

2016 Q4 Preview



Next Future Lab on **Immunodetection** (sponsored by Bio-Techne) is about to go live followed by Future Lab: Flow Cytometry (sponsored by Thermo Scientific). Marketing promotion for Future Lab is delivering over 300,000 opens/impressions a month, generating significant lead numbers and new customers for each Future Lab sponsor.

Check out the Protein Production Future Lab at <http://futurelab.biocompare.com/> and watch out for Immunodetection & Flow Cytometry.

Engaging Your Audience with Email

Email, once considered dead, is the savvy marketer's most beloved tool, the workhorse of the marketing arsenal. Consider, the Direct Marketing Association says, the ROI on email marketing averages 4300%. It calls email "the most prolific tool for today's data-driven marketer." Various reports give email more credit for conversion and engagement than social media, direct mail, and other marketing efforts – and it is often less expensive.

For a [link](#) to this article contact:
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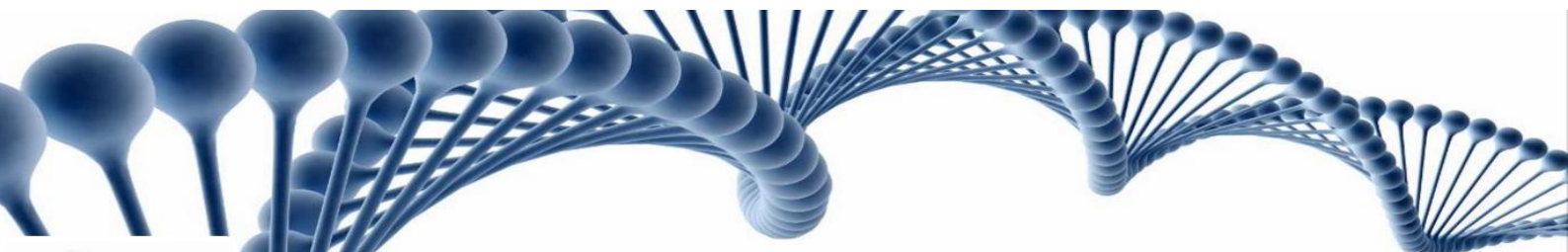
- **Future Lab Updates**
- **Engaging Your Audience with Email**
- **6 Reasons Why Your Organic Traffic has Dropped**
- **New - Remarketing Now Available**
- **Q4 Editorial Articles**
- **Meet the Team**

6 Reasons Why Your Organic Traffic has Dropped (and what to do about it)

1. Changes to Search Behaviour & Trends
2. Uninformed Site Changes
3. Manual or Algorithmic Penalties
4. Neglecting Technical SEO
5. Check Your Organic Click Through Rates
6. Lost External and Internal Links

Source: www.hallaminternet.com

For a copy of the [link](#) email
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Q4 Editorials

In the coming months Biocompare Editorial Articles will cover the following series of exciting research topics:

October

- Cell Based Assays
- Protein Gel Stains
- Plate Reader Buyer's Guide
- Whole-Genome Sequencing
- PCR Instrumentation Update
- DNA Gel Documentation Systems
- Developing Point-of-Care Diagnostics
- Neuronal Stem Cells

November

- In Vivo Imaging
- Plant Biology (CRISPR /New Applications)
- Cell Culture Equipment
- Choosing The Right Microscope
- Scaling Up Protein Production/Purification
- Genetic Analysis: Real-Time vs Digital vs End Point PCR
- Next Gen Sequencing H2 Update
- Protein Tag Purification
- Laboratory Apps

December

- iPS Cells
- Post-Translational Modifications
- Mapping RNA-Protein Interactions
- ADME/Tox
- Chromatin Immunoprecipitation
- Stem Cell Differentiation
- Imaging Flow Cytometry
- Assay Development
- Western Blotting Documentation Systems



To be considered for inclusion please contact Peter Fung,

pfung@biocompare.com

[Read our Editorial Guidelines](#)

Remarketing now on offer from Biocompare

Biocompare is delighted to provide you with the details of our exciting new remarketing offering -

Remarketing (also known as retargeting) is the practice of showing a customer's banner ads outside of Biocompare, on third party sites that participate in the Google display network -

- Visitors who visit Biocompare will see participating customer display ads on sites after they leave Biocompare. These can be targeted to visitors who visit the Antibody or ELISA Kit search tools, or targeted to any Biocompare visitor.
- The Google Display Network includes more than 2 million web sites. Google states that their network reaches of 90% of the people on the Internet.

For more call us on +44(0) 18575 825 700

Meet the Team

Joan Boyce, VP Biocompare
ACP-LS - Oct 19-21, Philadelphia

Video Team & Peter Fung, Managing Editor
ASHG – Oct 18-22, Vancouver
SfN – Nov 13-16, San Diego
ASCB – Dec 3-7, San Francisco

Emily Watson, Advertising Sales Manager
SfN – Nov 13-16, San Diego

Tradeshaw Videos

- Booth, Presentations or Poster Video Shoots
- Delivered to you a week after the show
- Includes hosting on Biocompare for 12 months
- Embed code so you can post to all web pages you need
- As well as given to you a week after the show finishes

COST \$2500

To book your slot, contact us on
+44(0) 1875 825 700

For further information on any of the above features, please contact:
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