



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 100M+ annual visitors across our websites and over 1 Million first party subscribers, we have over 23 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.

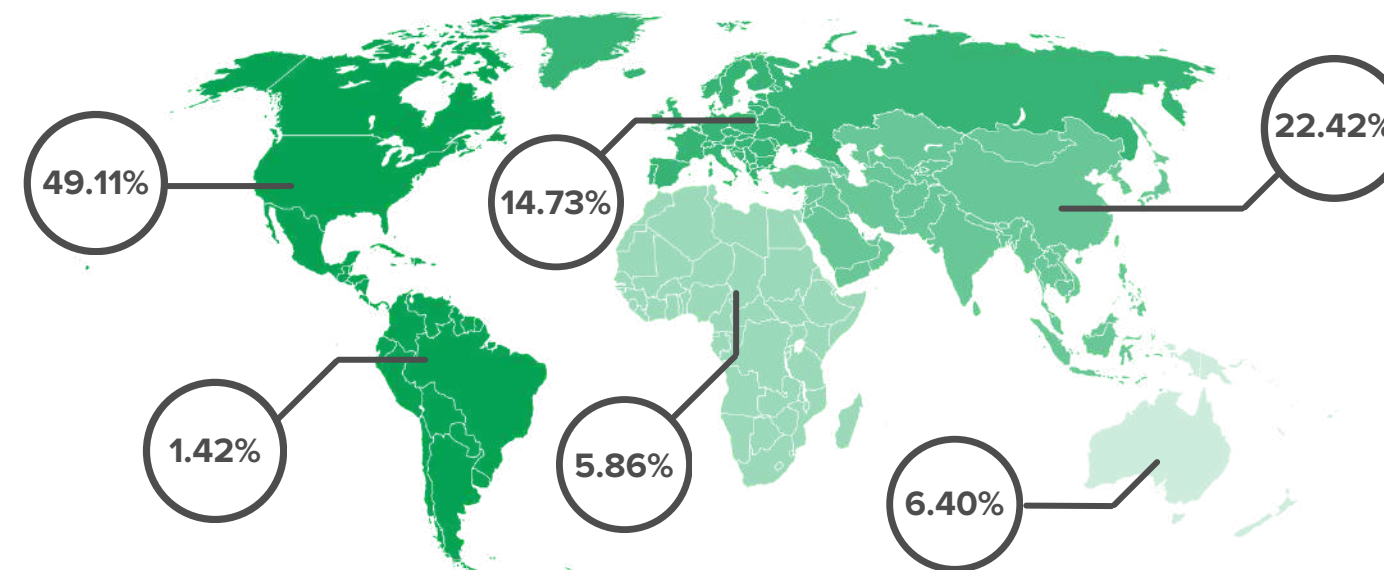


Life Sciences Marketing

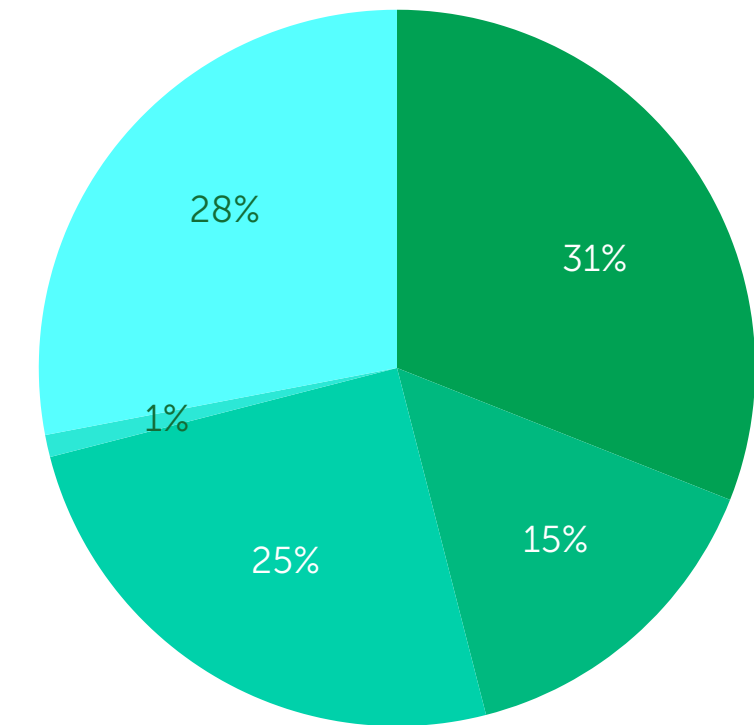


10,699,257
Total Annual Users

Global Coverage



Readership






















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

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

Life Sciences

Analytical Chemistry in Life Sciences		42,441 Subscribers	Forensics & Toxicology		32,853 Subscribers
Antibodies		24,532 Subscribers	Genomics		38,196 Subscribers
Biochemistry		19,566 Subscribers	Immunology		20,735 Subscribers
Biotechnology		19,963 Subscribers	Life Science Microscopy		16,544 Subscribers
Cannabis Testing & Analysis		8,780 Subscribers	Metabolomics		6,006 Subscribers
Cell Biology		30,662 Subscribers	Microbiology		33,599 Subscribers
Drug Discovery & Production		39,711 Subscribers	Pharmaceutical Manufacturing		21,635 Subscribers
Flow Cytometry		11,861 Subscribers	Protein Analysis		28,528 Subscribers
Fluorescence		8,527 Subscribers	Stem Cells		8,179 Subscribers
			The Digital Laboratory		31,697 Subscribers

Solutions

Lead Generation

- 7** Newsletters
- 8** Targeted Emails
- 9** Product Profiles
- 10** Product Showcase
- 11** Lead Generation eBook

Brand Awareness

- 12** Content Distribution
- 13** Webinar Listings
- 14** Display Advertising
- 15** SEO
- 16** Website Design
- 17** Google Ads Management

Content

- 18** Content Creation
- 19** Social Media Content
- 20** Interview: Insights from Industry
- 21** Interview: Thought Leaders
- 22** Video Services
- 23** Expert Presentations on Demand
- 24** Virtual Video on Demand
- 25** Webinar Production
- 26** Podcast Production

Proving ROI

- 27** Real Time Analytics
- 28** Conversion Rate Optimization

LEAD GENERATION

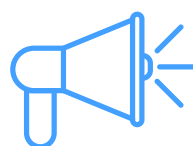
NEWSLETTERS



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

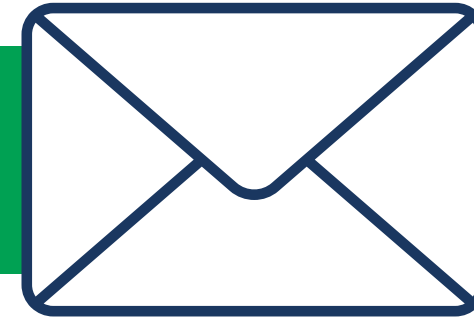
Headline Sponsor



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.



