



# Life Sciences

Audiences, Digital Marketing & Advertising Solutions

**AZO**  
NETWORK



# Who we are

AZoNetwork is the leading digital marketing platform for Science, Technology and Healthcare audiences. With an audience of 75M annual visitors across our websites and over 1 Million first party subscribers, we have over 24 years of digital experience in connecting these communities.














# What we do

News-Medical and AZoLifeSciences create, curate, and distribute high-quality content to a dedicated readership comprised of academics, laboratory professionals, and BioTech specialists from around the globe.

We specialize in providing and delivering Marketing, Advertising, SEO, Audio-Visual and Web Services for companies in Science, Technology and Healthcare.

We help companies develop and execute their digital marketing strategies through content distribution, content creation, web services, brand awareness, lead generation and real-time analytics.

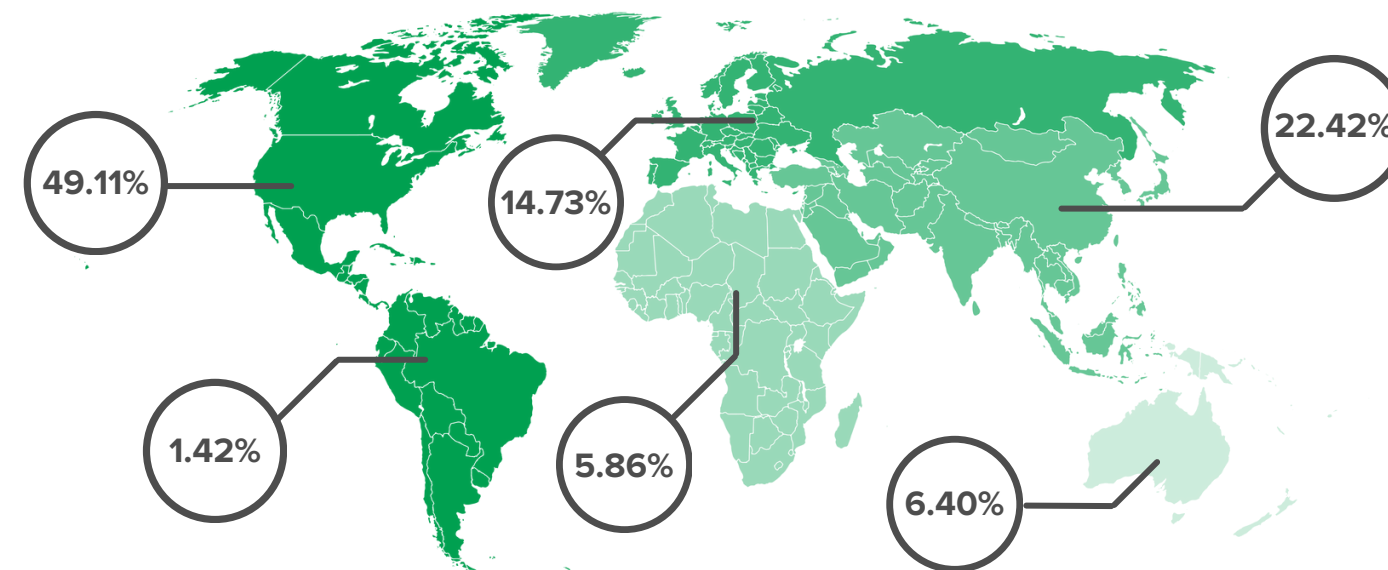


# Life Sciences Marketing



**6.75M**  
Total Annual Users

## Global Coverage

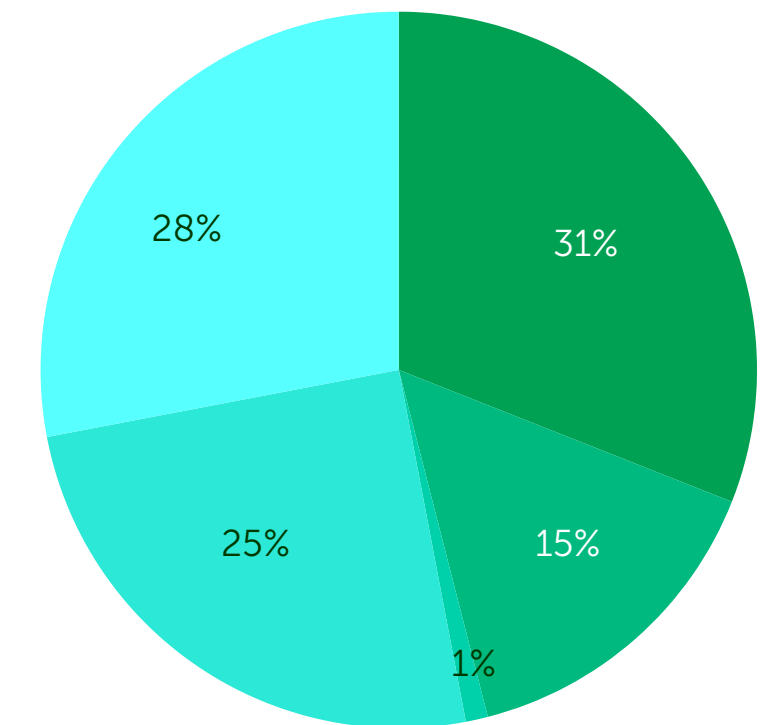


AZoLifeSciences is the leading content marketing platform which reaches scientists, researchers and laboratory professionals in the life science industry.

[Contact our team](#) today to discuss how to reach your ideal audience from the AZoNetwork.

Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers




















## Readership



- Biological and Med Lab Specialist
- Biotech and Pharma
- Sciences and Medical MarComms
- Research
- Senior Academics



# Life Sciences

|                                       |  |                    |                         |   |                    |
|---------------------------------------|--|--------------------|-------------------------|---|--------------------|
| Analytical Chemistry in Life Sciences |    | 42,441 Subscribers | Fluorescence            |    | 8,527 Subscribers  |
| Antibodies                            |    | 24,532 Subscribers | Forensics & Toxicology  |    | 32,853 Subscribers |
| Biochemistry                          |    | 19,566 Subscribers | Genomics                |    | 38,196 Subscribers |
| Biotechnology                         |   | 19,963 Subscribers | Immunology              |    | 20,735 Subscribers |
| Cannabis Testing & Analysis           |  | 8,780 Subscribers  | Life Science Microscopy |    | 16,544 Subscribers |
| Cell Biology                          |  | 30,662 Subscribers | Metabolomics            |   | 6,006 Subscribers  |
| Drug Discovery & Production           |  | 39,711 Subscribers | Microbiology            |  | 33,599 Subscribers |
| Flow Cytometry                        |  | 11,861 Subscribers | Protein Analysis        |  | 28,528 Subscribers |
| Pharmaceutical Manufacturing          |  | 21,596 Subscribers | Stem Cells              |  | 8,179 Subscribers  |
|                                       |  |                    | The Digital Laboratory  |  | 31,697 Subscribers |

Number of subscribers as of Nov 2024

# Solutions

## Lead Generation

- 10** Newsletters
- 11** Targeted Emails
- 12** Product Profiles
- 13** Product Showcase
- 14** Lead Generation eBook

## Brand Awareness

- 15** Content Distribution
- 16** Industry Focus Sponsorship
- 17** Webinar Listings
- 18** eBook Listings
- 19** Display Advertising
- 20** SEO
- 21** Website Design
- 22** Google Ads Management

## Content

- 23** Content Creation
- 24** Social Media Content
- 25** Interview: Insights from Industry
- 26** Interview: Thought Leaders
- 27** Video Services
- 28** Expert Presentations on Demand
- 29** Virtual Video on Demand
- 30** Webinar Production
- 31** Podcast Production

## Proving ROI

- 32** Real Time Analytics
- 33** Conversion Rate Optimization



LEAD GENERATION

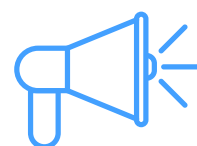
# NEWSLETTERS



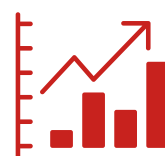
Target our first-party subscriber database by their specific professional interests. Reach over one million named scientists, engineers and industry professionals.

Our unique ability to match your targeted audience's interest with the right content explains why this channel is so popular with clients and subscribers alike.

Choose between Headline or featured sponsorships.



Gain **immediate exposure** for your story.



Increase **lead generation**.



