 2012  
Contact BioTek... [Read More](#)

**20-50% DISCOUNT on 1 mg size vials of cytokines, growth factors, chemokines and more...**  
Cell Sciences Tuesday, March 13, 2012  
For a limited time Cell Sciences is offering substantial discounts on many milligram size items. These products are

## Event Listing

Use Biocompare's popular Event listings to generate awareness and drive attendance for your events. Placed chronologically in Biocompare's event page and may be featured in email newsletters.

### Features:

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

## Promotion Listing

Use Biocompare's popular Promotions to generate awareness of your rewards programs, discounts, free samples, etc. Promotions and Event listings are placed in chronological order on Biocompare's website and featured in relevant Biocompare eNewsletters.

### Features:

- Hyperlinked Title
- Company Name
- Text Description
- Link to More Information
- Inclusion in relevant eNewsletters



**Biocompare**

The Buyer's Guide for Life Scientists

**For advertising inquiries contact:**

Joan Boyce  
VP & GM  
386.585.4009  
[jboyce@biocompare.com](mailto:jboyce@biocompare.com)

**For editorial inquiries contact:**

Mike Okimoto, PhD  
Editor-in-Chief  
[mokimoto@biocompare.com](mailto:mokimoto@biocompare.com)  
650. 416.0493

**395 Oyster Point Boulevard, Suite 321  
South San Francisco, CA 94080  
(650) 243-5600  
[sales@biocompare.com](mailto:sales@biocompare.com)  
[twitter.com/biocompare](https://twitter.com/biocompare)  
[facebook.com/biocompare](https://facebook.com/biocompare)**