

Biocompare Info January 2015

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- Antibody Click Follow Up Study
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- Life Science Industry Award Winners

January Editorial

06/01/2015	Raman spectrometry & imaging
08/01/2015	Reagent repositories
13/01/2015	Identifying/quantifying circulating tumor cells
15/01/2015	Mycoplasma testing
20/01/2015	Genome editing services
22/01/2015	Reporter selection: fluorescence vs. luminescence
27/01/2015	Proteomics
29/01/2015	Epigenomics

Editorial Previews - Remember, you

can send in editorial at any time to Editor Jeff Perkel.
news@biocompare.com

Reporting Upgrades

In the next few months, your Biocompare monthly reports will be upgraded to give you, each month new metrics & attributes:

- number of page views prior to a click or lead
- type of page generating a click or lead (i.e. matrix or product detail)
- number of visits prior to a click or lead
- the number of enabled and disabled products you have on site
- hyperlinks to view an email campaign from email reports
- interactive maps for geography reports

Dec / Jan special offers

- E-newsletter promotion. Buy 2, get 1 free, for a total of \$2,000 for 3. Good for targeted newsletters (non lifescience) from now until January 8th
- Eblasts - rent 4,000 names, get 1,250 free for eblasts sent out between now and Jan 8th
- December RMR Banner ads, buy 30,000 impressions, get 5,000 free

To book, email:

hturnbull@comparenetworks.com

or

ewatson@comparenetworks.com

Antibody Click Follow Up Study

An Oct/Nov study of Biocompare registered users who clicked on antibody products and the follow-up they made is now available. To receive a copy of the results, please email: hturnbull@comparenetworks.com

Announced on November 18th 2014 at the awards ceremony in Washington, DC, the **WINNERS** of the The Life Science Industry Awards 2014 are listed below. **Congratulations to all our award-winning partners.**

Antibodies
Cell Signaling Technology

Cell Analysis Instruments (Flow Cytometer-Based)
BD Biosciences

Cell-Biology Instruments (Microscope-Based)
Carl Zeiss

Cell Biology Products
Life Technologies (Invitrogen)

Cell Culture Media & Reagents
Life Technologies (GIBCO, Invitrogen)

General Lab Equipment
Eppendorf

Genomic Analysis Kits & Reagents
Life Technologies (Applied Biosystems, Invitrogen, Ambion)

High Throughput Screening & Analysis Systems
Agilent Technologies

High Throughput Sequencing Platforms
Illumina

Instrumentation for Genomic Analysis
Life Technologies (Applied Biosystems, Ion Torrent)

Instrumentation for Protein Analysis & Purification
GE Healthcare Life Sciences

Molecular Biology Products
New England Biolabs

Nucleic Acid Purification & Separation Products
Qiagen

Protein Expression & Analysis Products
Bio-Rad Laboratories

Protein Purification & Separation Products
GE Healthcare Life Sciences (Amersham, Pharmacia)

Workflow Solutions – Cell-Based Research
BD Biosciences

Workflow Solutions – Genomics
Bio-Rad Laboratories

Workflow Solutions – Proteomics
Thermo Fisher Scientific (Pierce)

Breakthrough Product – Neuroscience Research
Carl Zeiss

Best Customer Service
Sigma-Aldrich

Best Use Of Digital Media
Abcam

Most Helpful Sales Reps
Qiagen

Best Technical Support
BD Biosciences

Most Memorable Advertisement
BD Biosciences

Most Useful Website
Cell Signaling Technology

"Greenest" Life Science Company
EMD/Merck Millipore

"Company to Watch" in 2015
Seahorse Bioscience

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