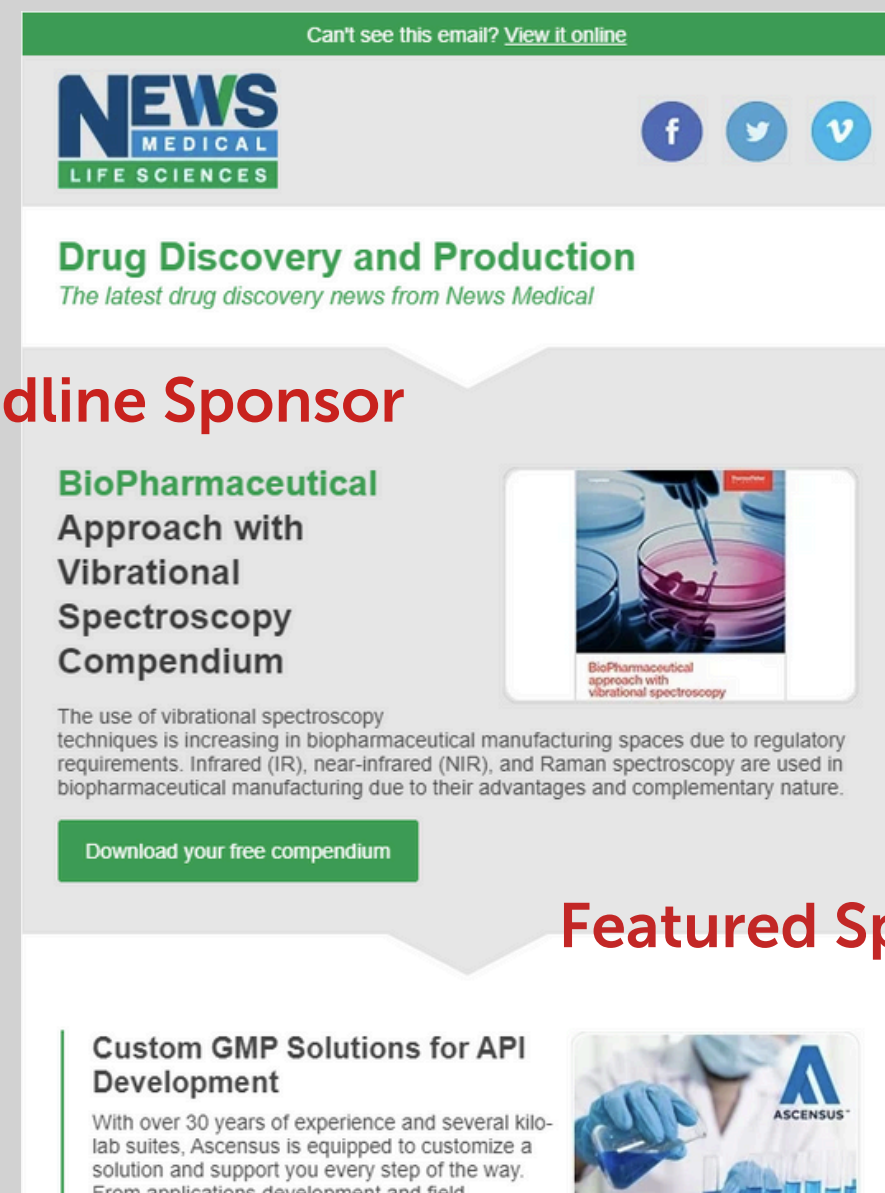
Boost brand awareness within a **targeted community**.



Measure your ROI with **automated reports**.

**1 MILLION+ SUBSCRIBERS**

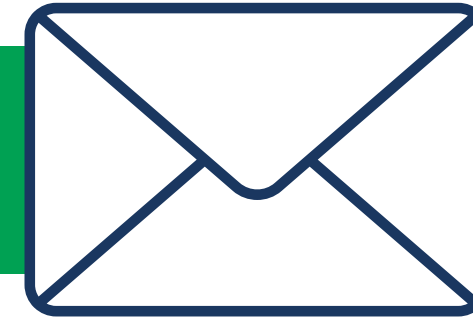
**Headline Sponsor**



**Featured Sponsor**

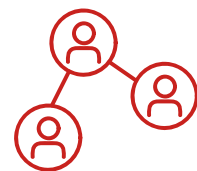
# LEAD GENERATION

# TARGETED EMAILS



Create your own high-quality email campaigns.

You decide on the messaging, the audience and the budget and our team will help with everything else from start to finish.



Reach a **highly qualified audience** in our first-party subscriber base.



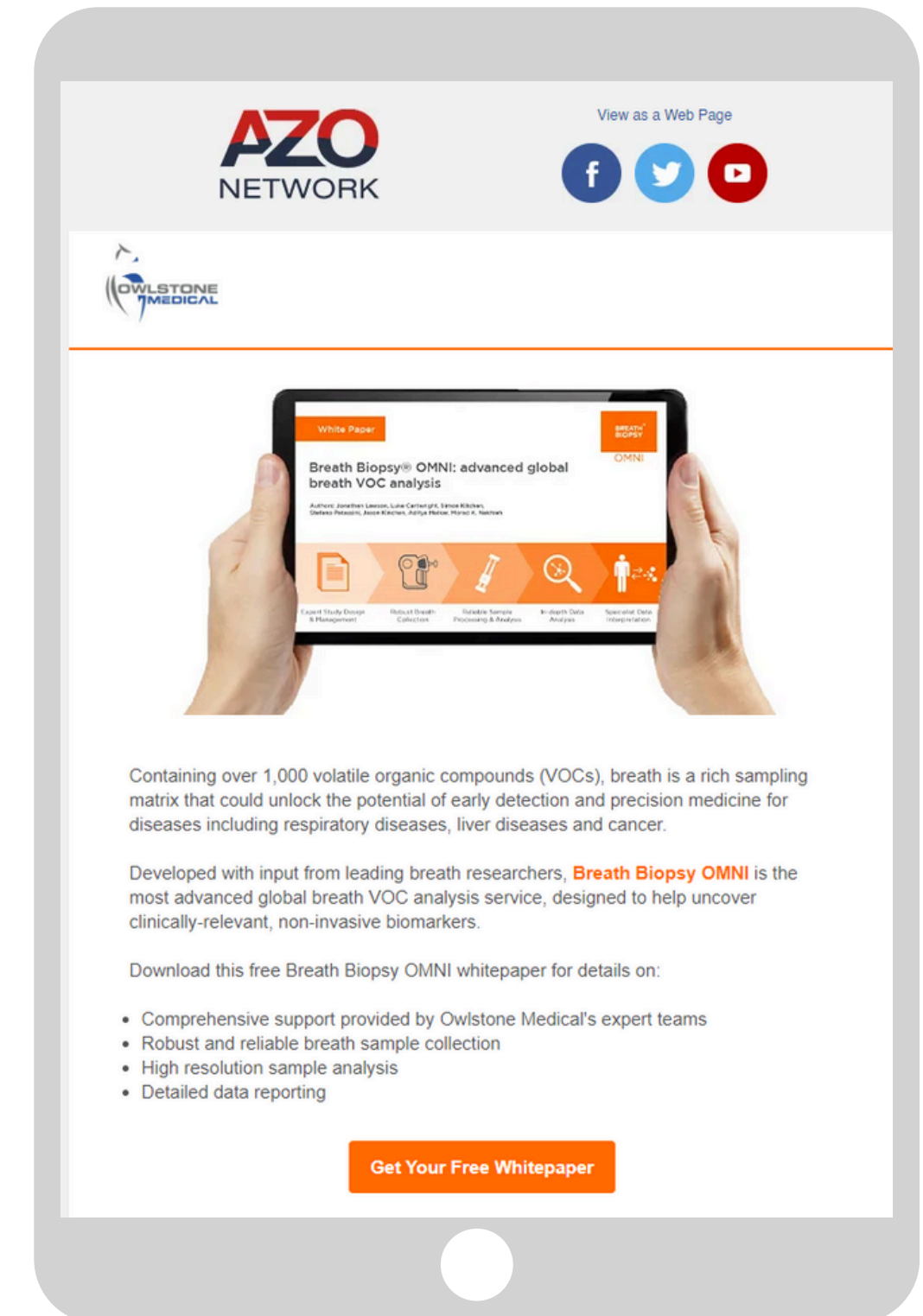
Target specific markets by **keyword, application, industry & geography**.



Measure results with our unique **AZOIntel Analytics platform**.



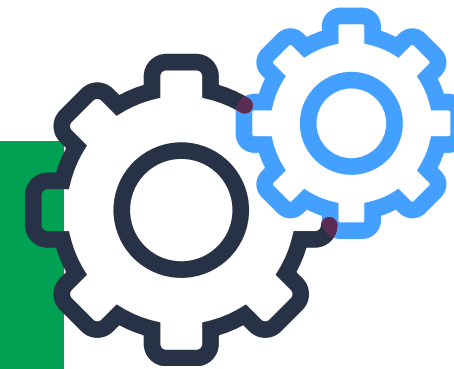
**Customize** your message and design with our **email specialists**.





LEAD GENERATION

# PRODUCT PROFILES



Demonstrate the benefits, features and key capabilities of your Products and Equipment with our Product Profiles.



**Engage** your audience at the **right stage** in the buying cycle.



**Enrich** your **product** listings with relevant videos, images and applications



**Publish** the product profiles to our product categories on the relevant **AZoNetwork websites**.

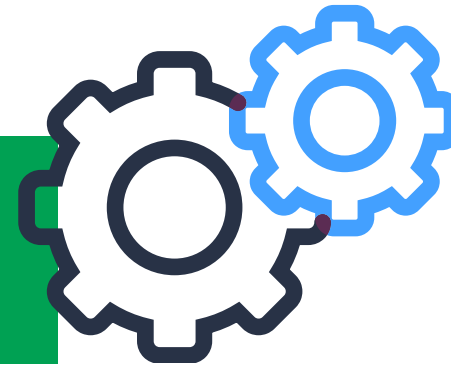


Product profiles include RFQ buttons, brochure and PDF downloads as **calls-to-action**.



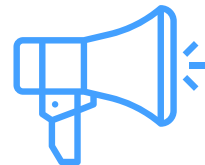
LEAD GENERATION

# PRODUCT SHOWCASE



COMBINE THE FOLLOWING  
OPTIONS OF YOUR CHOICE:

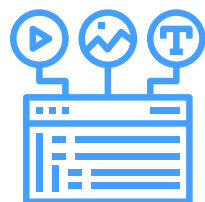
Showcase your newest products and their applications to a global audience with a complete product package.



Create **maximum exposure** for your new products and their applications.



Ensure customers understand what makes your new product **innovative** and **exciting**.



Choose **additional content** like video, webinars, or email services to promote your products.



Receive a **complete support program** to market your products.



