



AUDIENCES
WHO **BUY.**

LEADS THAT
CONVERT.

DATA THAT
INFORMS.

INSIGHTS TODAY.
DISCOVERY TOMORROW



2027 **MEDIA KIT**

Who We Are

Biocompare is the leading resource for life scientists researching and purchasing the tools that drive discovery, connecting suppliers with an engaged, purchase-ready audience of over 1.7 million visitors a year.

For more than 25 years, we've helped scientists find, compare, and discover new solutions—while giving suppliers a trusted program to showcase theirs.

Our value is clear:

- **Audiences who buy** — 93% of visitors play a role in purchasing decisions. And once they start evaluating, they move fast: buyers typically consider just 2–3 vendors, favoring companies they already know (66%) over ones they've only heard of (5–6%).*
- **Leads that convert** — scientists come to Biocompare ready to evaluate and request information.
- **Data that informs** — our insights and reporting help partners measure impact and refine strategy.

Whether you're launching a new product, building brand awareness, or looking for high-quality leads, Biocompare offers a proven, performance-based marketing platform tailored to the life sciences community.



* Source: Biocompare's 2027 Inside the Lab



Audiences Who Buy. Leads That Convert. Data That Informs.

sales@biocompare.com

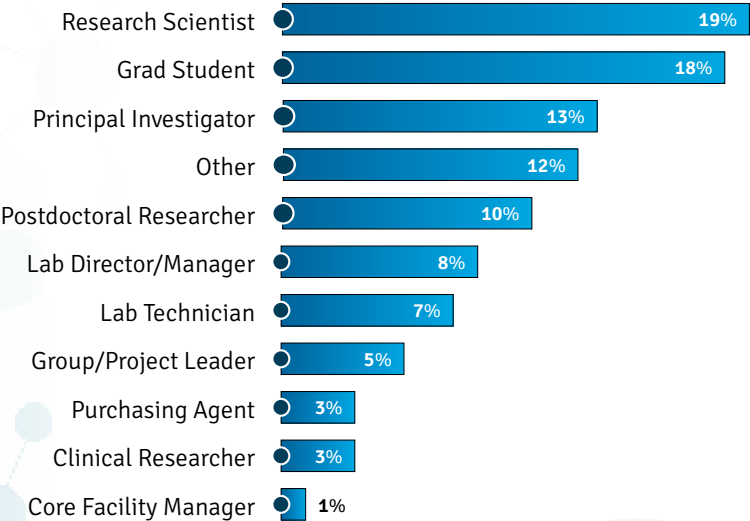
2027 MEDIA KIT

Audience Demographics

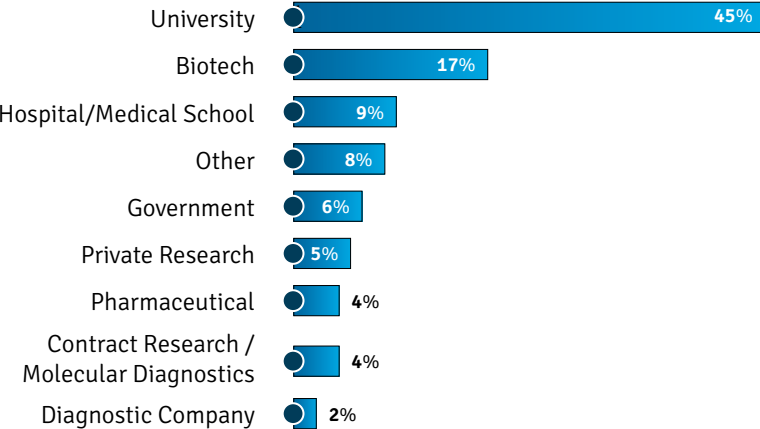
Turn our audience into your customers

Biocompare reaches an engaged global audience involved in multiple disciplines and who work in academic, biotech and pharmaceutical labs.

POSITION/TITLE



PLACE OF EMPLOYMENT



**1.7
MILLION+**
UNIQUE VISITORS
OVER THE PAST
TWELVE MONTHS

GLOBAL AUDIENCE



Biocompare Registered User Data
August 1, 2025 - July 31, 2026

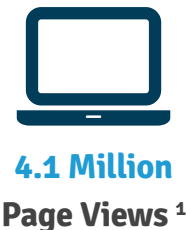


Audiences Who Buy. Leads That Convert. Data That Informs.

