The brand impact of banner advertising on nature.com
Case Study: Cell Signaling Technology

Objective
Cell Signaling Technology (CST) was introducing new banner ads on nature.com to increase awareness of the CST brand as well as their XP line of antibodies. CST was interested in measuring the brand impact of their new campaign on their customer base — scientists using antibodies in their research.

Solution
Targeted banner ads

Campaign effectiveness study
The NPG Market Research Team developed an online campaign effectiveness study with robust methodology customized to CST’s objectives. Prior to CST’s campaign, we established critical benchmarks such as brand awareness, usage, favorability, and purchase intent. During the course of the CST campaign, we monitored changes in these metrics and measured prompted recall of the CST campaign as well as perceived appeal, information value, and verbatim feedback on CST’s banner creative.

Key Findings
When comparing representative samples of CST’s customer base before and after exposure to their banner ads, the following results were observed:

Increase in CST’s brand awareness and customer base
The proportion of respondents who had heard of CST increased by 3%
The proportion of respondents who had heard of and used CST products increased by 7%

Increase in awareness of CST’s XP line of antibodies
The proportion of respondents who were aware of CST’s XP line of antibodies increased by 6%
Of those who recalled seeing the CST campaign, awareness of the XP line of antibodies jumps to a 16% increase

CST’s target market takes action as a result of seeing their banner campaign
Of those who recalled seeing the CST campaign, 51% state they took at least one follow-up action. The most common actions taken were visiting the company website and discussing with colleagues.

Qualitative feedback
The verbatim comments provided CST with invaluable feedback from their customer base to help them improve the messaging for their XP brand

Methodology
A pre-campaign survey was delivered using banner ads on the same nature.com pages where CST’s campaign was scheduled to appear. A follow-up survey was delivered during the course of CST’s campaign via banner ads which were only shown to individuals who had previously been exposed to a CST banner ad. Both surveys included an initial screening question to ensure respondents were limited to scientists using antibodies and therefore appropriate to CST’s customer base. This approach allowed us to compare representative samples of CST’s customer base before and after exposure to their banner campaign.

For more information on banner advertising and market research options, please contact your Account Manager or our Sales Operations Team. E: salesoperations@nature.com  T(US): 1 (800) 989 7718  T(EU): +44 (0) 20 7843 4960
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