Individual Product Profiles



Thought Leader or Insights  
from Industry Interview



Targeted Newsletter  
Sponsorship



Content Distribution

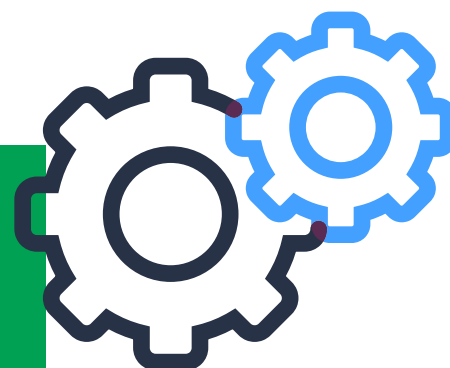


Display Advertising



# LEAD GENERATION

# EBOOK



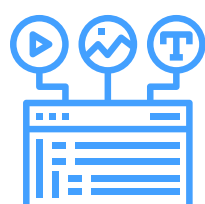
Present all of your existing AZoNetwork content in one valuable download and use our distribution channels to reach more of the right people from the right industry at the right time.



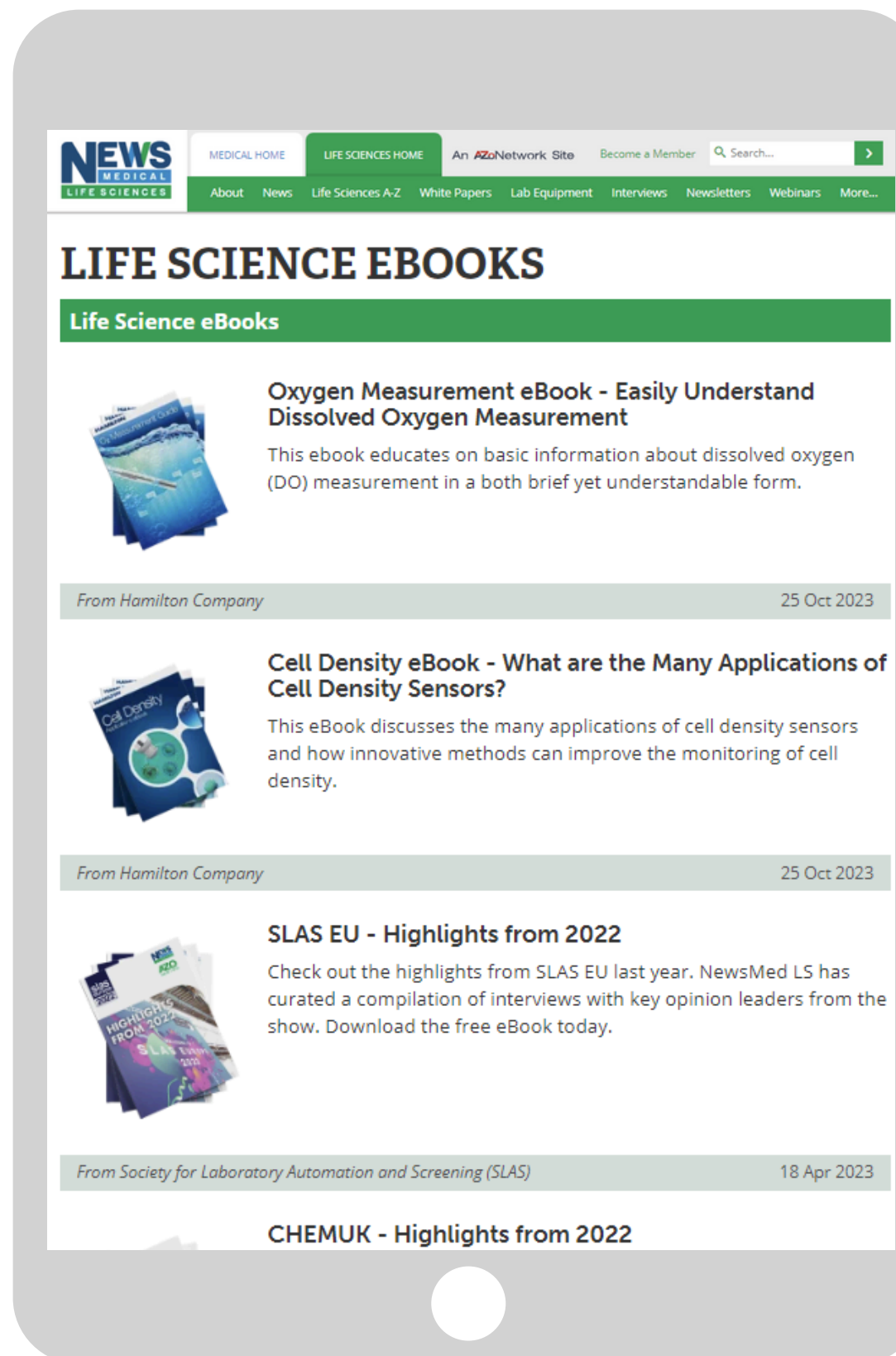
Reach new audiences, generate better leads.



Demonstrate thought leadership to **highly engaged** industry professionals.



Collect valuable **first-party** lead data



BRAND AWARENESS

# CONTENT DISTRIBUTION



AZO  
NETWORK

Educate and attract your key audience.

We repurpose and distribute your existing content on an AZoNetwork site to reach a highly relevant target audience.



**Use your existing content:** white papers, application notes, case studies, etc.



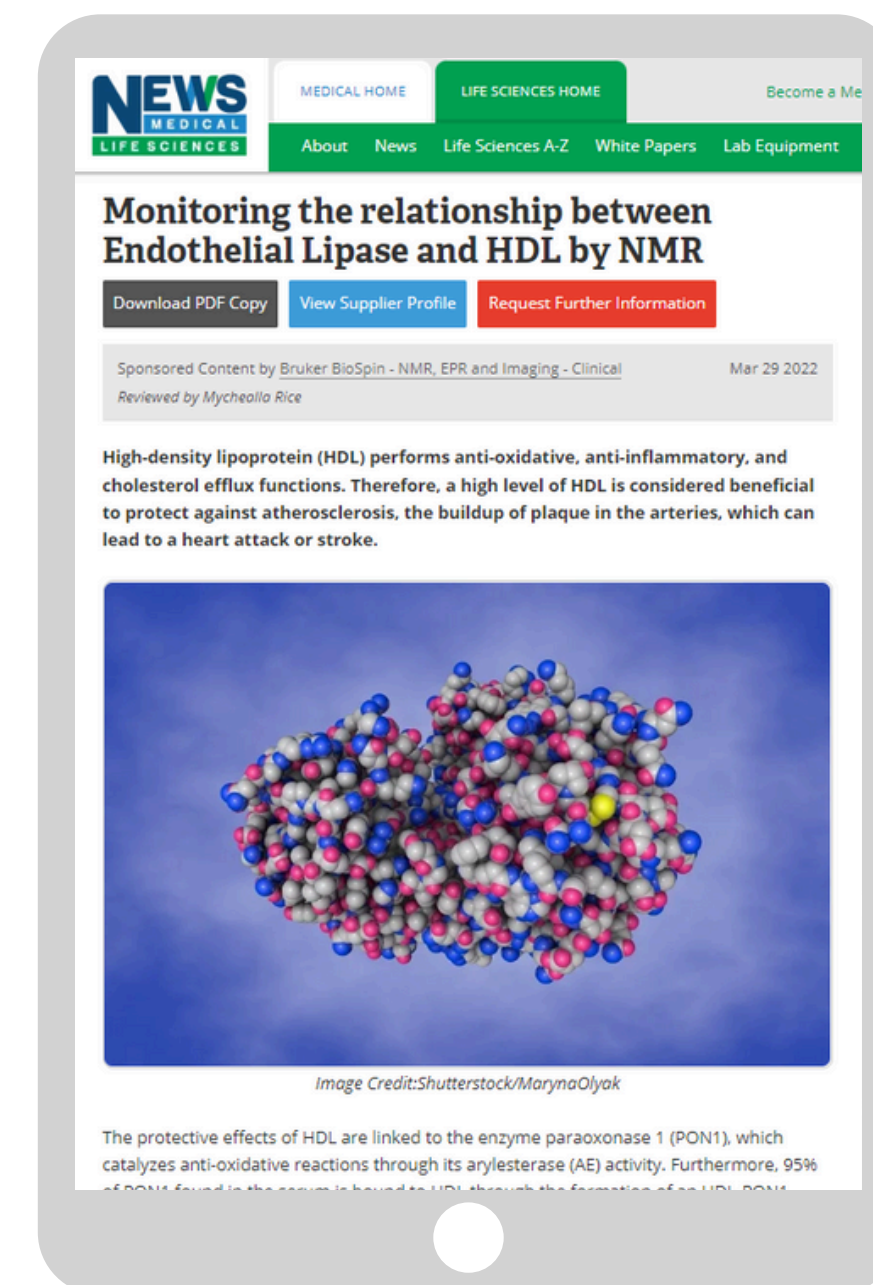
**Repurpose your content, maximize organic search engine visibility, and include calls-to-action.**



**Measure content engagement & results with our unique AZoIntel Platform.**



**Publish on relevant AZoNetwork sites and post to our social media channels.**





BRAND AWARENESS

# INDUSTRY FOCUS SPONSORSHIP



**AZO**  
NETWORK

Sponsor one of our carefully curated eBooks collating the best-performing articles from our network alongside your chosen content.

Topics align with our targeted [Scientific Newsletters](#).



**Feature three unique pieces of content.** These can either be already published on our network or fresh content that will also be hosted on our network as part of the process.



**Showcase a full one-page advertorial** featuring a subject-related application, product or promotion of your choice. Our design team can help with the creation of this page.



**Publish on relevant [AZoNetwork sites](#) and get all the leads generated by the eBook.**



BRAND AWARENESS

# WEBINAR LISTINGS



We take your existing webinar content and give it a new lease of life with distribution on relevant AZoNetwork sites.



Promote your existing webinars to a **new highly engaged audience**.



Provide **educational and informative** content that generates awareness.



Generate new interest in your products and **leads for your business**.