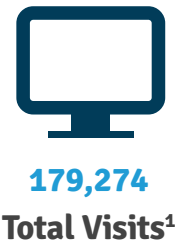
Audience Engagement

Biocompare attracts and engages life scientists while they are embarking on their purchasing journey and supplies tool providers with access to audiences who are ready to buy.

Annual Engagement Statistics



Average Monthly Statistics



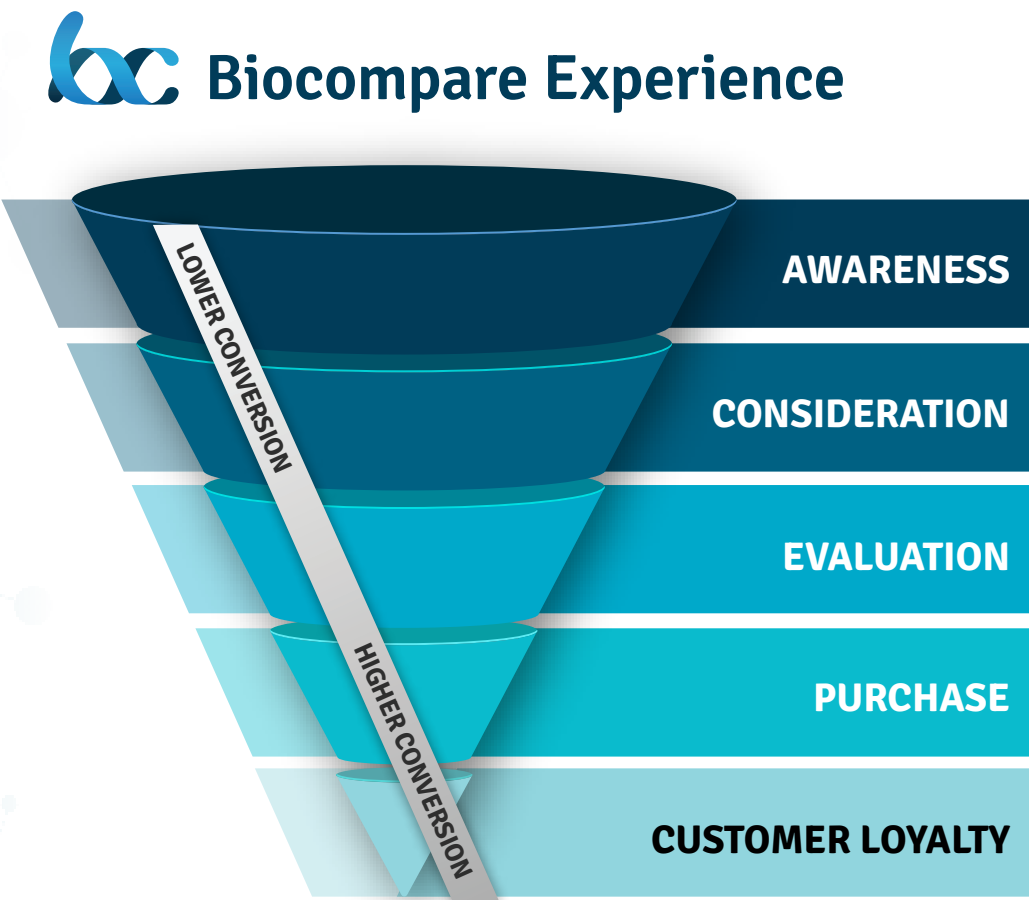
Opt-in Subscribers



1 Adobe Analytics, Sep 1, 2025 – Aug 30, 2026
2 Biocompare GoodData Reporting, Sep 1, 2025 – Aug 30, 2026
3 SailThru, Sep 2026

Biocompare's Unique Offerings Impact Every Stage of Product Awareness, Purchase, and Usage

We provide our partners with a unique and valuable context—connecting with scientists during all stages of their purchasing journey. We accomplish this by offering multi-channel, tailored options designed to provide maximum value and ROI.



News & Editorial Articles, Content Hubs, Display Ads, eNewsletter Sponsorships, Product Directory Impressions, Content Marketing

Custom Email Channels, Webinars, eBooks, Videos, Application Notes, Custom Content, Featured Products, Product Directory

Product Directory Comparisons, Product Reviews, Partner Review Program, Citations, Figures, Infographics, Ten-Minute Troubleshooting Videos

Supplier Page Clickthrough, Request Pricing, Biocompare VIP (Sales-Ready Leads)

Bench Tips, Technical Tips, Protocols

Marketing Objectives

Our media consultants work with you to create customized, results-oriented campaigns specific to your marketing goals.

