

Here are some awesome stats...

Did you know that in the past 12 months Biocompare's directory has generated:

2,217,453 product page **views**
1,104,973 product **clicks**
14,860 directory **leads**

And what is also equally impressive is the purchasing timeframe of our leads. Biocompare leads are hot, hot, hot and that immediate follow-up is needed!

Biocompare Directory Leads Purchasing Timeframe:

Immediately = **43%**
Within 1 month = **26%**
Within 3 months = **14%**
Within 6 months = **9%**
Within 1 year = **8%**

Let us know if you want a copy of the following Case Studies:

- AllCells
- AVMBioMed
- Boster
- ChemoMetec
- Leica

Meet Us At

SfN 12th – 16th Nov, San Diego

Medica 14th – 17th Nov, Dusseldorf

If you are available to meet at the above Exhibitions, please get in touch:

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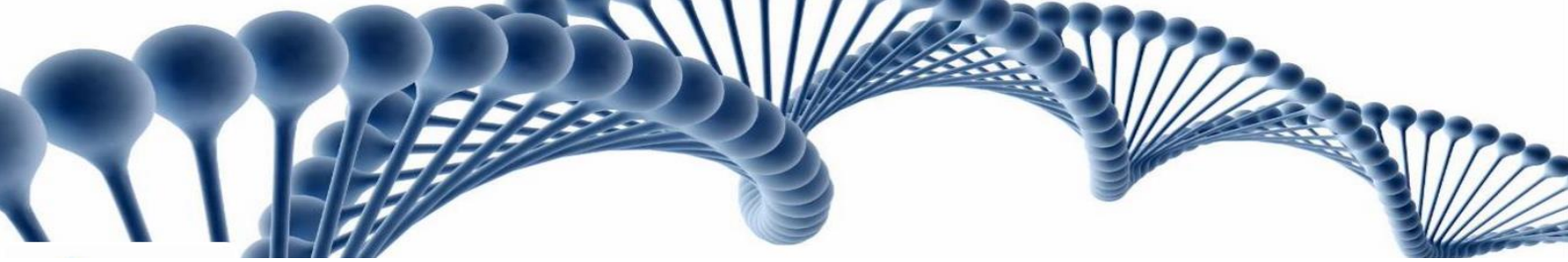
Best Practices for Digital Ads

Display ads make up a large piece of the advertising pie. They are visual advertisements that can be placed on a variety of online media. They come in a vast array of formats such as text, images, video, flash, and more. Because of their flexibility, you can use almost any type of media to get your message across to your audience. And you can target your audience across multiple devices and channels.

Download Marketo's ebook on best practices for display ads:

- Static display ads
- Video display ads
- Cinemagraphic display ads
- Flash display ads
- Pop-up ads
- Mobile ads

<https://uk.marketo.com/ebooks/best-practices-for-digital-display-ads/>



August & September Editorial

August 2016

2 nd Aug	Molecular Diagnostics
4 th Aug	Cell counting
9 th Aug	Tools for determining copy number variants
11 th Aug	IHC tools
16 th Aug	Tools for protein clean-up
18 th Aug	Fluorometers
23 rd Aug	RNA-sequencing
25 th Aug	NGS Buyer's Guide
30 th Aug	Serum test

September 2016

1 st Sep	Selecting a CMO for protein production
6 th Sep	Mycoplasma testing
8 th Sep	Metabolomics
13 th Sep	DNA methylation analysis
15 th Sep	3D Cell culture
20 th Sep	CRISPR and applications in cancer therapeutics
22 nd Sep	Immunofluorescence-new FL dyes, NIR advances
27 th Sep	Working with single cells
29 th Sep	Microfluidics



To be considered for inclusion please contact Peter Fung, pfung@biocompare.com

115 Million Emails Reveal We're All Doing It Wrong

Yesware data scientists analysed over one hundred million tracked emails over a full year period from 2015 to 2016 to identify which email subject line strategies work and which don't. They looked specifically at most and least used words and formats in comparison to most and least effective.

To see their 9 Key Findings, [click here](#) – or, if you don't want to sign up to get the download, let me know and I'll send you a copy of the one I signed up and downloaded.

And if you want to A/B test your eblasts, that's an option that Biocompare can do, eg 10-10-80 and so on. September dates are starting to get booked up so get in touch –

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Summer Special Offers

- eBlasts
- Banner Ads
- eNewsletter Sponsorships

Click this [link](#) or request the link by contacting:

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