BRAND AWARENESS

# EBOOK LISTINGS



Similar to webinar listings, we take your eBooks and give it a new lease of life with distribution on relevant AZoNetwork sites.



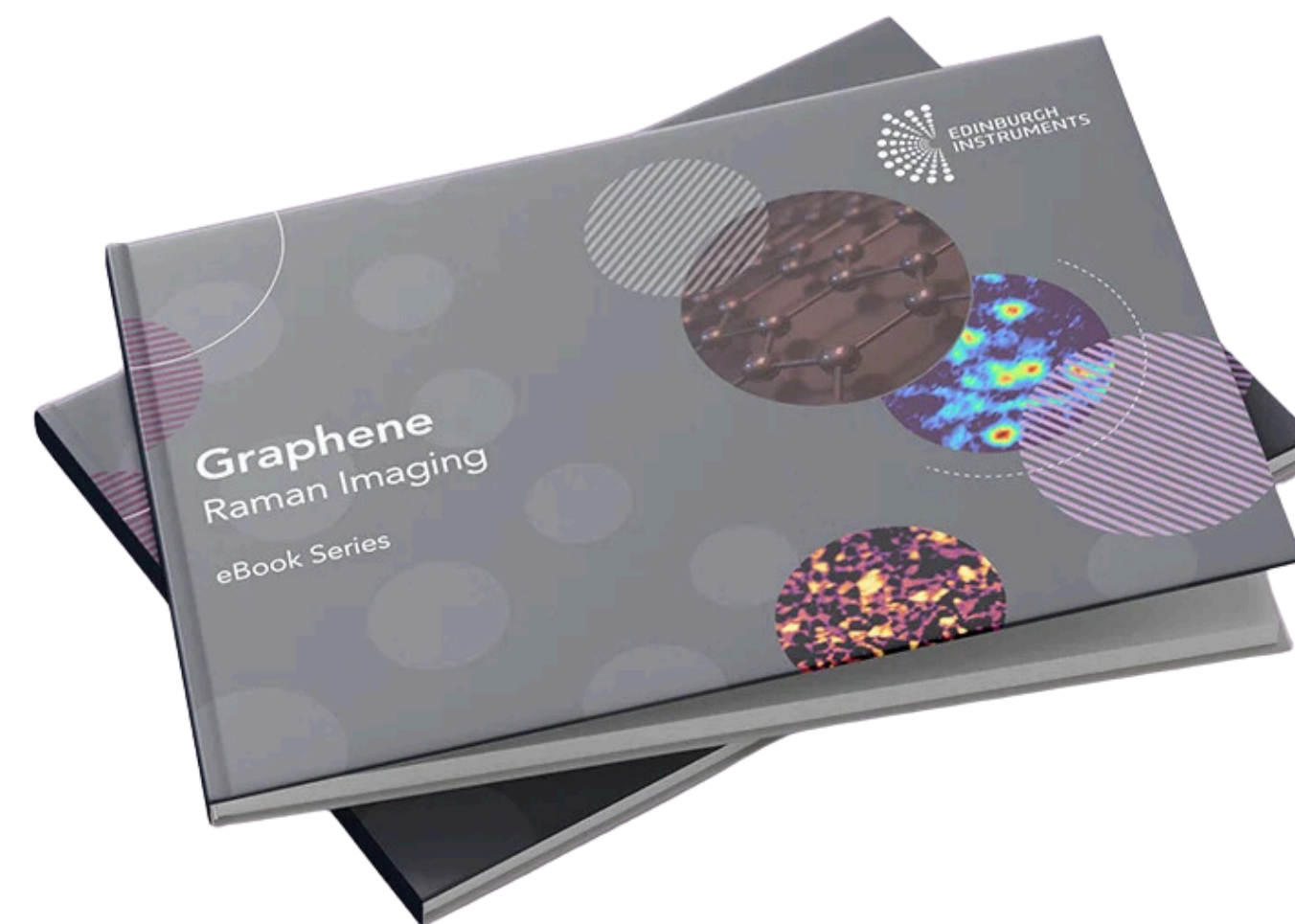
Promote your existing eBooks to a **new highly engaged audience**.



Provide **educational and informative** content that generates awareness and fosters thought leadership, in an engaging format.



Generate new interest in your products and **leads for your business**.





BRAND AWARENESS

# DISPLAY ADVERTISING



Display  
ads

Increase brand awareness by targeting the AZoNetwork audience of engaged B2B visitors with various Display Advertising options.



Increase **brand awareness** and visibility.



Measure and increase traffic to your website.

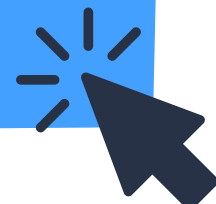


Reach **highly-targeted** and **relevant** audiences.



Get your message accross with visually appealing creatives.

AD SPECIFICATIONS



The screenshot shows the AZoNetwork website interface. At the top, there's a navigation bar with 'MEDICAL HOME' and 'LIFE SCIENCES HOME' tabs. Below this is a search bar and a 'Become a member' link. The main content area features a large banner for 'Promega' with the text 'Need greater yield and amplifiability from your FFPE samples?' and a link to 'Read the case study >'. Below the banner is a news article titled 'Study finds vaccines effectively reduce deaths from COVID-19 but not the prevalence of infections' by Namita Mitra, dated Apr 7 2022. To the right of the article is a sidebar advertisement for 'abcam' titled 'Antibody panels for IHC' with a sub-headline 'Screen for success with multiple clones to key oncology targets' and an image of a tissue sample. The sidebar also mentions 'PD-L1 panel: SP142'.



1 Million  
75 Million

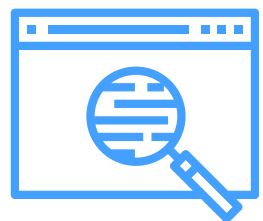
Global Subscribers  
Unique Visitors

## BRAND AWARENESS

# SEO



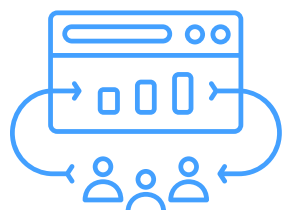
Rank highly for your keywords by combining the on-site optimization with regularly updated content and quality links. As your website visibility increases, you'll see an increased return on investment with more leads and sales being generated.



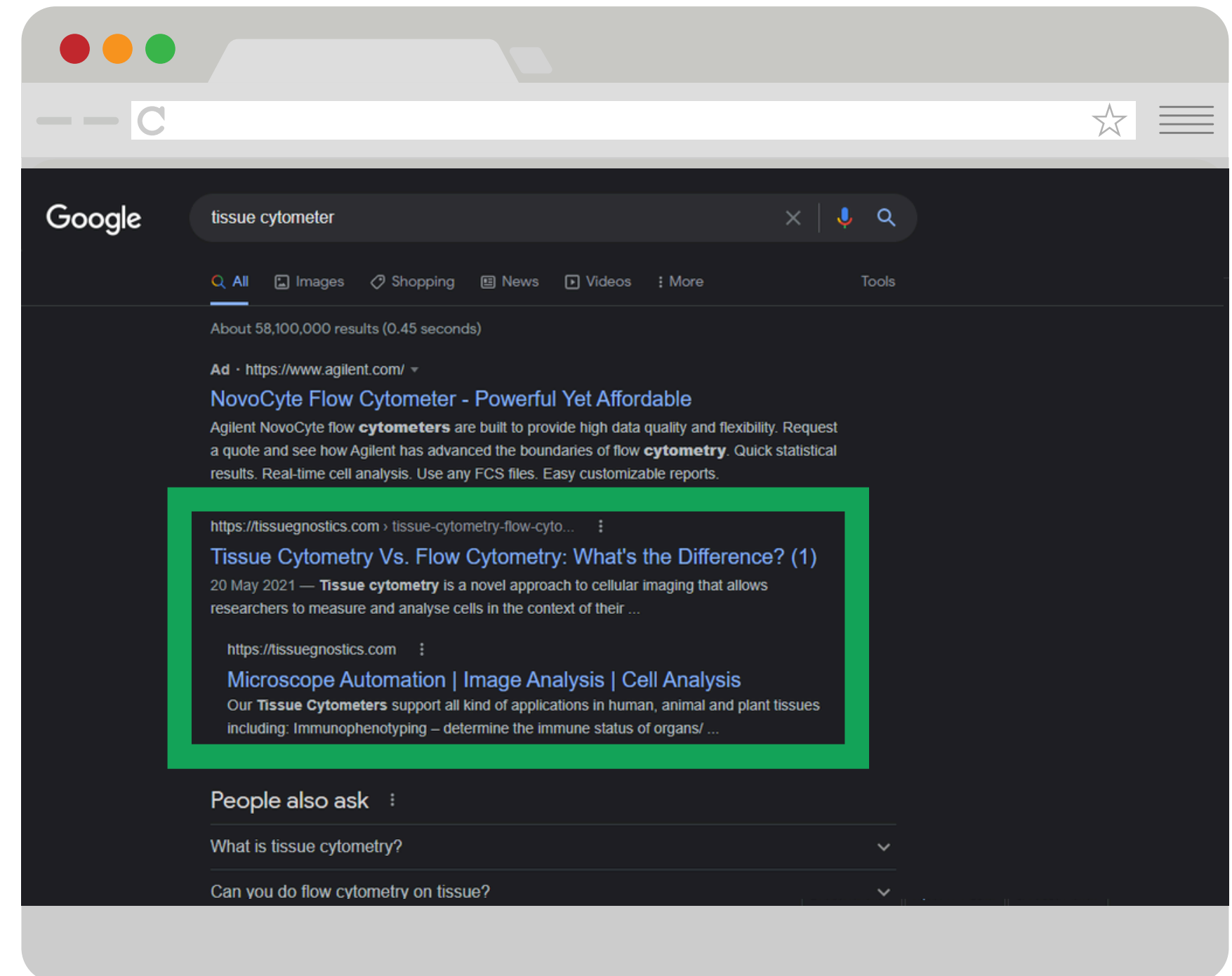
**Target** relevant **keywords** for your industry.



