

▶ **RICH MEDIA CASE STUDY:**

HIGH ENGAGEMENT POWERED BY HIGH IMPACT UNITS

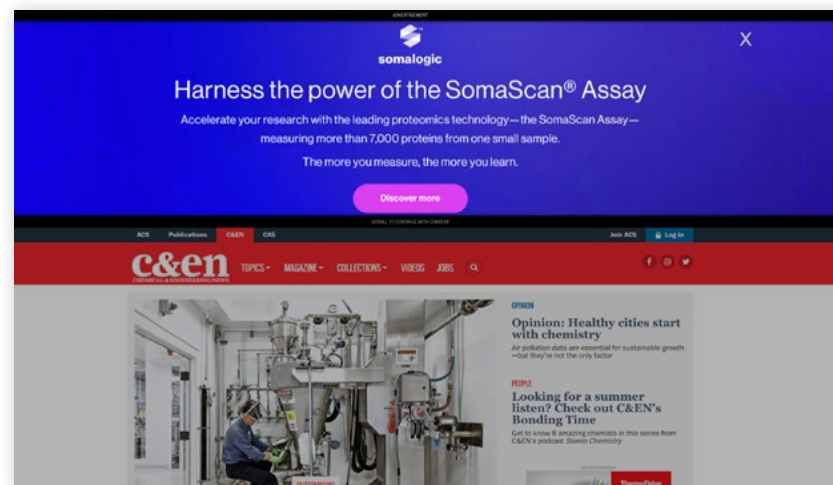
THE CHALLENGE

Looking to drive global brand awareness around its SomaScan® Assay product, a revolutionary proteomic technology platform, Somalogic worked with the C&EN team to create an impactful digital campaign that would reach its target market of pharmaceutical and academic R&D professionals.

THE SOLUTION

Given their goal of reaching a global target audience, C&EN suggested using the high impact header reveal ad unit across ACS journals for maximum impact. Somalogic developed a simple but effective creative to run across the top of all journals on pubs.acs.org. These high-visibility ads are built with consideration of the reader's experience. The header reveal allowed Somalogic to have large on-page real estate while incorporating engaging product imagery and messaging about core capabilities. By doing a large-scale campaign and targeting readers strategically on our journals platform, Somalogic established an incredibly high click through rate, driving the most interested readers to their website for more information.

CLIENT AD ON CEN.ACS.ORG



THE RESULTS

 **13,932**
CLICKS

 **2.07%**
CTR

 **4X**
OVER 4X BETTER THAN THE
AVERAGE CTR OF 0.42%