Reaching an active audience with high-impact ads

BioTools Rich Media Ad Case Study with C&EN Media Group

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2023
BioTools’ Business Challenge

BioTools is a breakthrough biotechnology company that manufactures tools for scientists working in the pharmaceutical industry. BioTools approached C&EN Media Group to help them generate awareness of their VCD measurement software and instrumentation product. C&EN was the optimal platform for BioTools to reach an active audience of chemists and engineers.

**C&EN was tasked with solving this question from the team:**
How can we increase awareness and interest in our software product?
BioTools ran a 3-month rich media campaign with our high-impact In-Article revealer ad on C&EN online. This type of ad appears within editorial content and allows the user to seamlessly scroll through the ad while reading an article. This non-intrusive ad unit receives a higher engagement rate when compared to our standard display banner ads.
BioTools’ graphic included eye catching colors and concise, easy to read information about their cutting-edge product which resulted in high engagement from the C&EN audience. The campaign performed twice as well as the average CTR of all C&EN In-Article Revealer ads in 2022.

**Impressions**: 10,002

**Click Through Rate (CTR)**: 0.26%

C&EN Avg. CTR is 0.13%

**Clicks**: 26
C&EN Media Group is available to consult with you on your marketing challenges. We pride ourselves on driving real business results for our clients. Contact us at advertising@acs.org or download our Digital Advertising Toolkit to learn more.