Improve your **website's ranking** on search engines.



Increase **quality traffic** to your website.



BRAND AWARENESS

# WEBSITE DESIGN



Design a website for your customers. Provide a great user experience, positively showcase your brand & optimise for leads and search engines.



Web **visitor-to-lead** functionality.



Fully **optimised** for search engines.



Content management system **(CMS) training**.



Website Design & Development



Fully Responsive



Retina Ready



HTTPS Certificate



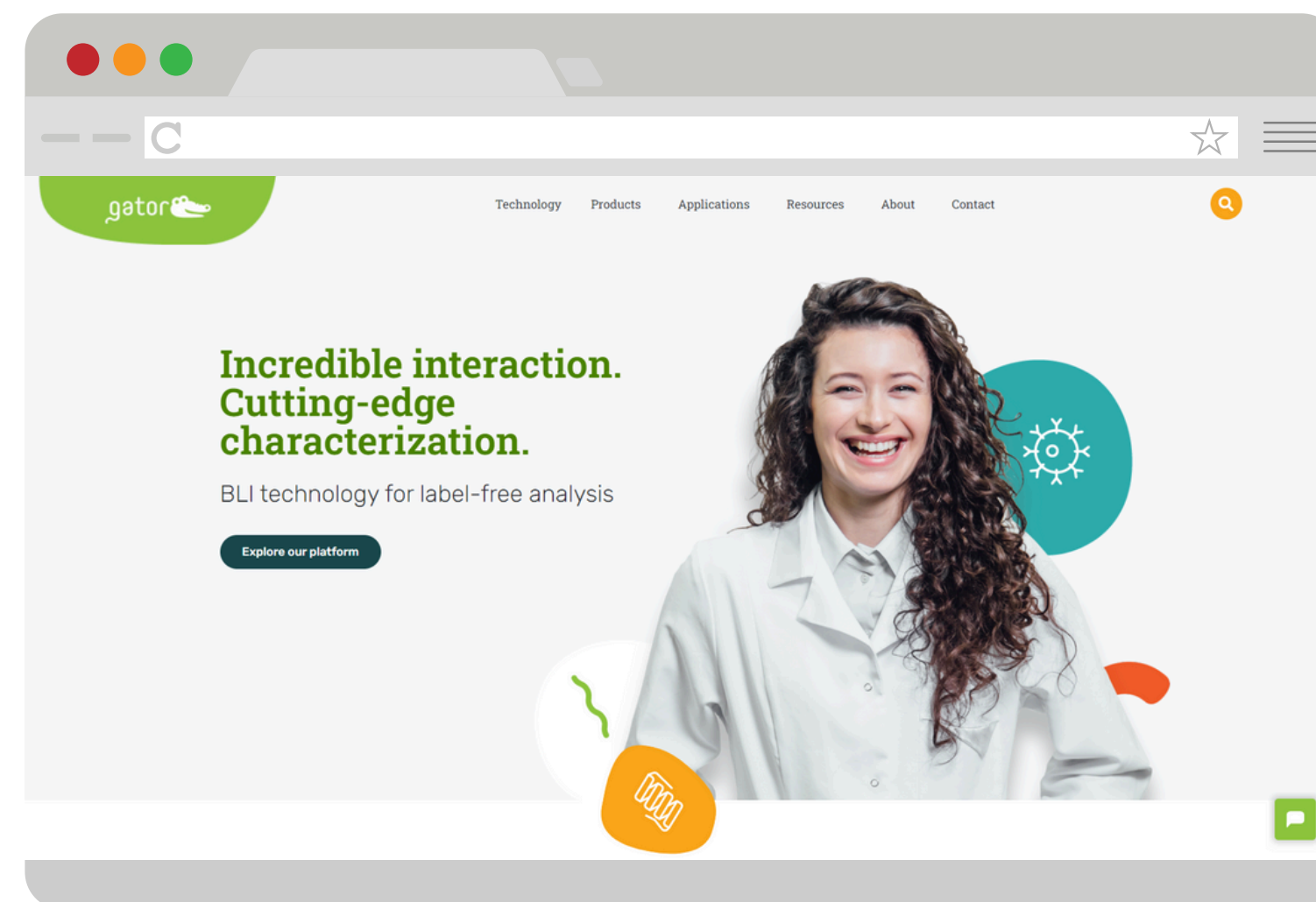
Shopping Cart Ready



Full training on CMS



You own all rights





BRAND AWARENESS

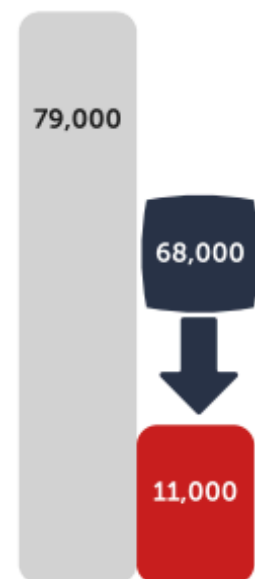
# GOOGLE ADS MANAGEMENT



We manage your Google Ads campaigns by preparing a well thought out strategy and implementation plan that is optimised to help you get the best results for your ad budget.



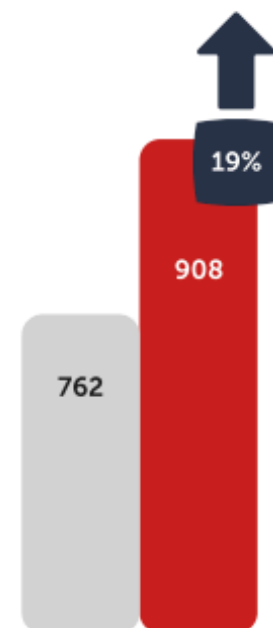
IMPRESSIONS



Optimize - Do more with less.



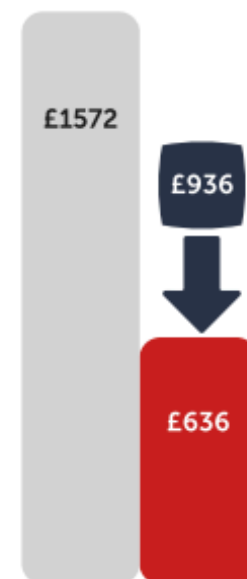
CLICKS



Increasing the click-through-rate from 0.96% - 8.18%



COST



Decreasing the cost-per-click from £2.06 to £0.70

## CASE STUDY



Keyword Research and Planning



Optimization



Growth

CONTENT

# CONTENT CREATION



Create unique, informative, and engaging content to help you tell your story to the right people at the right time.



Generate **premium quality content** on a subject of your choice.



Develop **thought-leadership** with content curated specifically for your target audience.



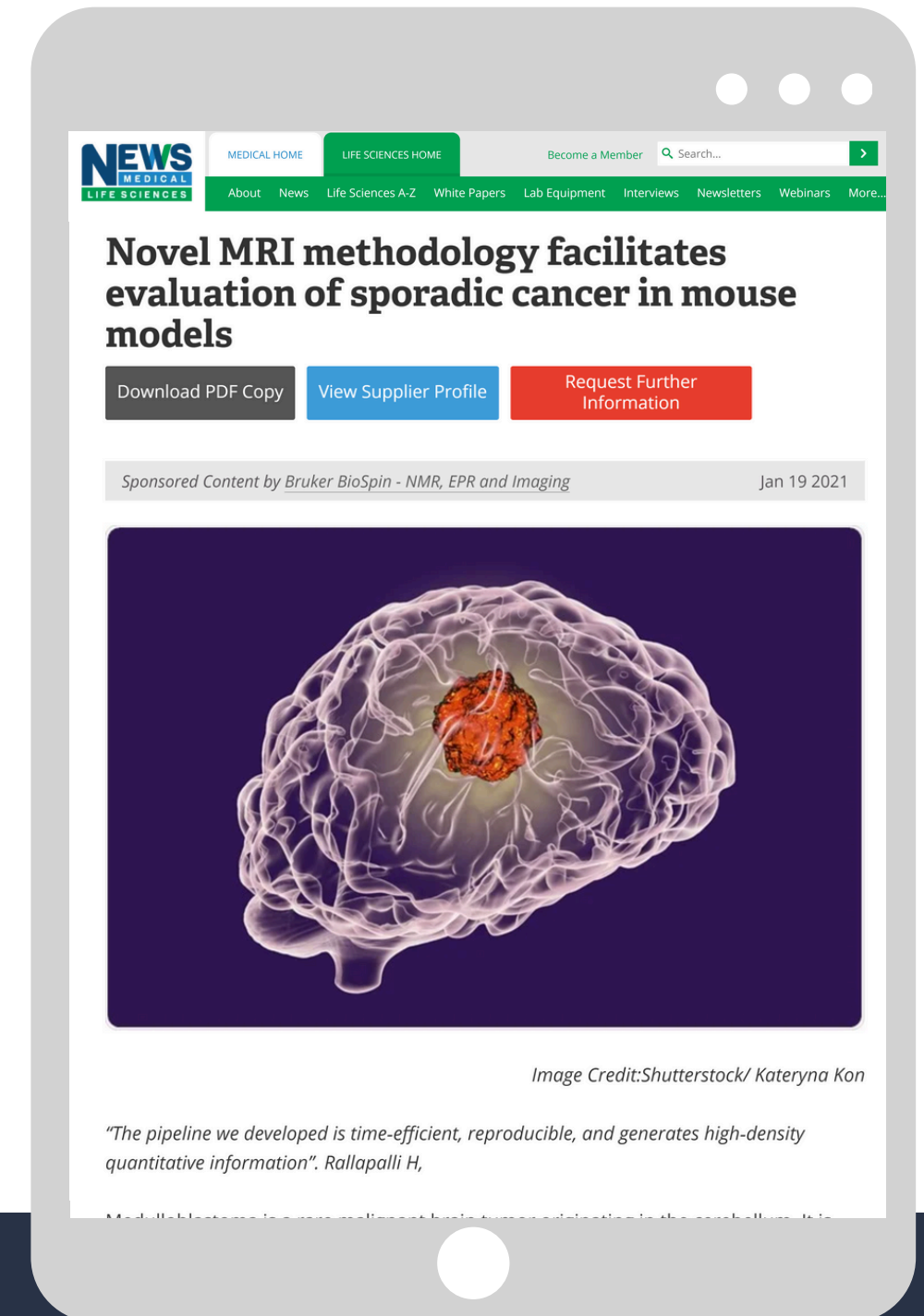
Own the content to use on your site, OR use our vast audience network for **content distribution**.