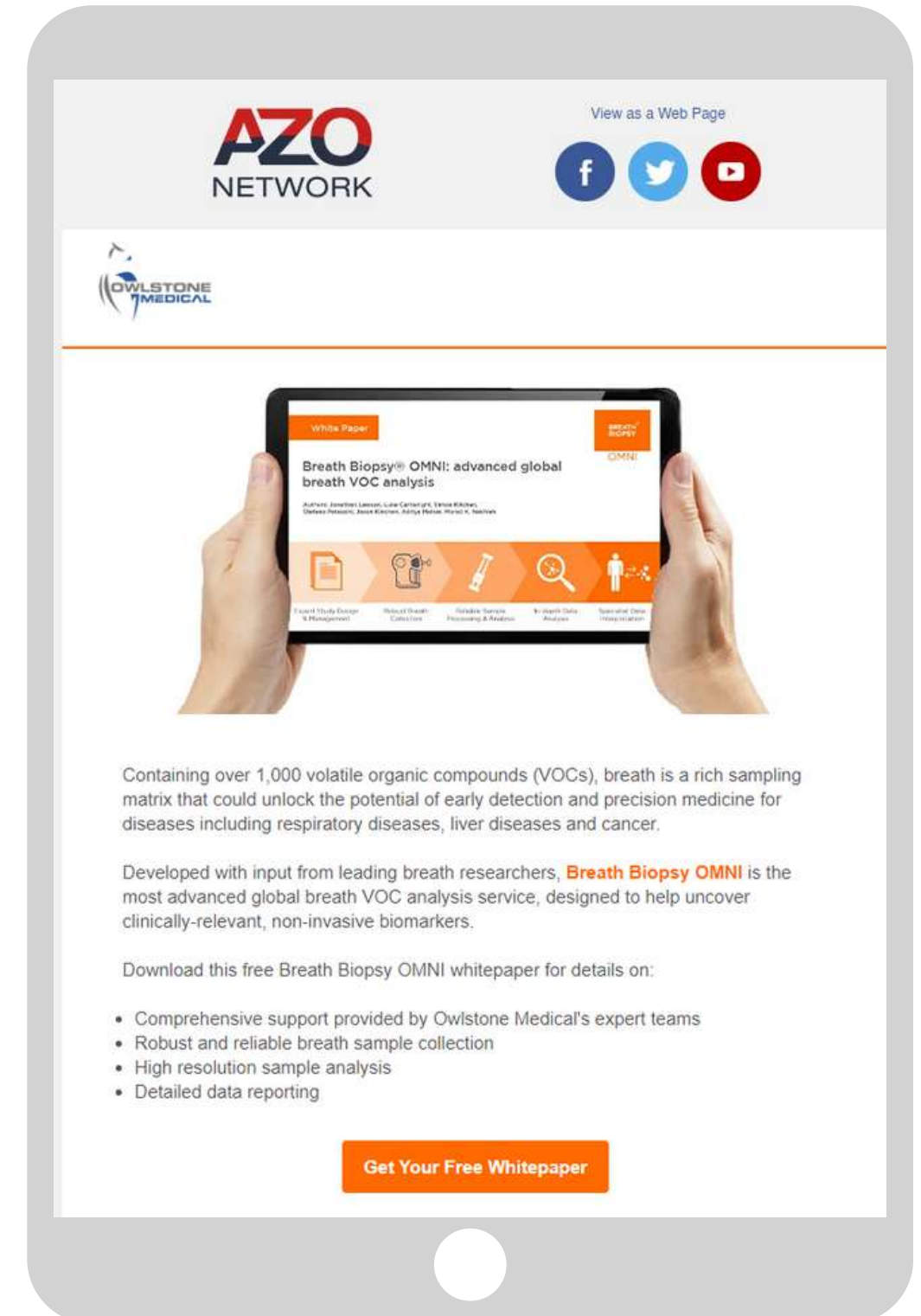
Target specific markets by **keyword, application, industry & geography**.



Measure results with our unique **AZO Intel Analytics platform**.

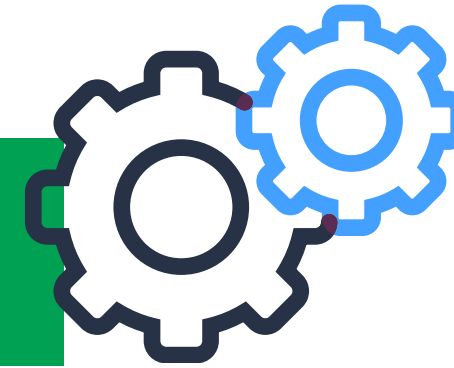


Customize your message and design with our **email specialists**.



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.



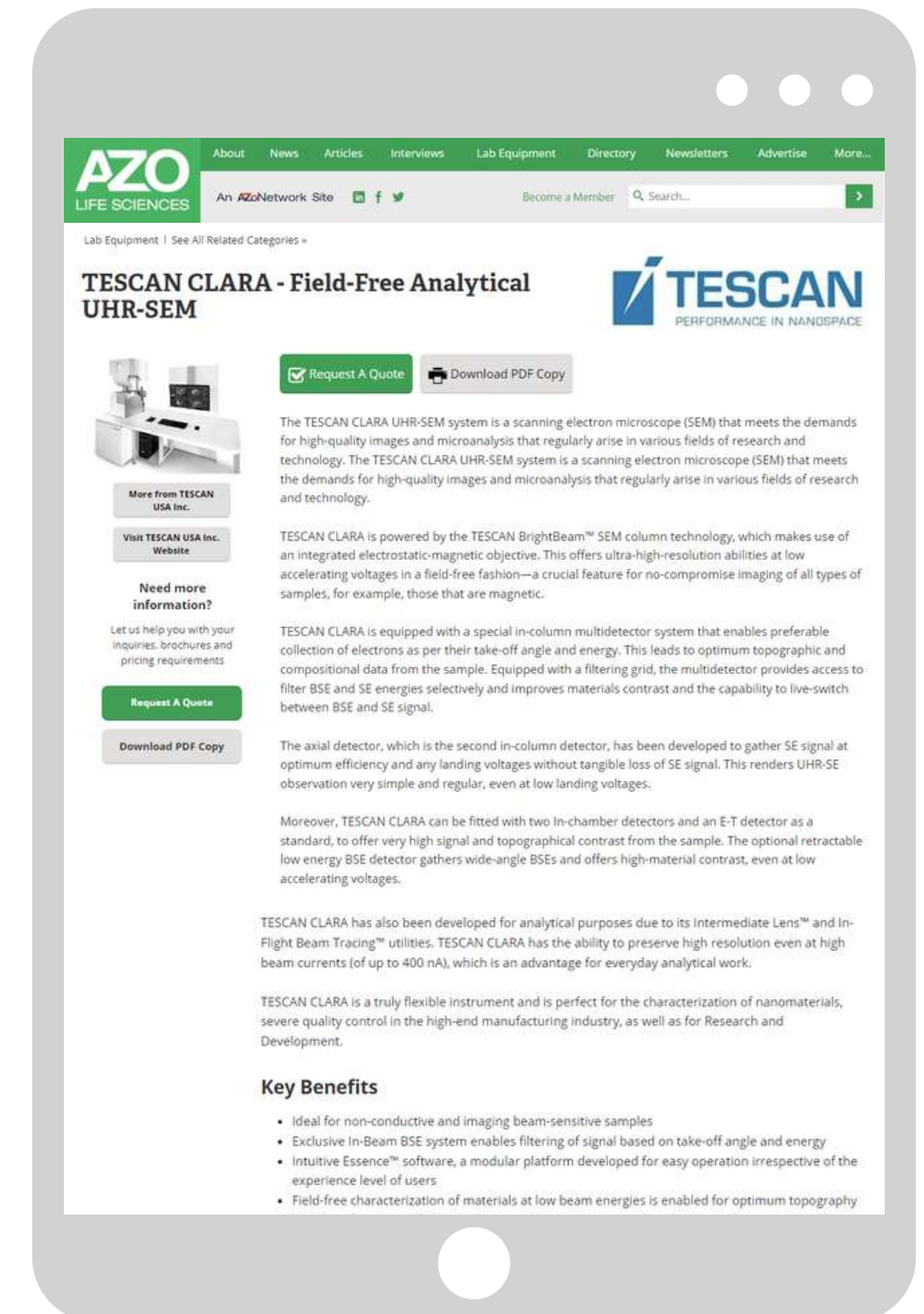
Enrich your **product** listings with relevant videos, images and applications