	Brand Awareness	Brand Awareness campaigns are the first step in any marketing campaign—strengthening your company’s image and defining how your company and products are perceived. It’s an investment that compounds: 72% of scientists usually or almost always stick with the same brand when repurchasing, so winning that awareness early pays off well beyond the first sale.
	Custom Content Creation & Promotion	Let our PhD-trained science writers, video producers and editors create compelling content to support your marketing efforts. Biocompare can help promote your content through our various channels for a true turn-key solution.
	High-Funnel Lead Generation	Through placement on our site or through our content channels, a prospective buyer has either requested information on your company, shown interest in your product or services, engaged in your content, and has requested additional information. This high-quality lead may require further nurturing and additional qualification.
	Thought Leadership	Thought Leadership/Educational channels offer your company the opportunity to create and be associated with credible content that can be used for lead nurturing, while positioning itself as an expert and authoritative resource.
	Traffic Generation	Traffic generation campaigns are designed to drive traffic to your website or content landing pages for additional engagement.
	Content Sponsorship	Biocompare’s sponsored content and native advertising opportunities associate your brand with highly relevant and compelling content, positioning your brand with our expert content mission—to educate scientists about the technology that fuels their research.
	Sales-ready Lead and Traffic Generation	Biocompare’s directory leads are the result of a buyer viewing your product in our directory and requesting a quote or demo — sales-ready leads that should be followed up immediately. We also deliver sales-ready traffic to your pages, and with Biocompare VIP, validate buyer intent through direct outreach first.
	Citations & Market Intelligence	Biocompare’s engagement and citation data can help you better understand your competitive positioning as well as product popularity. It matters more than ever: when AI recommends a product, 73% of scientists go straight to the vendor’s website and 61% check peer reviews or citing publications before acting—only 4% buy on the AI recommendation alone.

Biocompare Offerings

			 BRAND AWARENESS	 CUSTOM CONTENT CREATION & PROMOTION	 HIGH-FUNNEL LEAD GENERATION	 THOUGHT LEADERSHIP	 TRAFFIC GENERATION	 CONTENT SPONSORSHIP	 SALES-READY LEAD AND TRAFFIC GENERATION	 CITATIONS & MARKET INTELLIGENCE
PRODUCT LISTING AND VERIFIED BUYERS	Product Listing	pg 8	•				•		•	
	Featured Product and Sponsored Product Listing	pg 9	•				•		•	
	New Technology Spotlight	pg 10	•				•		•	
	In-Depth Analytics	pg 11								
	Corporate Profile	pg 12	•		•		•		•	
	Validation of Intent to Purchase	pg 13	•	•	•	•	•	•	•	•
	The Complete Solution	pg 14	•				•		•	
MEDIA CHANNELS	Custom Email Channels	pg 15	•		•		•			
	eNewsletter Channels	pg 16	•		•		•			
	Display Ad Programs	pg 17	•		•		•			
NATIVE ADVERTISING SPONSORSHIP OPPORTUNITIES	Content Marketing	pg 18	•	•	•	•	•	•		
	Bench Tips	pg 19	•		•	•	•	•		
	Inside the Application	pg 20	•	•	•	•		•	•	
	Content Catalyst	pg 21	•	•	•	•		•	•	
	Webinar Partnerships	pg 22	•	•	•	•		•	•	
	eBooks	pg 23	•	•	•	•		•	•	
	Infographics	pg 24	•	•	•	•		•		
RESEARCH & VIDEO SERVICES	Biocompare Data & Research Services	pg 25	•							•
	Video Production & Services	pg 26	•	•	•	•	•	•		
	“Ten-Minute Troubleshooting” Videos	pg 27	•	•	•	•	•	•		
	Videos	pg 28 & 29	•	•	•	•	•	•		
	Biocompare Partner Review Program	pg 30	•			•			•	•
ABOUT US	Case Studies	pg 31								
	Meet the Biocompare Team	pg 32								



Product Listing

In the age of AI-assisted research, being found isn't enough—you have to be verifiable. Biocompare's Product Listing puts your products in front of 1.7 million scientists a year, backed by the citations and reviews AI tools and buyers check before they buy.

