Case Study: Expression Analysis

Key details
Organization: Expression Analysis

Sector: Located in the Research Triangle area of North Carolina, Expression Analysis is a leading provider of genomics services to the pharmaceutical, biotechnology, academic, government and non-profit markets. Their customers include eight of the ten largest pharmaceutical companies, numerous small to midsize biotechnology and diagnostic firms, multiple branches of government and many leading research institutions worldwide.

Campaign: GWAS Grant Program. This grant program awards four deserving researchers access to Expression Analysis’ state-of-the-art genomics services.

Aims:
• Build awareness of the GWAS Grant Program
• Attract researchers to their registration page
• Collect a pool of qualified candidates
• Generate leads for their sales team

Target audience: The Expression Analysis campaign targeted genetics researchers who need GWAS data as well as genetics researchers who require follow-up services to their existing GWAS data.

Campaign summary: Primary ad position on the Nature Genetics monthly alert.

Result Summary
• 185 requests for applications in the two weeks following the Nature Genetics alert.
• Of these 185 requests for applications, 98% of the applicants were qualified researchers from legitimate research organizations.

Compared to a similar grant campaign Expression Analysis ran the previous year
• One Nature Genetics alert generated more applications in two weeks than a leading competitor was able to generate in three months with a similar campaign.
• The Nature Genetics alert attracted qualified researchers; while 30% of the applications generated by a leading competitor had to be thrown out due to bad data.

Based on these results, Expression Analysis decided to run additional alert messages with Nature Genetics and Nature Reviews Genetics.
I am overwhelmed with the results from our recent alert campaign with NPG. It has delivered 185 requests in two weeks. This is more than [a competitor] was able to deliver in three months. What’s more, 98% of the requests we received came from qualified researchers from legitimate organizations. We are exceptionally satisfied with the level of service we’ve received from NPG.

Karen Michailo, Director of Marketing
Expression Analysis

CONTACT US
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