Use the **experience** of our team to provide **guidance** on what works and what doesn't.



**Free up your marketing team** by using our network of copywriting experts.



**140+** Scientific writing experts on our team

CONTENT

# SOCIAL MEDIA CONTENT



Re-purpose your existing podcasts, webinars and video content for use across social media.

Reach your audience with rich multimedia on their social platforms.



Up to 5 x Social Media snippet videos.



High quality, professional audio & video content.



Increase brand awareness online and on all of the major podcast players.



Reach and engage your audience on Social Media.

## PODCAST



## WEBINAR





CONTENT

# INSIGHTS FROM INDUSTRY

AZO  
NETWORK



Tap into your teams' product expertise and knowledge and convert it quickly and easily into powerful marketing collateral with an Insights from Industry interview.

Create evergreen content which engages clients for years to come.



Choose an in-house **expert** to showcase your **thought-leadership**.



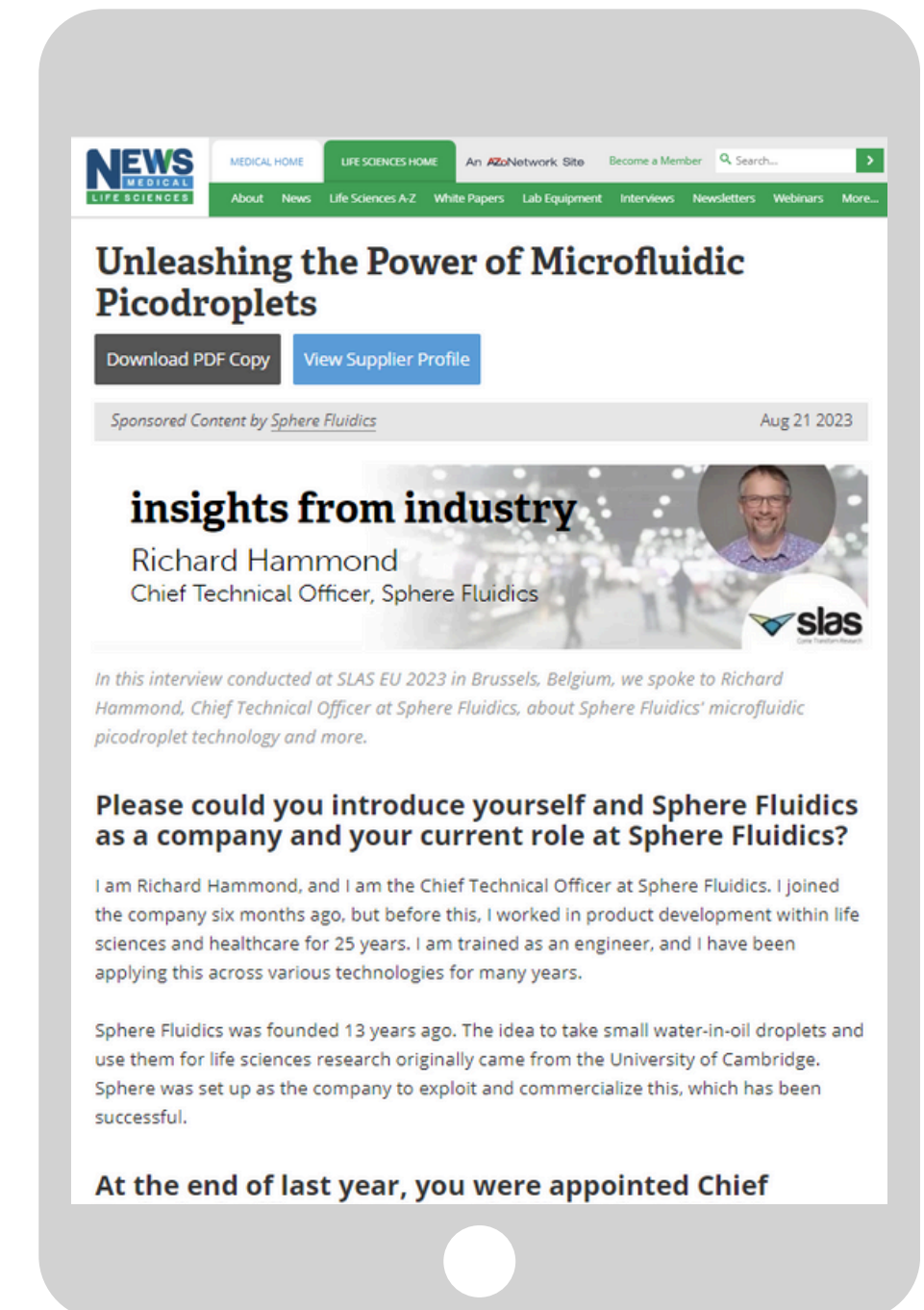
AZo Editors produce an **engaging** and **educational** written interview.



**Feature** the interview on a relevant AZo site to reach your **target audience**.



Measure content engagement & results with our [AZoIntel Platform](#).



CONTENT

# THOUGHT LEADERS



Display and promote your end users' research activities and illustrate how they have used your products or services. Our Thought Leaders series focuses on the knowledge and research of key opinion leaders and academics.



Your customers discuss their research and how your **product or service** helped **advance** their work.



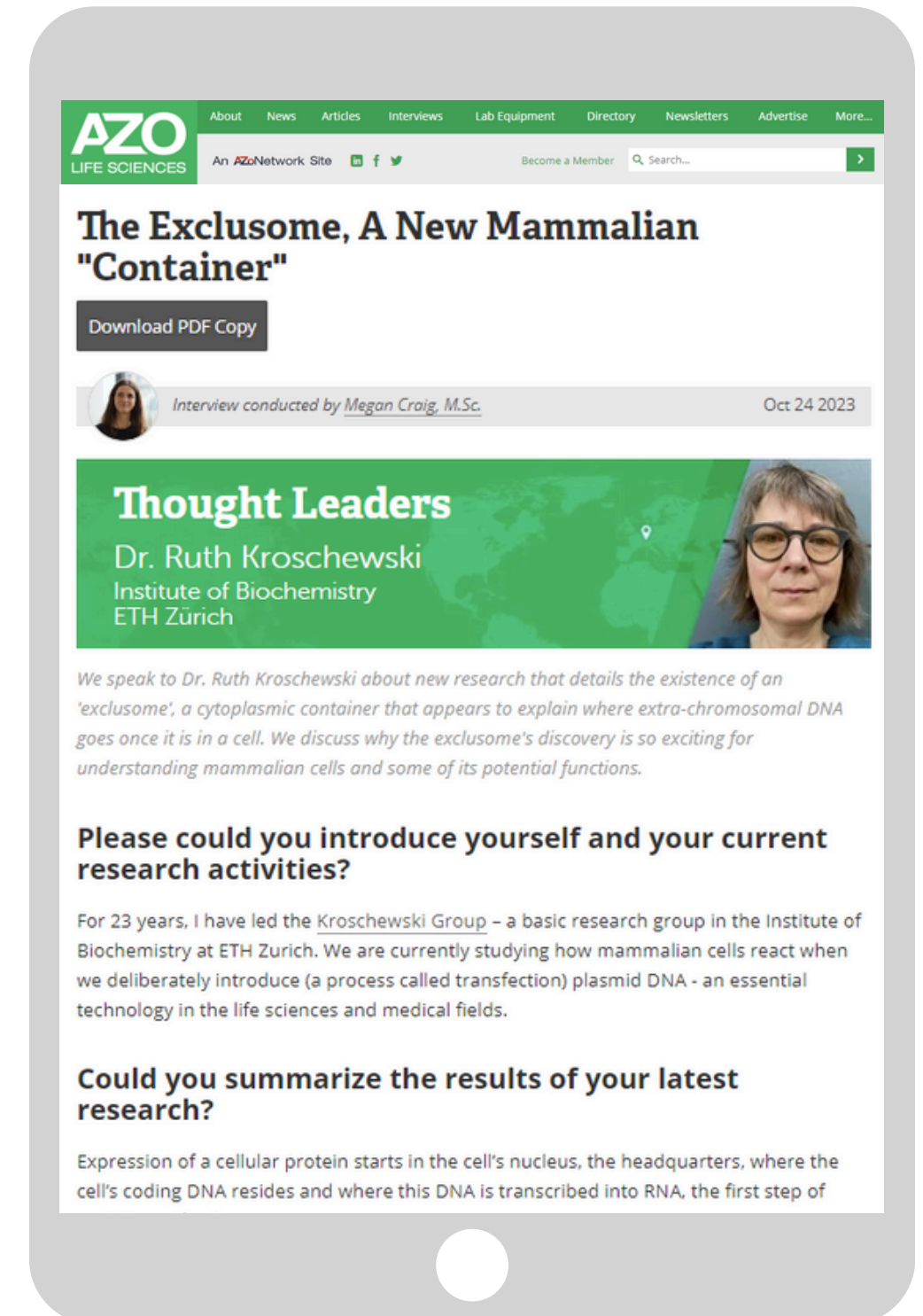
Generate an **engaging** thought-leader interview from a credible 3rd party.