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

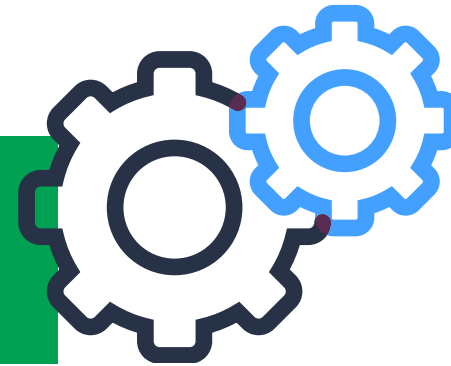


Product profiles include RFQ buttons, brochure and PDF downloads as **calls-to-action.**



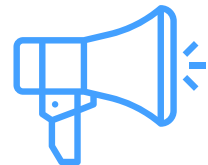
LEAD GENERATION

PRODUCT SHOWCASE



COMBINE THE FOLLOWING
OPTIONS OF YOUR CHOICE:

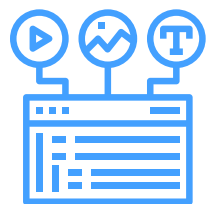
Showcase your newest products and their applications to a global audience with a complete product package.



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



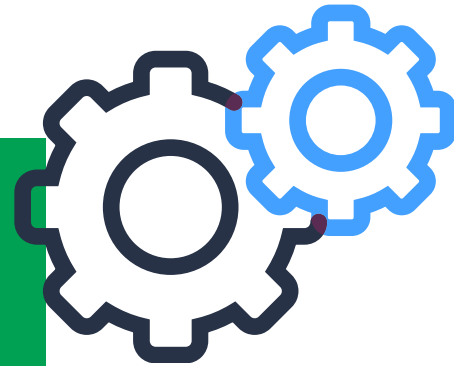
Content Distribution



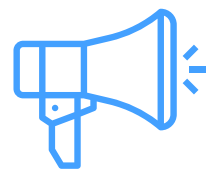
Display Advertising

LEAD GENERATION

EBOOK



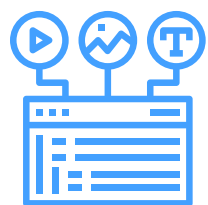
Present all of your existing AZoNetwork content in one valuable download and use our distribution channels to reach more of the right people from the right industry at the right time.



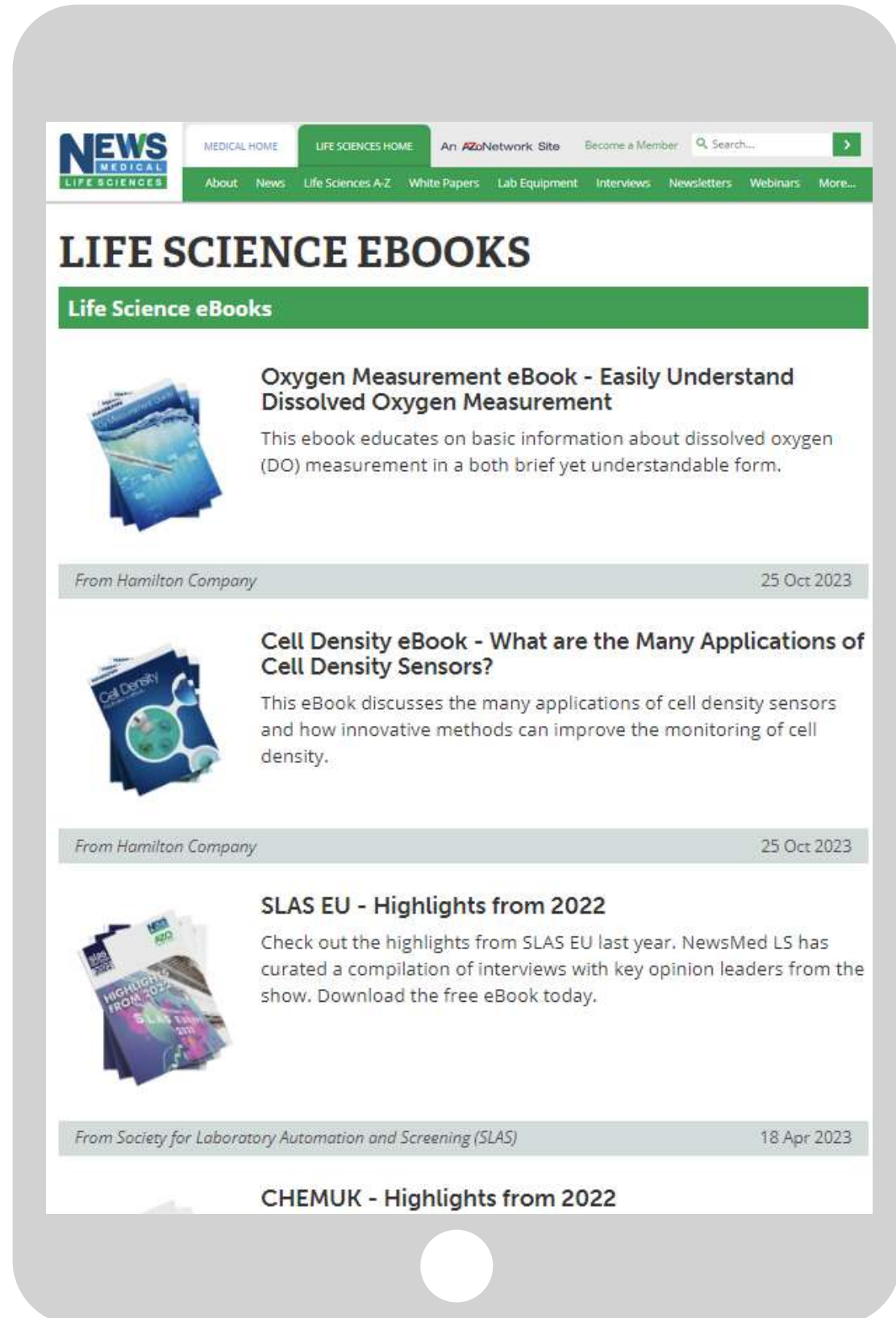
Reach new audiences, generate better leads.



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



Collect valuable **first-party** lead data



CONTENT DISTRIBUTION



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.