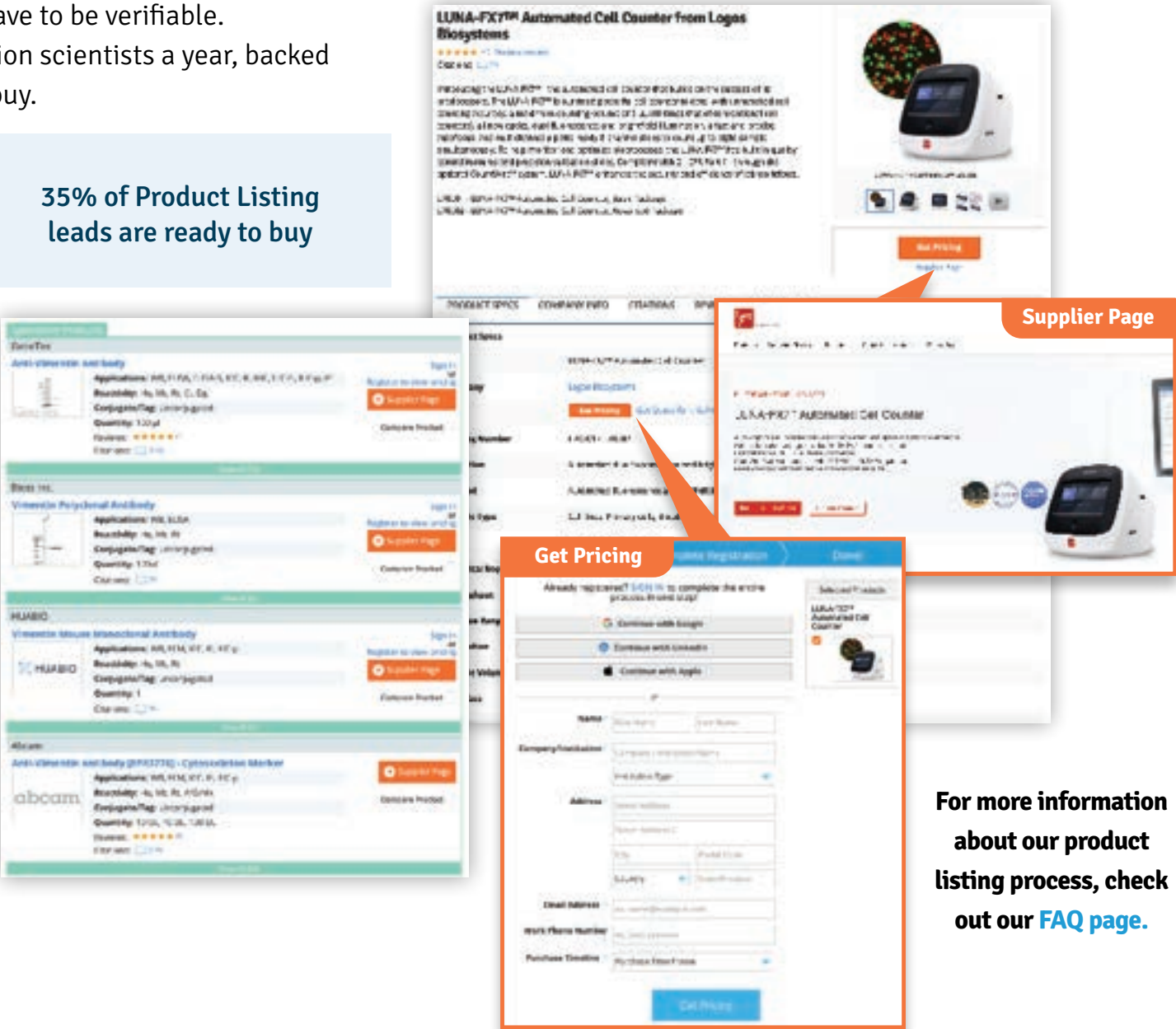
Features:

- Placement in Extensive Product Directory
- Receive Product Specific Leads or Click-through Traffic
- Citations for Listed Products Analyzed in Biocompare Data Lake
- Biocompare Product Reviews Automatically Associated with Products
- Sponsored Product Options Available to Ensure Maximum Visibility

Products listed within the Biocompare Directory are categorized and standardized so that scientists can compare specifications, citations and other product information quickly and easily.

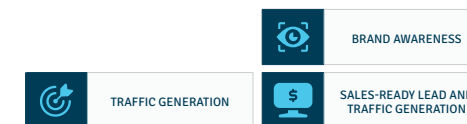
Once a product has been selected by a researcher, they can either click a link to go to the supplier website or fill out a form to request more information. These leads are then passed on to you for follow up. Detailed reporting is available for you to track your campaign performance.

