

## Case Study

# Thermo Fisher Scientific

Thermo Fisher Scientific launches a new product and exceeds CTR goals with ResearchGate advertising

## The company

Thermo Fisher Scientific is the world leader in serving science. The company helps their customers accelerate life sciences research, solve complex analytical challenges, and increase laboratory productivity.



## The challenge

Thermo Fisher wanted to launch a new product: The SuperScript IV Transcriptase. In an already crowded marketplace, it was vital that they introduce this new product to as many scientists working in molecular biology as possible, informing them of benefits and usage scenarios, and offering free samples.

## The solution

ResearchGate's targeting team identified 200,000 publications, journals, and Q&A pages from microbiology, genetics, and immunology suitable for Thermo Fisher's product placement. The goal was to maximize exposure amongst scientists while focusing on precisely targeted scientific content relating to Thermo Fisher's product.

The ads were placed in the top right-hand corner on relevant content pages to reinforce Thermo Fisher's identity as a trusted scientific brand.

A/B testing was run on the design and messaging with the goal of maximizing the click-through rate. The display ads linked to a landing page on the Thermo Fisher website where a white paper is available for download. The page also features testimonials, product information, and offers for free samples.

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## Results



**1.52%**  
Click-through rate



**2,100+**  
Visitors to landing page

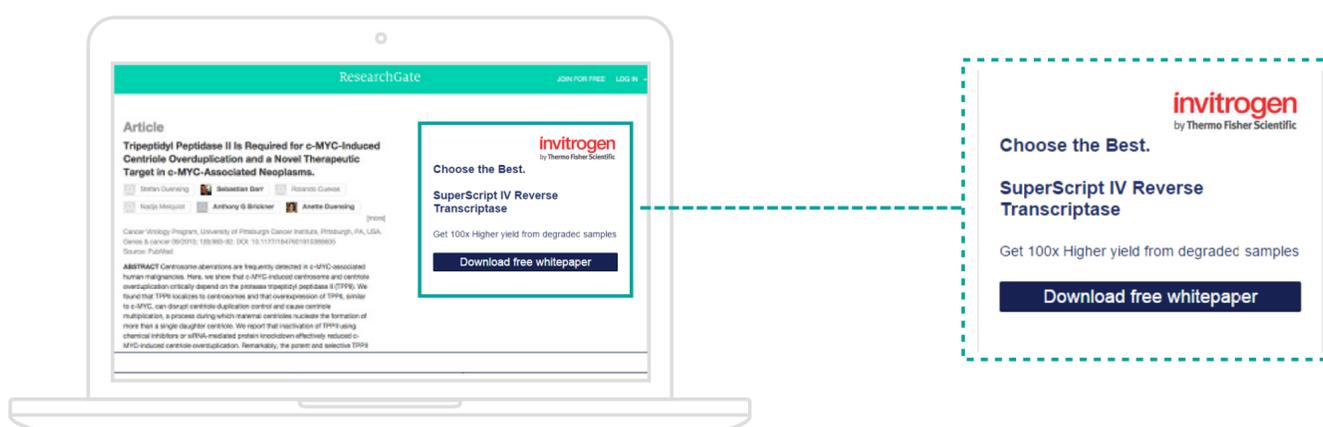


**200,000**  
Views

The click-through rate reached 1,52%, over 7 times higher than the company’s expectations of 0,2%. Other campaign’s run by Thermo Fisher on ResearchGate performed 2-4 times better than the expected 0,2%.

Over 2100 visitors were directed to Thermo Fisher’s product landing page. This met Thermo Fisher’s goal of increased product awareness among a relevant audience.

The display ad creative was viewed 200,000 times, building on Thermo Fisher’s brand among a targeted group of scientists and researchers.



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## Facts



### About Thermo Fisher Scientific

- World leader in life sciences
- Approximately 50 000 employees in 50 countries



### Goals

- Awareness of new product amongst niche scientific audience
- Drive relevant traffic to product landing page
- Reach CTR target of over 0,2%



### Approach

- Contextual display advertising on ResearchGate content
- A/B testing with different banner design and messaging
- Whitepaper for download to engage audience and collect leads



### Results

- CTR of 1,52% – over 7 times higher than the goal of 0,2%
- 2100+ visitors to the product landing page
- 200,000 views for display ad, leading to increased awareness

“We use ResearchGate Branding Solutions to position Thermo Fisher as an *innovative, progressive global player* in the world of laboratory products.”

[Brenda Lovitt, Advertising Strategy & Planning, Thermo Fisher Scientific](#)