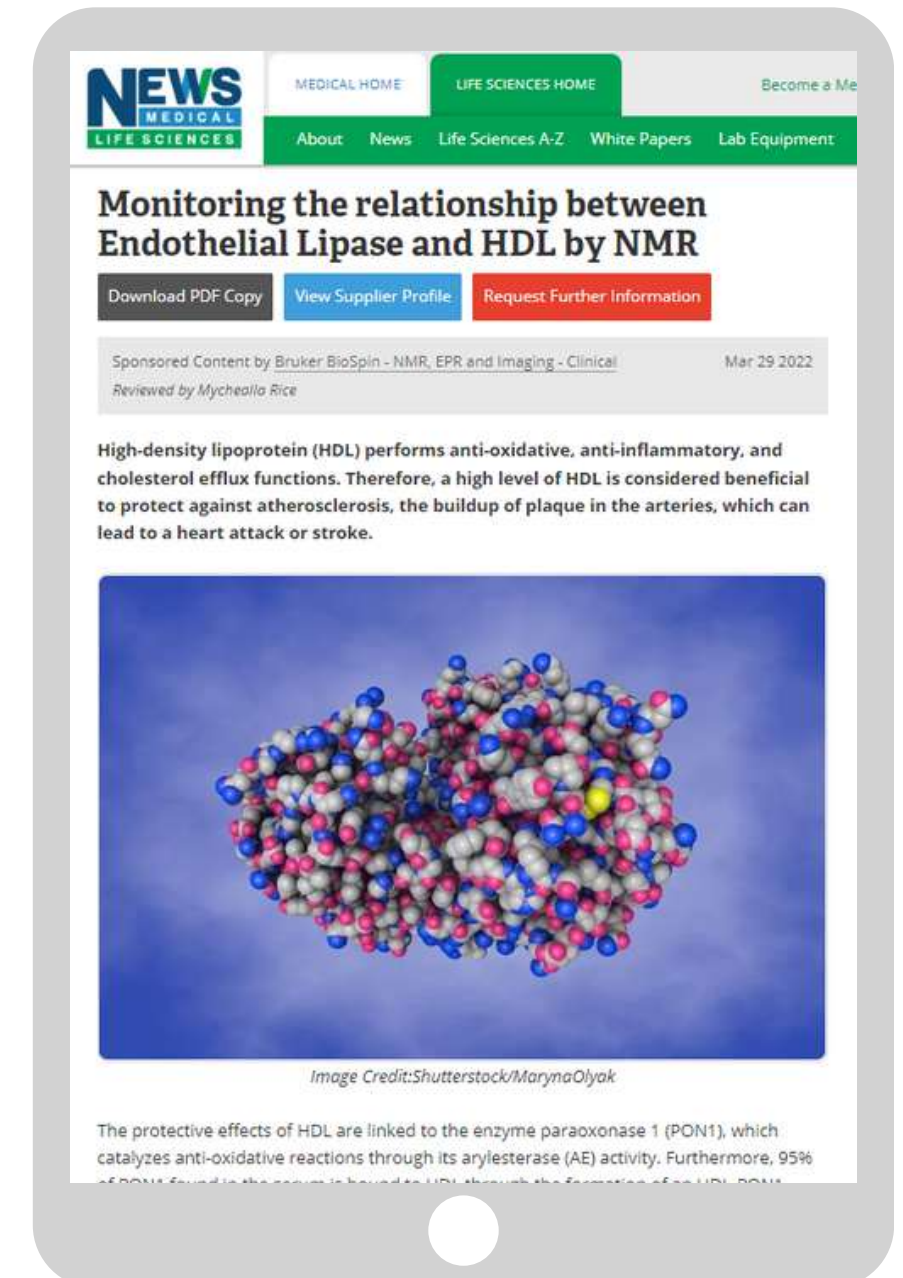
Repurpose your content, maximize organic search engine visibility, and include calls-to-action.



Measure content engagement & results with our unique AZoIntel Platform.



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



BRAND AWARENESS

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

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

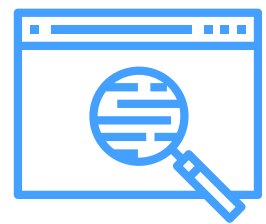
The screenshot shows the AZoNetwork website interface. At the top, there are navigation tabs for 'MEDICAL HOME' and 'LIFE SCIENCES HOME', along with a search bar and a 'Become a member' link. Below the navigation is a main menu with links for 'About', 'COVID-19', 'News', 'Health A-Z', 'Drugs', 'Medical Dev', 'Interviews', 'White Papers', and 'More...'. A large banner ad for Promega is displayed, 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', written by Namita Mitra and reviewed by Danielle Ellis, B.Sc., dated April 7, 2022. To the right of the article is a sidebar ad for abcam, titled 'Antibody panels for IHC' and 'Screen for success with multiple clones to key oncology targets', featuring an image of an IHC stain and the text 'PD-L1 panel: SP142'. At the bottom of the screenshot, there is a dark blue footer with a globe icon containing 'WWW' and the text '1 Million + Global Subscribers' and '135M + Unique Visitors'.

BRAND AWARENESS

SEO



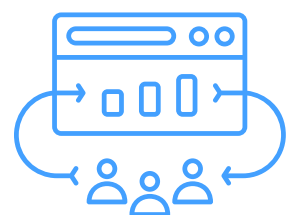
Rank highly for your keywords by combining the on-site optimization with regularly updated content and quality links. As your website visibility increases, you'll see an increased return on investment with more leads and sales being generated.



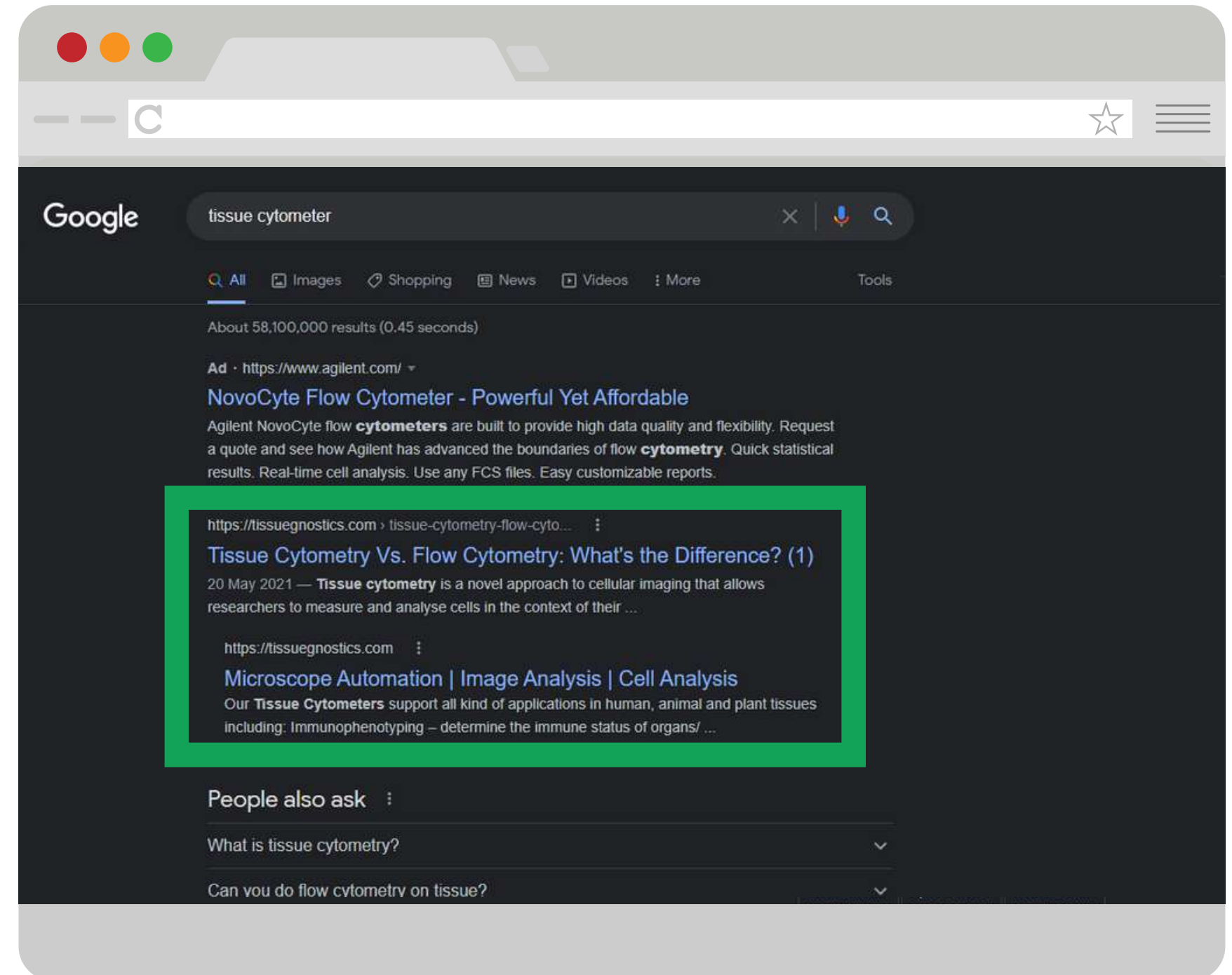
Target relevant **keywords** for your industry.