Interview an industry expert to create **relatable** content for **your audience**.

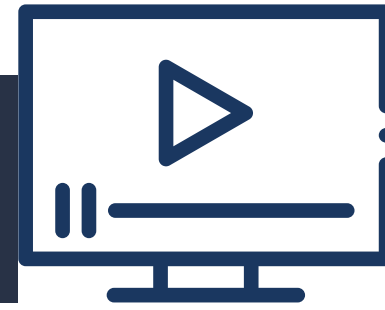


We conduct the interview and publish on **relevant AZo websites**.

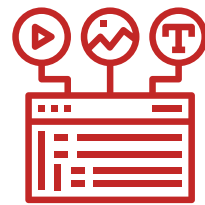


CONTENT

# VIDEO SERVICES



Bring your content to life with our video creation services. We manage everything from from concept to filming to post-production and distribution.



Showcase your **products**, applications, testimonials, and more through video.



Choose from a **range of video styles**.



Work with our **video specialists** to create captivating video content.

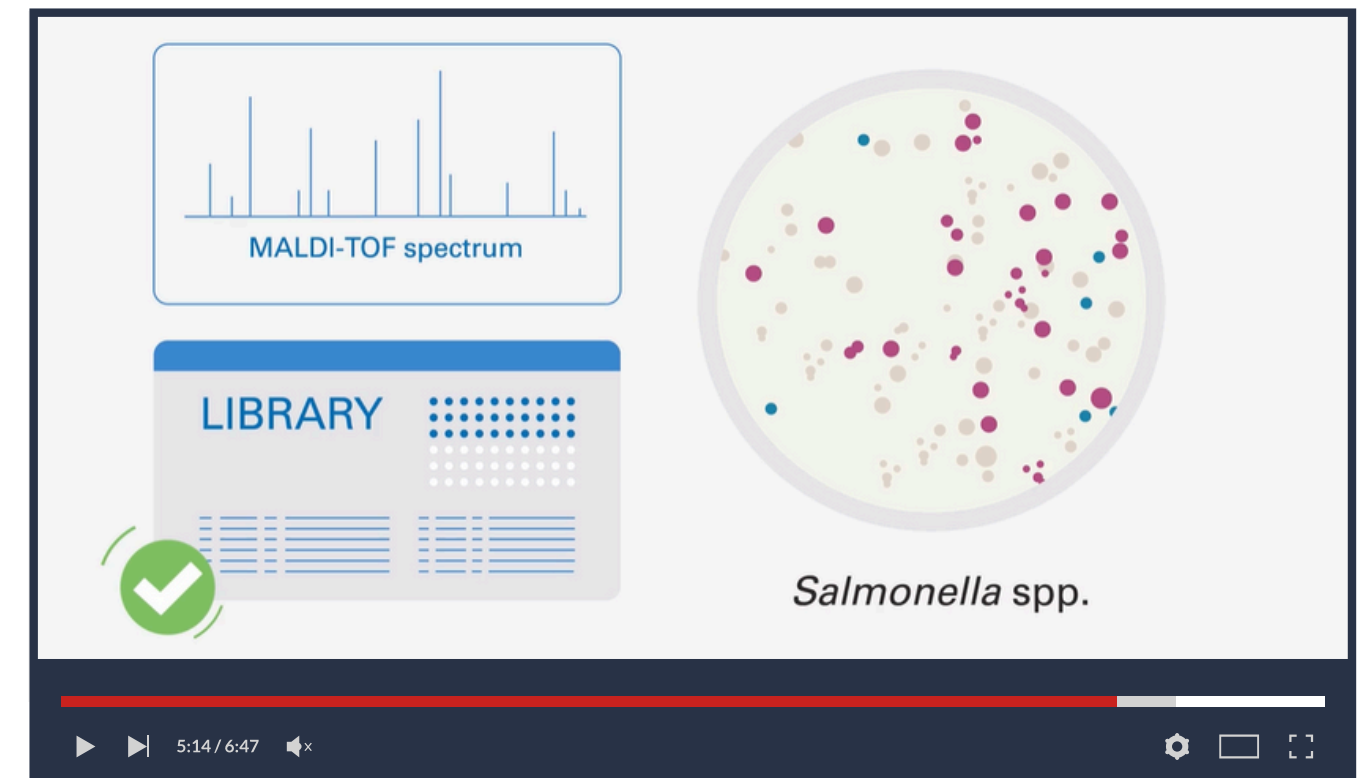


You **own the video**, but we will help you distribute your videos across the AZoNetwork websites.

## THOUGHT LEADER VIDEO



## 2D ANIMATION





## CONTENT

# EXPERT PRESENTATIONS ON DEMAND



Give your keynote presentations the production value they deserve with an Expert Presentation On-Demand (ExPOD).



Reach your audience online, at virtual events and tradeshows.



Demonstrate real thought leadership through targeted content.



Work with our video specialists on speaker preparation through to recording and post-production.

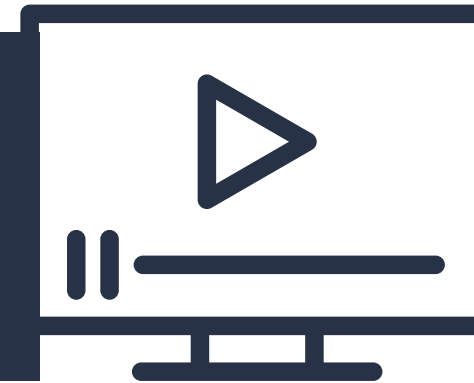


Promote and distribute your presentation with our industry-specific newsletters and websites.



## CONTENT

# VIRTUAL VIDEOS ON DEMAND



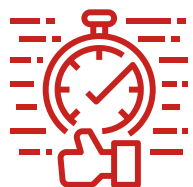
Use our highly skilled and experienced team of AV professionals to showcase your thought leadership and bring your subject matter to life. Virtual videos on-demand (VVOD) are interactive, engaging and professionally produced.



High quality, **professional** audio-visual content.



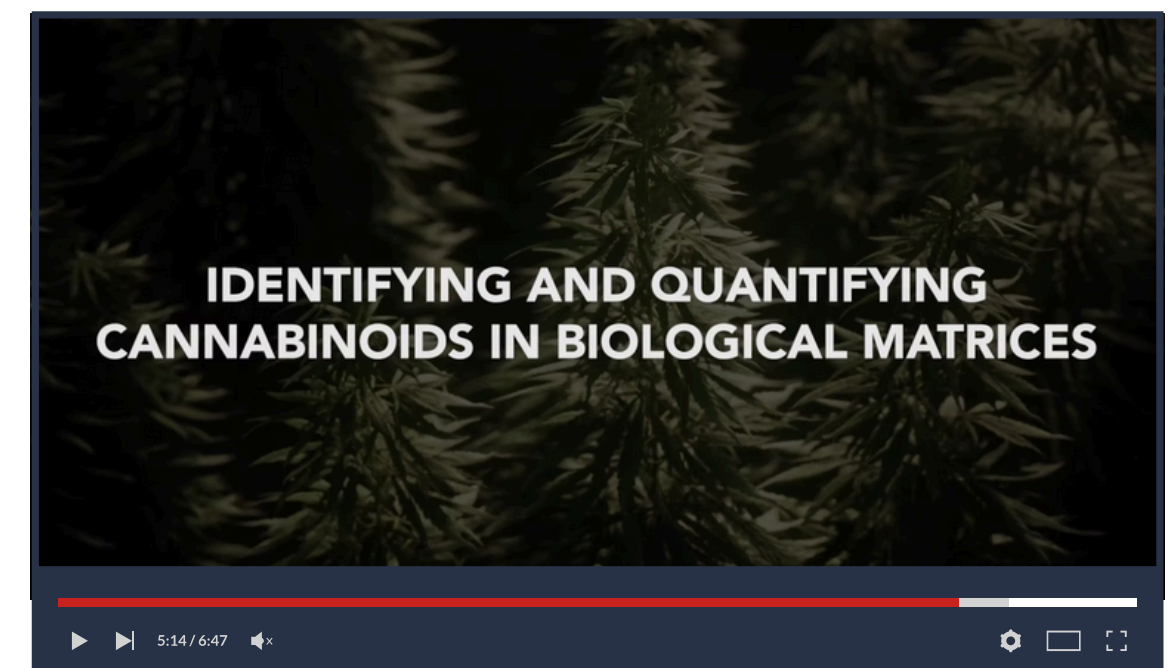
Demonstrate **real thought leadership** through targeted content.



**Smooth, easy process** from speaker preparation through recording and post-production.



**Enhance user experience (UX)** of your written content across the AZoNetwork.



## CONTENT

# WEBINAR PRODUCTION



Engage and educate your audience with a scientific webinar. Leave the planning, promotion and execution of your next webinar series in our hands.