35% of Product Listing leads are ready to buy



For more information about our product listing process, check out our [FAQ page](#).

Featured Product and Sponsored Product Listing



To gain visibility for your products, leverage our Featured Product or Sponsored Product Listing programs. Featured Product Listings maximize your product's exposure and visibility by leveraging high-performing media channels to ensure your product stands out, increasing reach and engagement.

Sponsored Product Listings raise your products to the top of our product directory search results, which boosts visibility and engagement with scientists actively seeking products to purchase.

Featured Product Listing

Premium visibility across Biocompare's directory and editorial channels.

Top Features:

- **Priority placement:** Top of category pages (12 months) + homepage carousel (3 months)
- **Rich content:** Up to 5 images or videos + dedicated Featured Product section
- **Editorial tie-ins:** Integrated with Biocompare articles and eNewsletters

Top Benefits:

Featured Products generate up to 10x more engagement by pairing multi-channel promotion with trusted editorial placement.

Highlight your product with a 400-word Biocompare-written article, based on your press release and insights.

Sponsored Product Listing

Boost visibility at the critical moment of product search—pay only for performance.

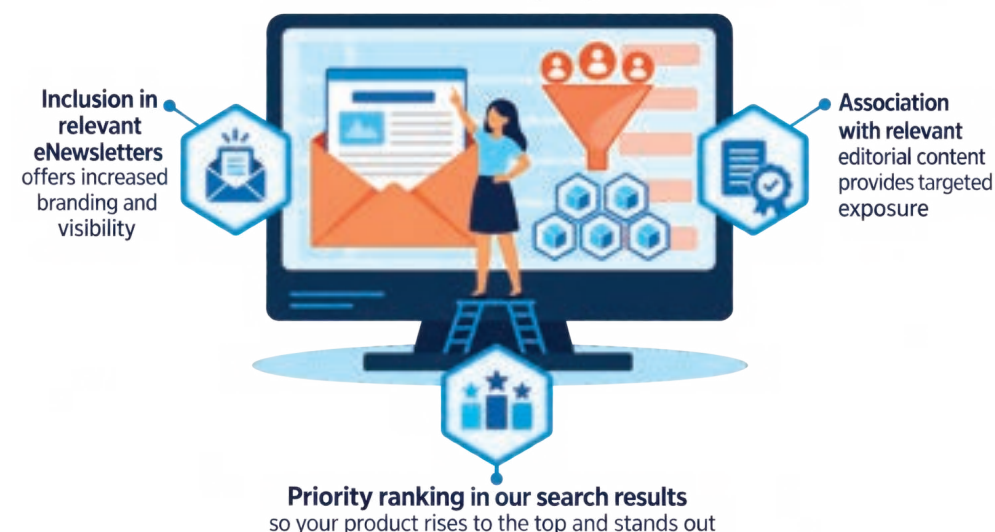
Top Features:

- **Cost-per-click model:** Pay only for clicks
- **Prime positioning:** Top of directory search results
- **Performance tracking:** Unique codes + monthly reporting

Top Benefits:

Sponsored Products deliver visibility with purchase-ready scientists, ROI-optimized pricing, and insights to refine campaigns.

Featured Products Receive 10x more engagement



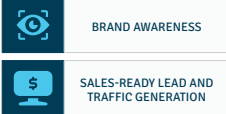
Exhibiting at a trade show?

Product Spotlight extends your Featured Product presence to the show floor—booth engagement, a newsletter placement, and on-site lead capture.

At AACR 2026, it generated **1,500+ product-interest leads across 16 suppliers**. Ask your rep which shows it's running at.