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

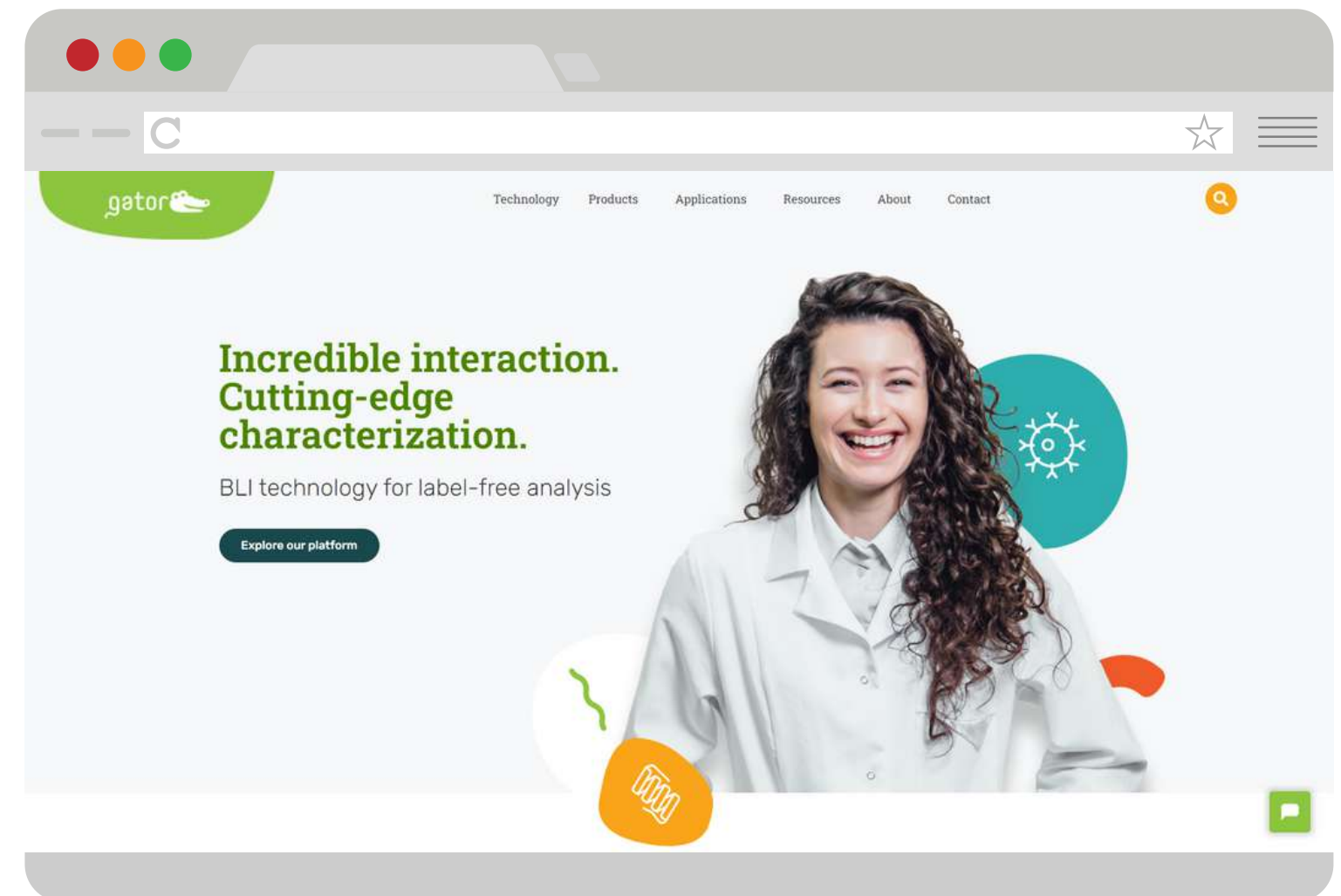
Retina Ready

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.



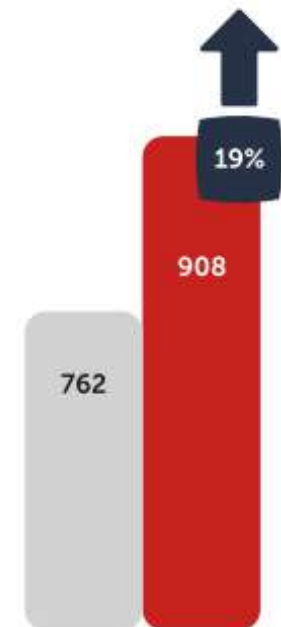
IMPRESSIONS



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.



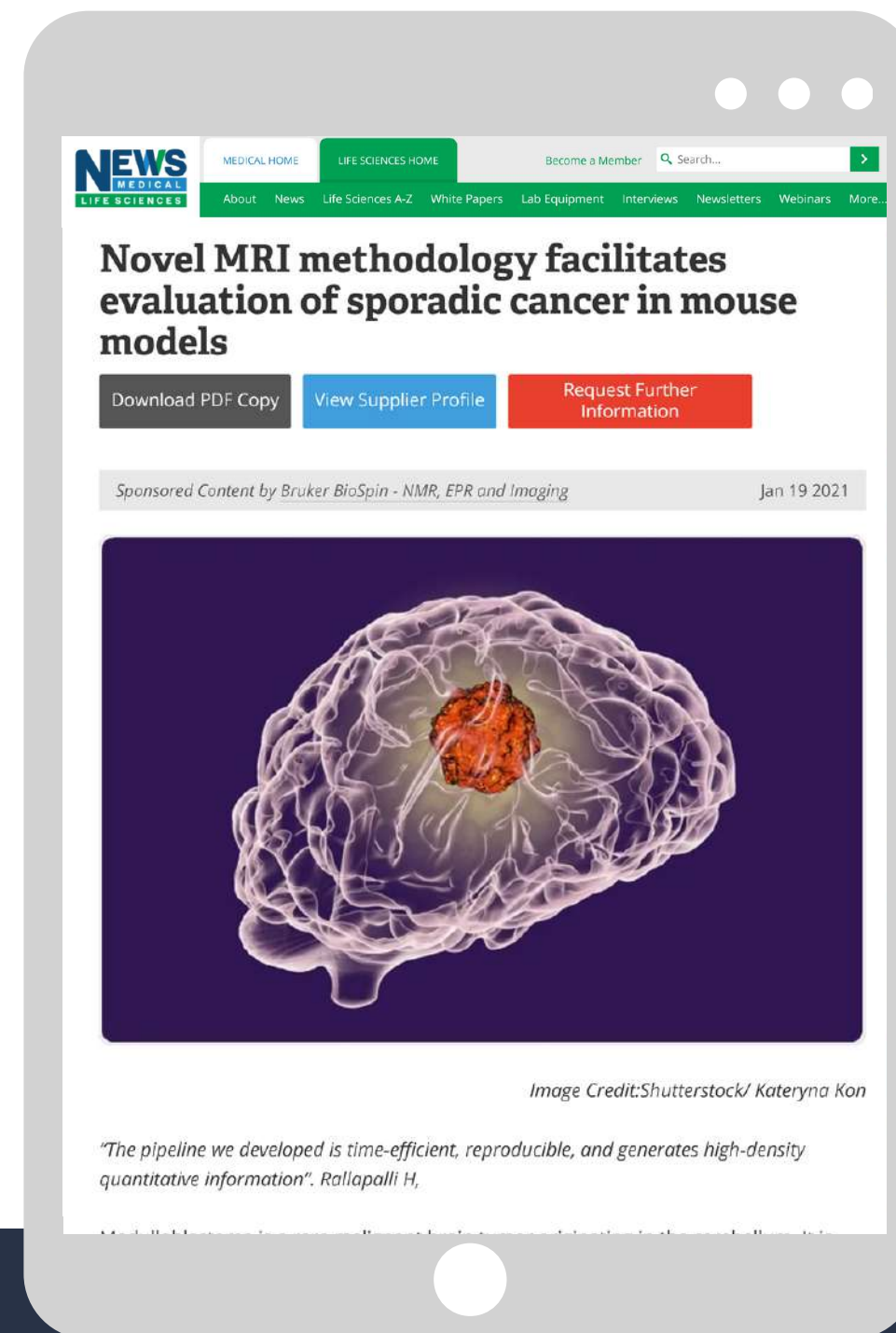
Own the content to use on your site, OR use our vast audience network for **content distribution**.