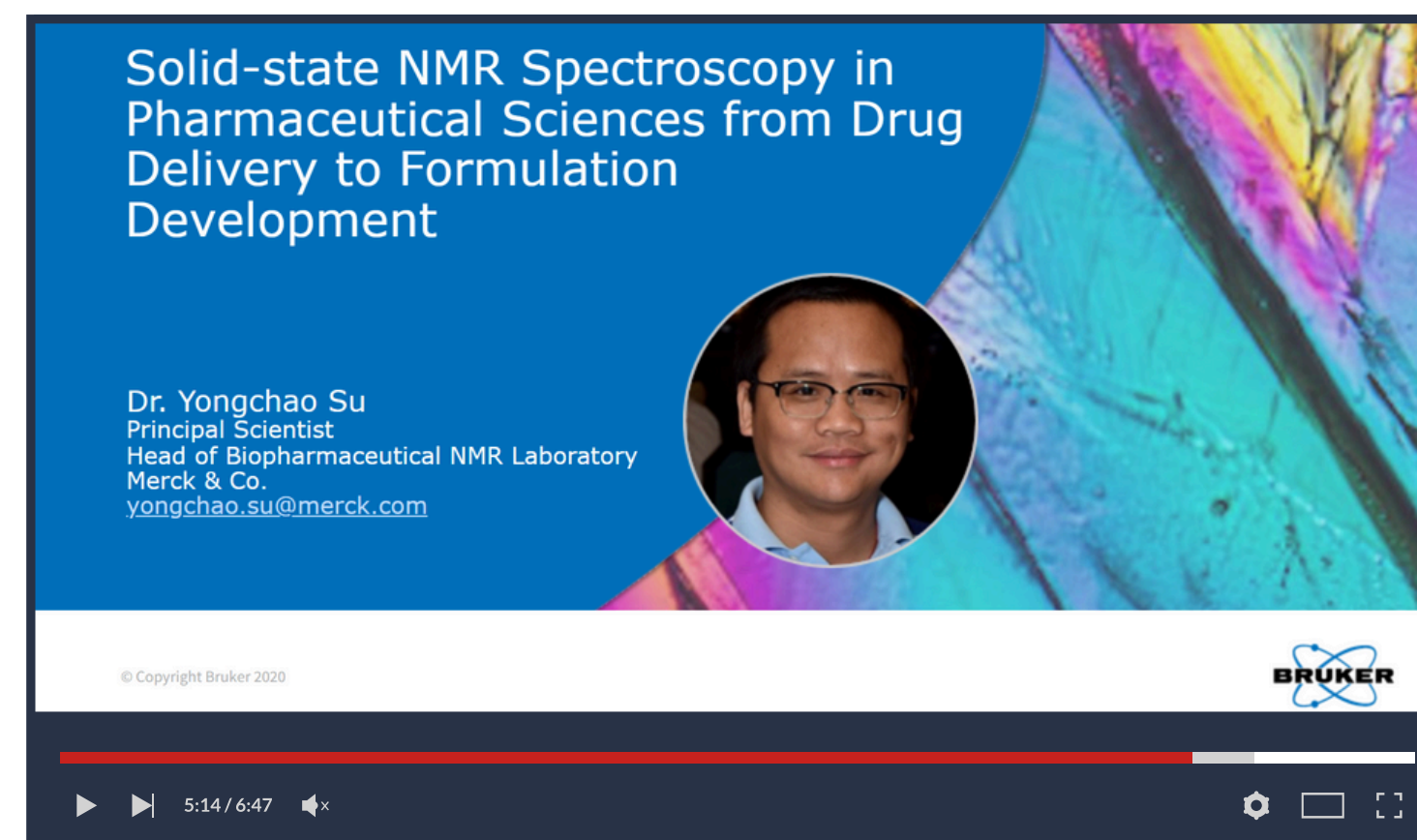
Reach a **global audience** in a format that is accessible and convenient.



Demonstrate **thought-leadership** and prioritize education during the customer journey.



**Educate** your customers about a new product or application.



**Collect market intelligence** before, during and post-webinar.



## CONTENT

# PODCAST PRODUCTION



Bring your subject matter to life and reach your audience with a professionally produced and distributed podcast or podcast series.



Reach a **global audience** on all of the major podcast players.

**Acast**



Stimulate discussion and demonstrate **thought leadership**.

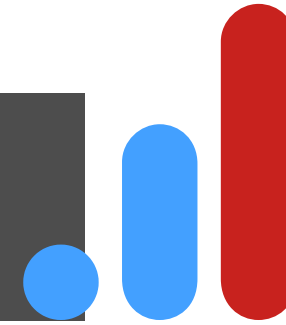


**Smooth, easy process** from speaker preparation through recording and post-production.



PROVING ROI

# REAL TIME ANALYTICS



Measure and monitor the ROI of all of your AZoNetwork campaigns using our unique analytical platform – AZoIntel.

With over 75 million unique visitors and over 700,000 content items, we have the ability to demonstrate your audience as well as provide market intelligence to assist with your content marketing decisions.



Measure the **effectiveness** of your campaigns.

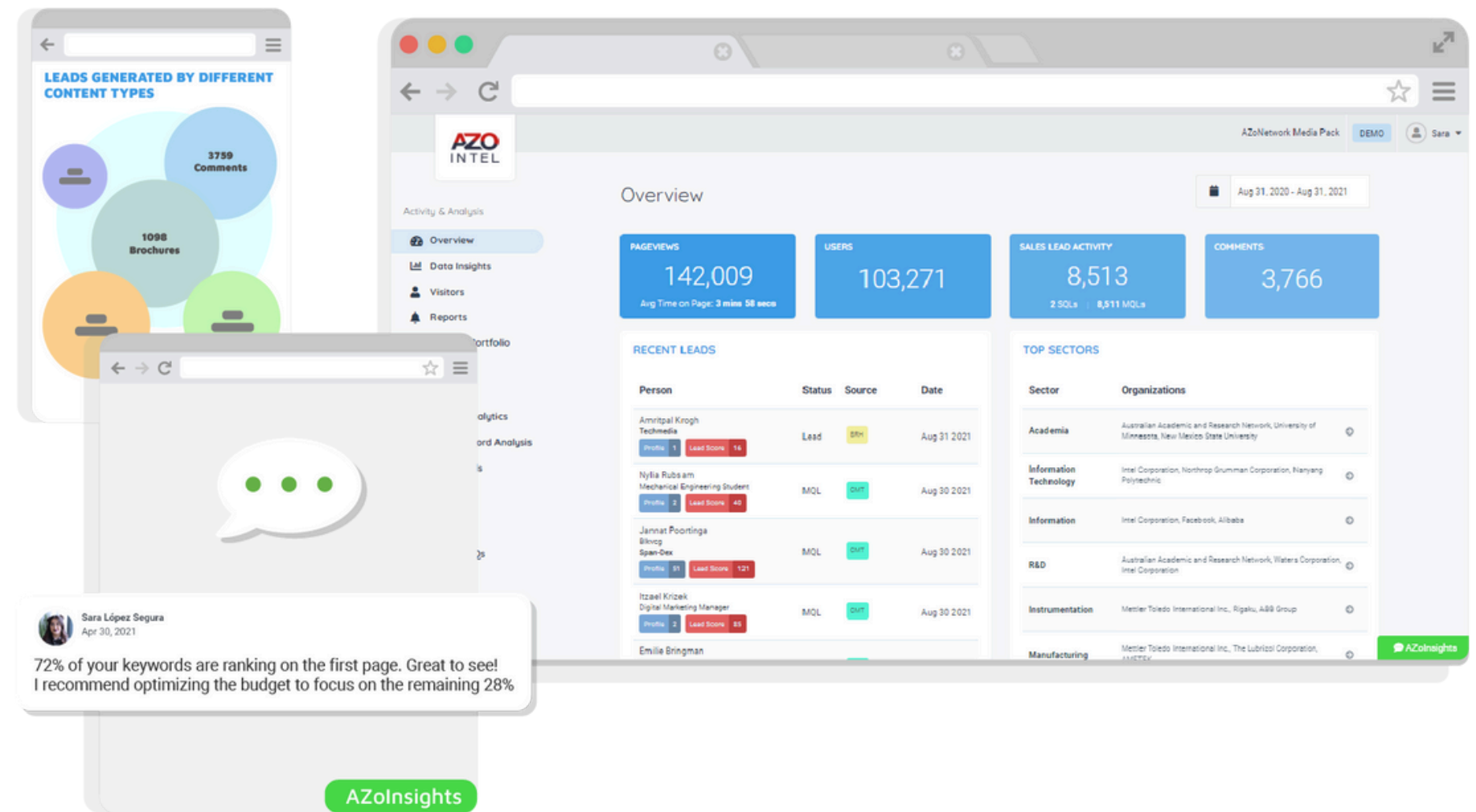


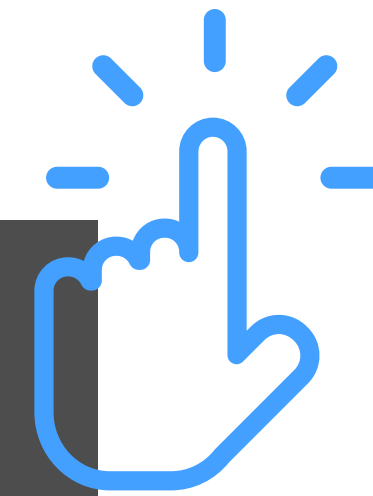
Track **lead generation** and engagement.



View **top performing** content.

**FIND OUT MORE**





PROVING ROI

# CONVERSION RATE OPTIMIZATION

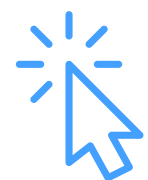
Optimize your site to convert a higher % of traffic, leading to business success. CRO is the process of taking as many site visitors to a desired goal or outcome as possible. Using CRO, you'll see an increased ROI with more leads and sales being generated from existing traffic.



Test site updates **before** implementing them.



Generate **more leads** and sales.



Increase number of **conversions**.

**ORIGINAL - 0.27% CTR**



**OPTIMIZED - 1.83% CTR**





# CLIENT TESTIMONIALS

Why **Bruker** sees AZoNetwork as their **most valuable Marketing partner**.

“

AZoNetwork has been our most valuable vendor/partner in marketing over the last several years. They help us look good, and help us do our marketing job better. If you invest with them, there will be some surprise benefits that will not have been foreseen in the initial contract.

”

[READ THE WHOLE STORY](#)





# Contact Us



## Find Out More



## Speak to an Expert



[www.azonetwork.com](http://www.azonetwork.com)



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