

Case Study

LI-COR Biosciences

LI-COR use ResearchGate Display Ads to increase brand awareness and achieve their traffic goals.

The company

LI-COR technology enables scientists around the world to improve lives by advancing discovery. The company is a leading innovator in systems for plant research, climate change, drug discovery, protein research, and small animal imaging.



The challenge

LI-COR needs to retain and enhance their reputation as a leading and innovative life sciences company among scientists and researchers in the fields of molecular biology, microbiology, proteomics, and others. According to Emily Kirwold, Marketing Specialist at LI-COR, "Our main goal was increasing brand awareness and getting the LI-COR name out there."

The solution

ResearchGate's targeting team identified 2,000,000 targeted publications, journals, and Q&A pages where LI-COR's branding display ads could be shown in 2016.

These ads were positioned visibly at the top right-hand corner of relevant content to reinforce LI-COR's identity as a trusted scientific brand.

To optimize CTR and increase visits to LI-COR's website where visitors could find information on best practices, products, testimonials, and other educational resources, ResearchGate A/B tested LI-COR's own display ad creative against a native display ad designed to fit contextually into ResearchGate's design. After a test period, the winning ad ran for the remainder of the campaign.

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Results



0.65%
Click-through rate



4,345,603
Impressions



28,121
Clicks

After testing, the native artwork designed by ResearchGate performed best, with a CTR of 0,65%. This was higher than the 0,26% for LICOR’s own display creatives.

The exposure achieved has reinforced LI-COR’s brand message and has helped them achieve their web traffic goals.

ResearchGate's display ad (0.65% CTR)

LI-COR's display ad (0.26% CTR)

ResearchGate also helped LI-COR engage with potential customers. According to Kirkwold, “We like ResearchGate as it’s a diferent format to other platforms. ResearchGate users are more engaged with the content pages we advertise on, and the targeting process means that display ads are shown to relevant people. This increases the likelihood of prospects becoming more engaged.”

ResearchGate is now the only platform on which LI-COR runs display ads. Kirkwold added, “With other partners, we never saw the success that we’re now having with ResearchGate.”

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Facts

**About LI-Cor Biosciences**

- World leader in Life Sciences
- Innovator in systems for plant research, climate change, drug discovery, protein research, and small animal imaging.

**Goals**

- Increase brand awareness among as many life science researchers as possible
- Drive relevant traffic to LI-COR website
- Maximize click-through-rate (CTR)

**Approach**

- Contextual display advertising on ResearchGate content
- A/B test different banner ad designs and messaging to optimize CTR
- Large number of impressions served throughout 2016

**Results**

- Campaign Click through rate of 0.65%
- 4,345,603 total camping impressions
- 28,121 clicks to LI-COR website

“The ResearchGate targeting process means that display ads are shown to relevant people. *This increases the likelihood of prospects becoming engaged.* With other partners, we never saw the success that we’re now having with ResearchGate.”

[Emily Kirkwold, Marketing Specialist, LI-COR Biosciences](#)