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.

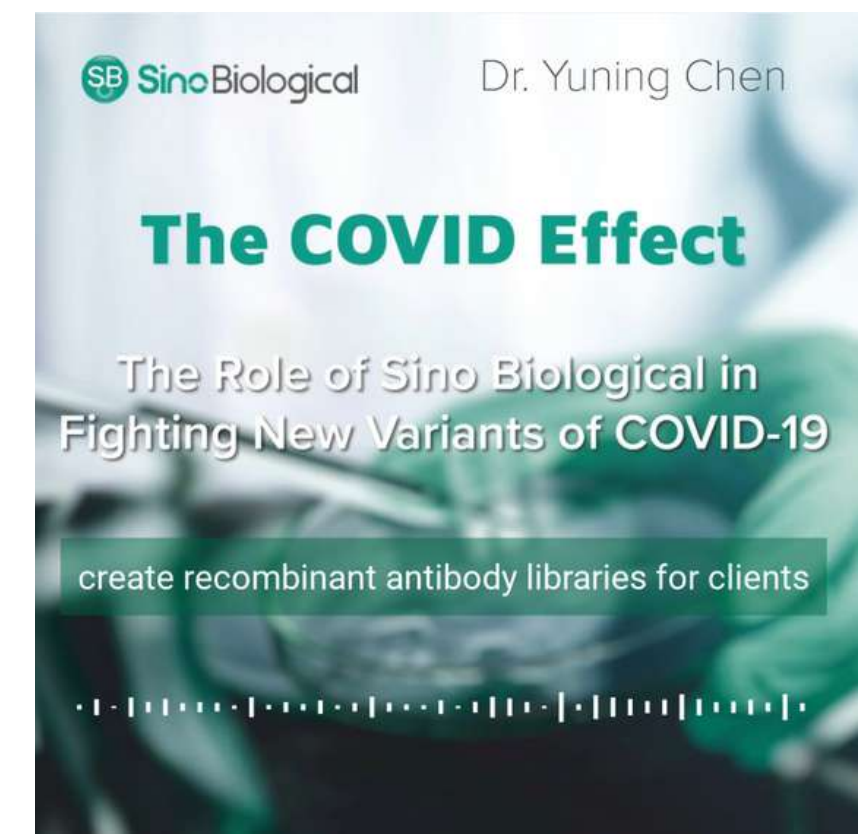


Reach and engage your audience on Social Media.

PODCAST



WEBINAR



CONTENT

INSIGHTS FROM INDUSTRY



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**.



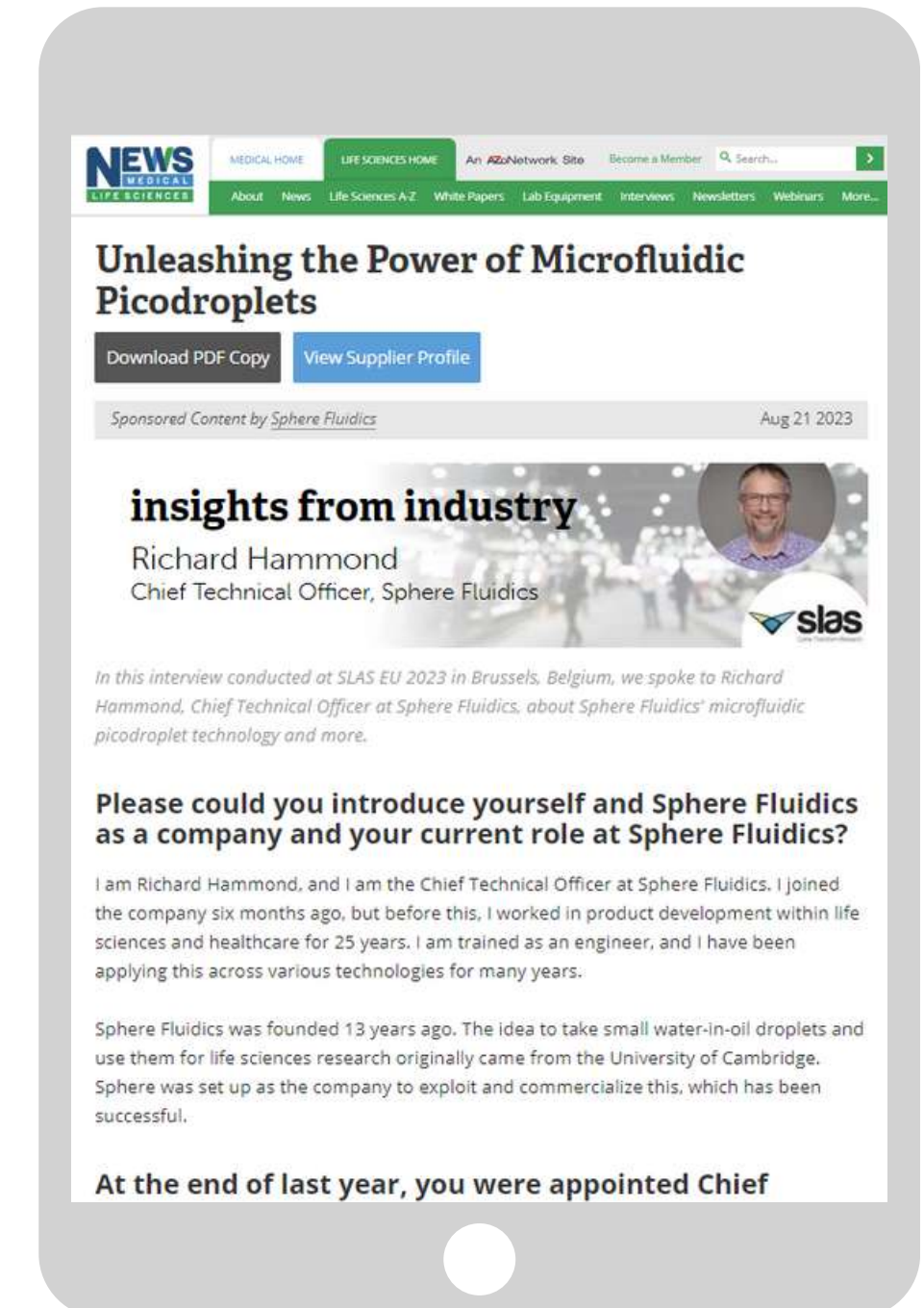
AZo Editors produce an **engaging** and **educational** written interview.



