

# Leveraging video in advertising campaigns

Sciex with C&EN Media Group  
A Case Study

**c&en**  
MEDIA GROUP



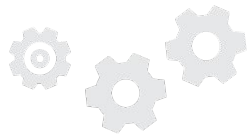
# THE CHALLENGE

Sciex came to C&EN to promote a new portfolio of video testimonials on their website. Their Sciex Stories video series is about global scientists making an impact in their respective industries. Sciex wanted other scientists to learn about and interact with their project.

C&EN was tasked with solving this question from the team:

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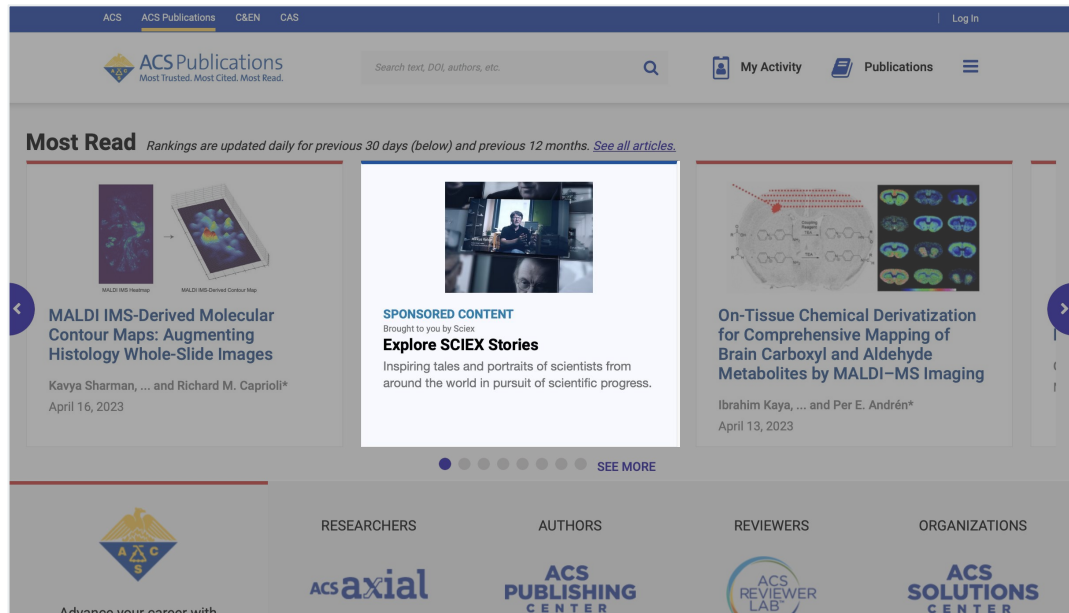
**How could they drive relevant traffic to reach their videos?**





# THE SOLUTION

For this campaign, C&EN Media Group suggested a Native ad campaign within the ACS Journal of the American Society for Mass Spectrometry. Appearing in-line with editorial and journal content, these native ad units allowed Sciex to advertise their video stories portfolio alongside top stories and news coverage that organically generated high engagement.



The screenshot displays the ACS Publications website interface. At the top, navigation links for ACS, ACS Publications, C&EN, and CAS are visible, along with a Log In button. The main header includes the ACS Publications logo with the tagline "Most Trusted. Most Cited. Most Read." and a search bar. Below the header, the "Most Read" section features three article cards. The first card, titled "MALDI IMS-Derived Molecular Contour Maps: Augmenting Histology Whole-Slide Images" by Kavya Sharman et al., is partially obscured by a native advertisement. The advertisement, labeled "SPONSORED CONTENT" and "Explore SCIEX Stories", features a video thumbnail and the text "Inspiring tales and portraits of scientists from around the world in pursuit of scientific progress." The third card, "On-Tissue Chemical Derivatization for Comprehensive Mapping of Brain Carboxyl and Aldehyde Metabolites by MALDI-MS Imaging" by Ibrahim Kaya et al., is also partially obscured. At the bottom, a navigation bar includes logos for ACS axial, ACS PUBLISHING CENTER, ACS REVIEWER LAB, and ACS SOLUTIONS CENTER, with the text "Advance your career with" partially visible.



# Results

With a compelling image, headline, description and call to action, this Native campaign resulted in a .30% CTR, a 275% higher than average across ACS Journals.

## Banner Results

|     |      |
|-----|------|
| CTR | .30% |
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|        |   |
|--------|---|
| Clicks | 6 |
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|-----------------------|-------|
| ACS Journals Average: | 0.08% |
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