New Technology Spotlight



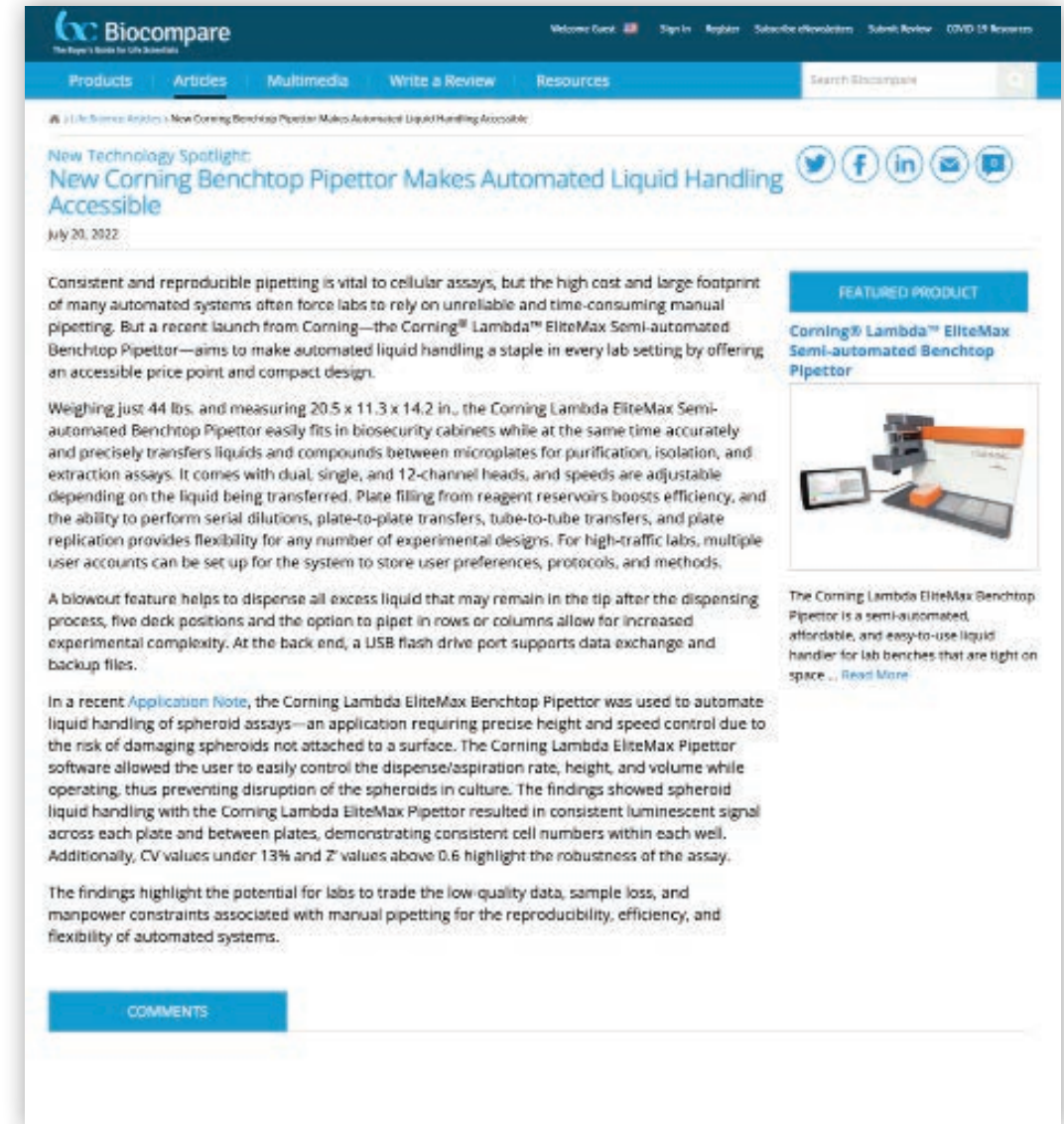
Promote your new product with maximum exposure using Biocompare's New Technology Spotlight. This program offers impactful visibility to our highly engaged audience, based on the success of our Featured Products program.

Top Features:

- 400-word article written up about the product, which will be based on a company-supplied press release and your answers to three questions prepared by Biocompare.
- The story we write for you will be included in the New Product section of our website.
- A short summary of and a link to the 400-word article will be included in the news section of one relevant Biocompare eNewsletter.
- This Biocompare-written article will also include a summary of and a link to the featured New Technology Spotlight product.
- Your new product will also receive all the benefits of our Featured Product Program for 12 months.

Top Benefits:

Gain maximum exposure for your new product launch, ensuring increased visibility. Enjoy all the benefits of our Featured Product Program for an extended 12-month period. At the end of the 6-month program, you will receive comprehensive reporting that includes metrics such as article views, page views, clicks, leads generated, and impressions from all promotional channels.