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.



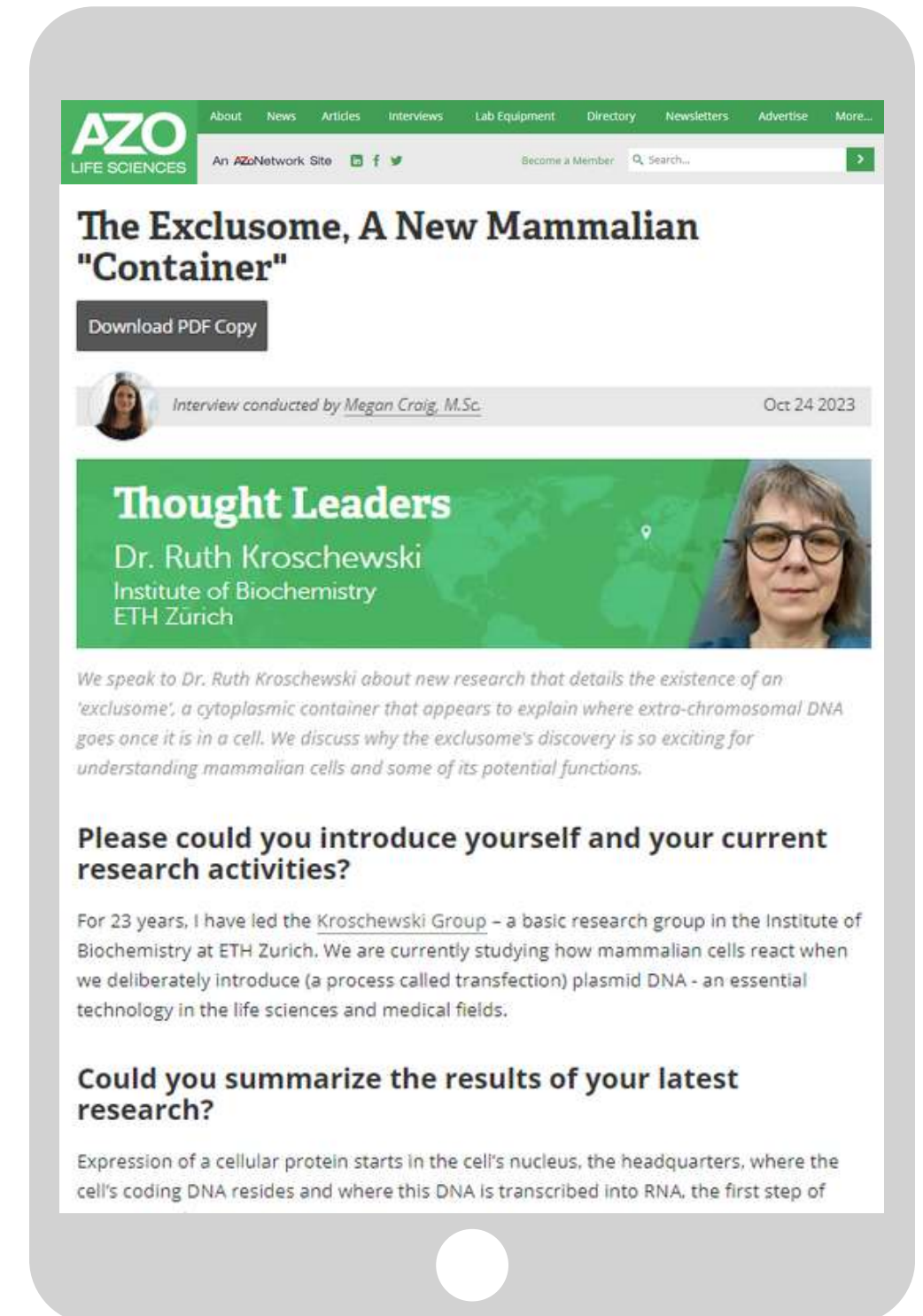
Generate an **engaging** thought-leader interview from a credible 3rd party.



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

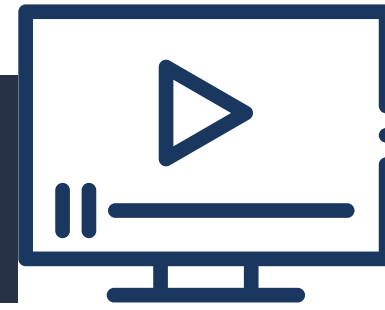


We conduct the interview and publish on **relevant AZo websites**.

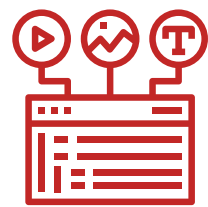


CONTENT

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.

