

# Reaching scientists in Food & Agriculture

Thermo Fisher Scientific Display Ad Case Study  
with C&EN Media Group

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2024



# Thermo Fisher Scientific's Challenge

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Thermo Fisher Scientific instruments, equipment, software, services and consumables aim to empower scientists to solve for complex analytical challenges to enable their customers to make the world better, cleaner and safer.

The company needed a digital strategy to distribute their report on food contaminant and to enhance awareness of their chromatography and mass spectrometry technology.

# **C&EN Media Group was tasked with solving these questions from the team:**

**1**

**How can we reach scientists interested in food & agriculture applications and technology?**

**2**

**What is the best possible channel to reach our target audience?**

# Our Approach

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Easily promote high  
value content to the  
right audience



## Digital Ad Creative

C&EN helped to place high visibility display banners with a clear message and call to action that led users to Thermo Fisher's report.



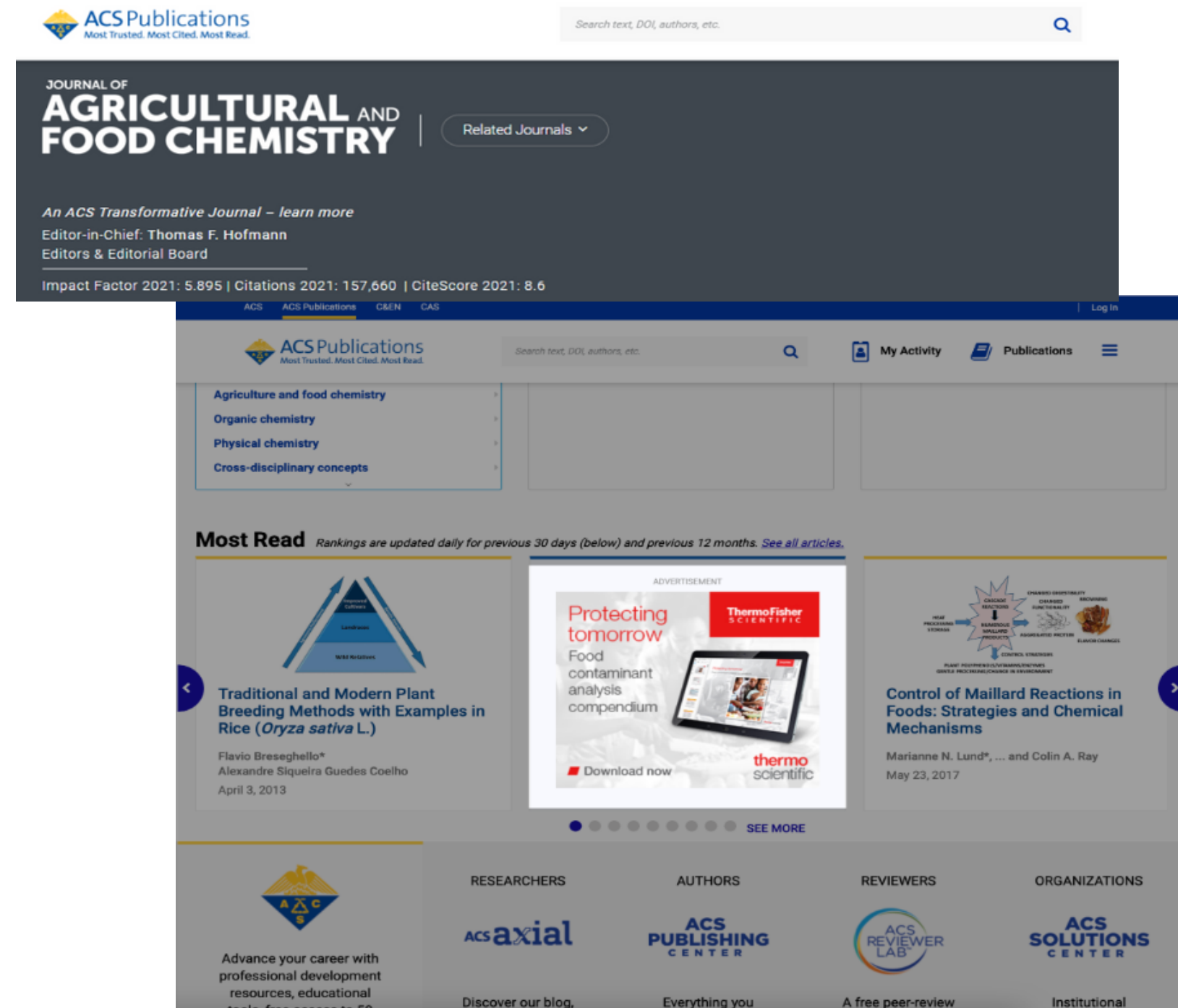
## Identifying Optimal Channels

We identified that the Journal of Agricultural and Food Chemistry was the most relevant audience within our portfolio to reach Thermo Fisher's target market.

# The Program

Thermo Fisher's campaign ran banners of two sizes within the Journal of Agricultural and Food Chemistry. The ads prompted users to download their recent analytical report on food contamination.

Appearing prominently alongside most read research articles, Thermo's creatives were highly visible to users.



# The Results

Thermo Fisher Scientific's campaign received a CTR of 0.18%. The targeted approach used by C&EN produced a high performing CTR, more than double the average for this type of advertisements.



Impressions

**174,997**



Campaign CTR

**0.18%**

Site Avg CTR: 0.07%



# Plan your next campaign with us.

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](mailto:advertising@acs.org) or download our [Digital Advertising Toolkit](#) to learn more.

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