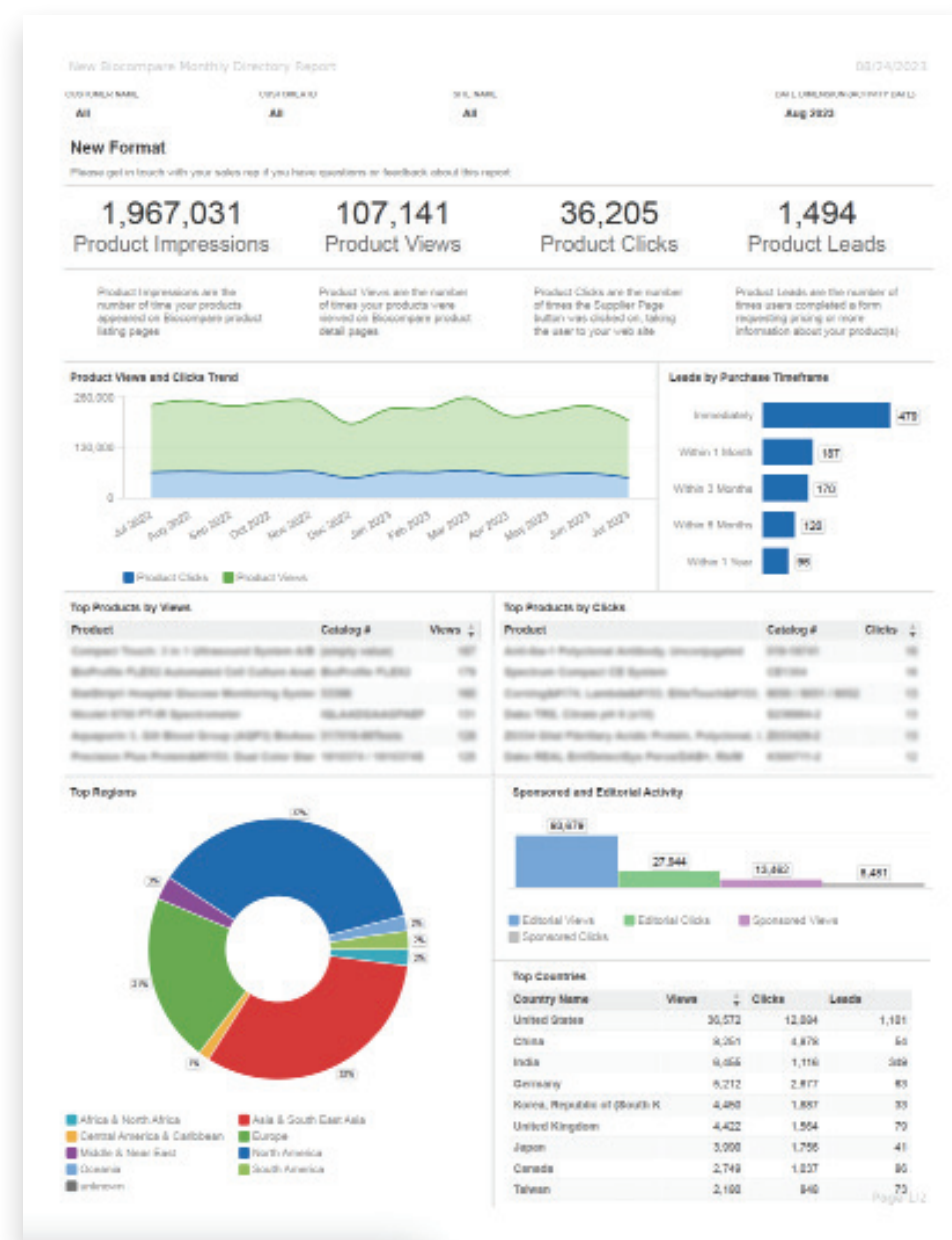
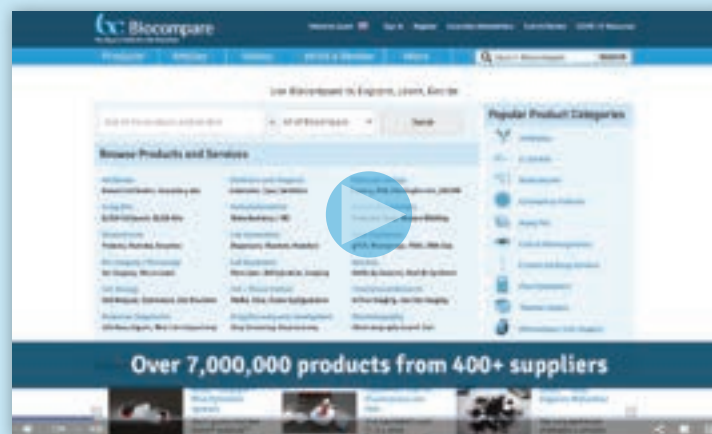
In-Depth Analytics

At Biocompare, we eliminate the uncertainty surrounding the performance of your investment. Through our comprehensive reporting and analytics, you can monitor the effect of each campaign at every stage, optimizing your ROI.