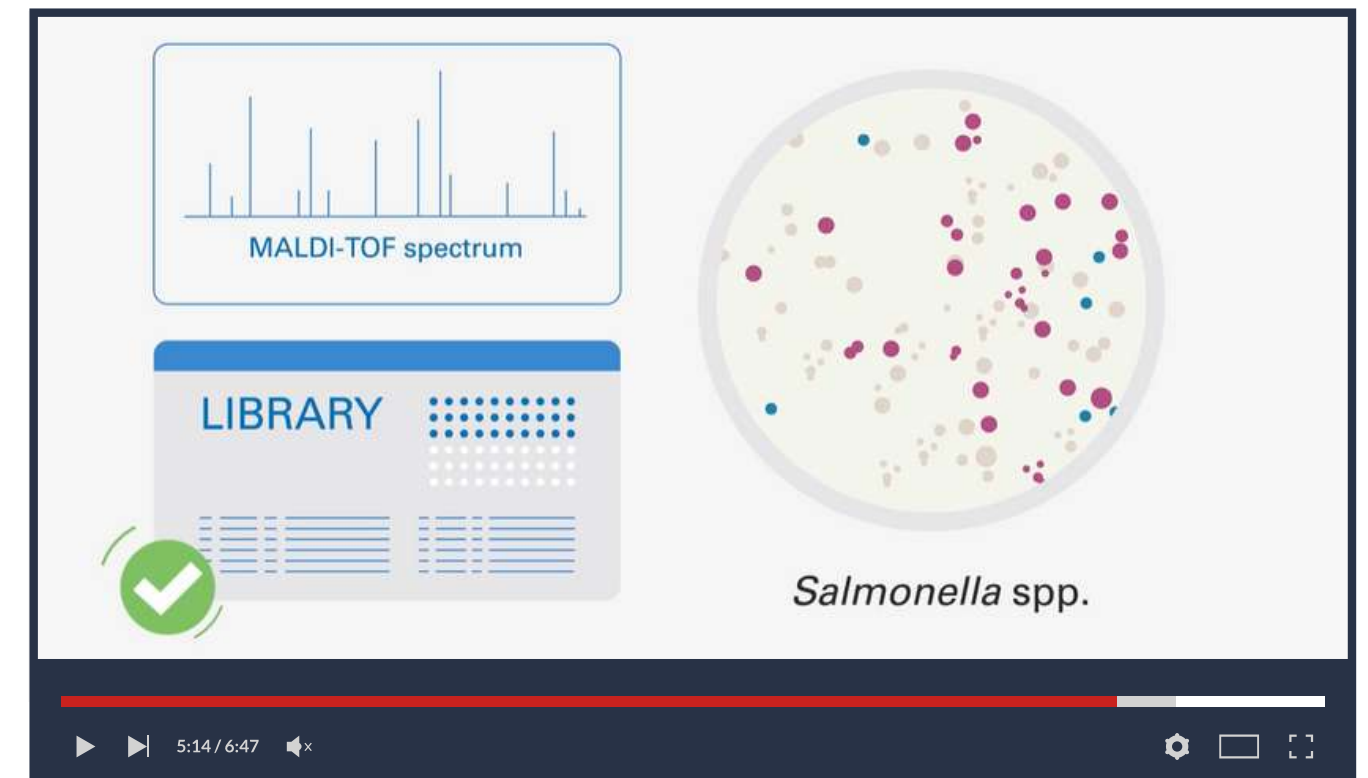


You own the video, but we will help you distribute your videos across the AZoNetwork websites.

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.

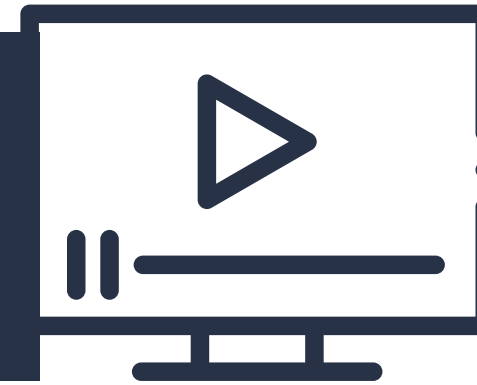


Promote and distribute your presentation with our industry-specific newsletters and websites.



CONTENT

VIRTUAL VIDEOS ON DEMAND



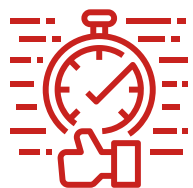
Use our highly skilled and experienced team of AV professionals to showcase your thought leadership and bring your subject matter to life. Virtual videos on-demand (VVOD) are interactive, engaging and professionally produced.



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



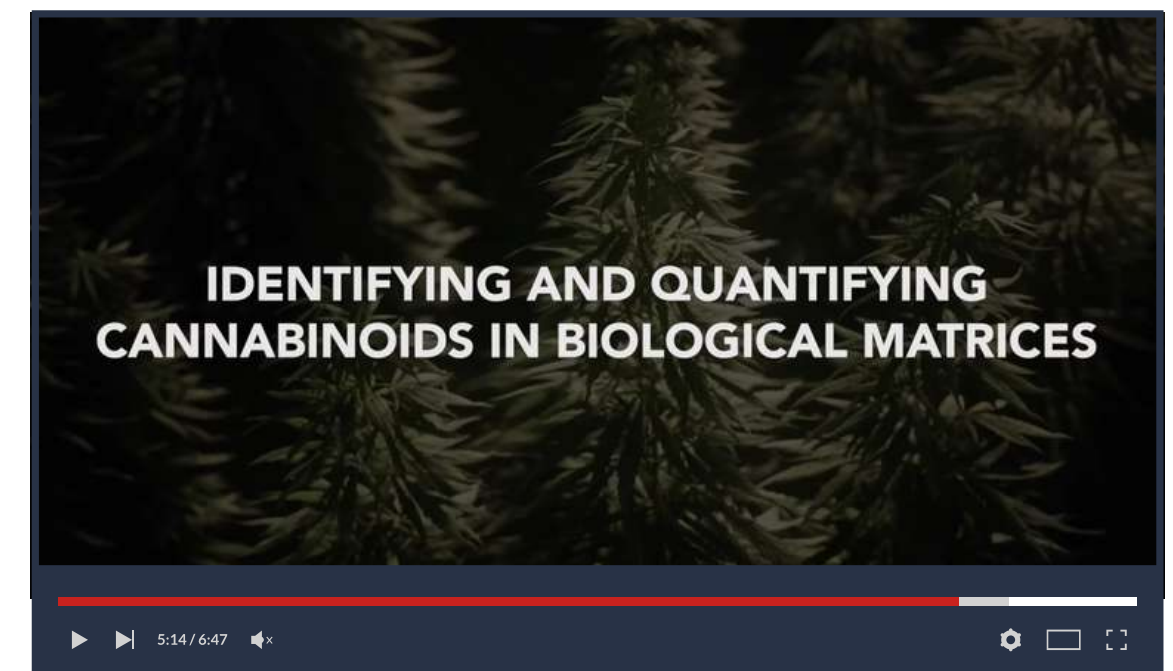
Demonstrate **real thought leadership** through targeted content.



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**.

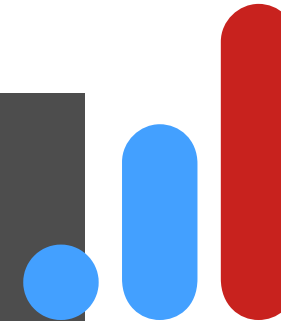


Smooth, easy process from speaker preparation through recording and post-production.



PROVING ROI

REAL TIME ANALYTICS



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

With over 135 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

Overview (Aug 31, 2020 - Aug 31, 2021)

- PAGEVIEWS: 142,009 (Avg Time on Page: 3 min 58 secs)
- USERS: 103,271
- SALIS LEAD ACTIVITY: 8,513 (2,504 Leads, 8,911 MQLs)
- COMMENTS: 3,766

RECENT LEADS

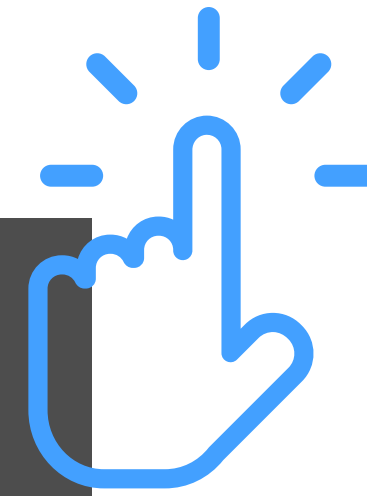
Person	Status	Source	Date
Amotpal Kirgh Techmedia	Lead	DM	Aug 31 2021
Nyila Rubam Mechanical Engineering Student	MQL	DM	Aug 30 2021
Jannat Poorthinga Bineq Spae-Oex	MQL	DM	Aug 30 2021
Rizael Kinzel Digital Marketing Manager	MQL	DM	Aug 30 2021
Emilia Bringham			

TOP SECTORS

Sector	Organizations
Academia	Australian Academic and Research Network, University of Minnesota, San Jose State University
Information Technology	Intel Corporation, Ningbo Sunman Corporation, Nanjing Petrochem
Information	Intel Corporation, Facebook, Alibaba
R&D	Australian Academic and Research Network, Waters Corporation, Intel Corporation
Instrumentation	Metric-Tek International Inc., Rigaku, ABB Group
Manufacturing	Metric-Tek International Inc., The Lubrizol Corporation, LUSTZ

AZoInsights

Sara López Segura (Apr 30, 2021)
72% of your keywords are ranking on the first page. Great to see! I recommend optimizing the budget to focus on the remaining 28%



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



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