For our Product Listing partners, we offer monthly reports that highlight not only the impressions, views, clicks, and leads that your products receive in our directory but also insights into top products, institutions, and geographical distribution.

Watch our video to learn more about our directory reporting and how our visitors use Biocompare to make purchasing decisions and engage with our listing partners.

Watch our video



Corporate Profile



BRAND AWARENESS



HIGH-FUNNEL
LEAD GENERATION



TRAFFIC GENERATION



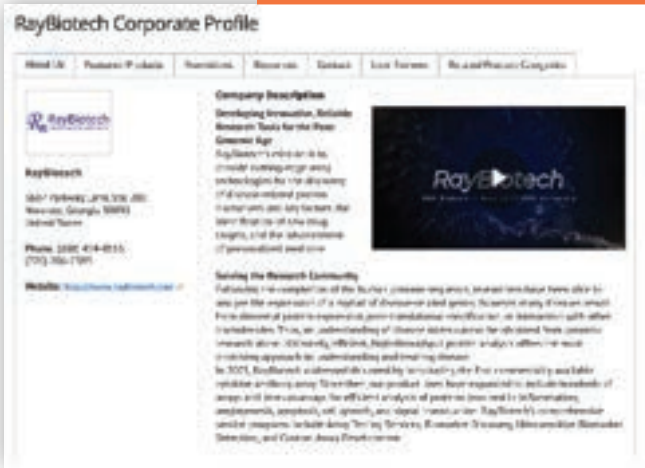
SALES-READY LEAD AND
TRAFFIC GENERATION

The Biocompare **Corporate Profile** is a powerful tool for any company looking to elevate their brand’s presence, as many of our visitors seek more in-depth information about the company that offers the products they are considering.

We provide a wide range of custom options to help differentiate your company and highlight its core mission. Selecting one or two of our upgrade options can help make the difference as to whether your company’s product or service gets selected for further evaluation.

Includes	Basic	Enhanced	Premium
About Us section - includes your company’s contact details, address, phone and website URL.	●	●	●
Related Product Categories - includes all relevant product categories so users can quickly and easily access the products your company has listed within our product directory.	●	●	●
Contact section - includes a Request More Information lead form for general inquiries as well as a link out to your home page, facilitating lead and traffic generation.	●	●	●
Enhanced About Us section - includes your company’s contact details, a company description, and an area to link to a corporate profile video, should your company have one. We will also host your corporate profile video on our site. If your company does not have a corporate video, we can create one at a special rate when purchased with the Enhanced Corporate Profile.		●	●
Link to profile within biocompare.com search results so your company name is visible when a user conducts a search for your company name on Biocompare.com		●	●
Link to Featured Products - showcases any Featured Products you may have purchased from us for maximum exposure.		●	●
User Reviews - displays all of the product reviews your products may have received from our audience, helping your company to establish instant credibility and product usage validation.		●	●
Resources - highlights any content you are hosting on our site; in addition to any Biocompare content you may have sponsored, providing additional opportunities to showcase your content.		●	●
Promotions - spotlights any current promotion hosting(s) you may have purchased to help further its reach.		●	●
Premium Company Profile Article features an interview with your CEO or other corporate official highlighting your company’s positioning and capabilities. The article includes an at-a-glance section that features pertinent facts about your company. A PDF of the article will be provided for your own use.			●

Enhanced Corporate Profile



Reporting

- We will report on the number of page views your Corporate Profile has received.



Validation of Intent to Purchase

 BRAND AWARENESS	 CUSTOM CONTENT CREATION & PROMOTION	 HIGH-FUNNEL LEAD GENERATION	 THOUGHT LEADERSHIP
 TRAFFIC GENERATION	 CONTENT SPONSORSHIP	 SALES-READY LEAD AND TRAFFIC GENERATION	 CITATIONS & MARKET INTELLIGENCE

Biocompare VIP identifies engaged visitors across CompareNetworks brands, personally confirms an active purchase project and timeline by phone and email, and delivers each contact as a **Sales-Ready Lead** — a validated buyer who has already said yes to hearing from you.

VIP sits past Product Listings and Content Studio in Biocompare’s offering stack: not just visibility or education, but a buyer primed and expecting your call.

Why VIP Is Different

- Buyers expecting your call: every contact is personally reached and confirmed — they’ve said yes to vendor outreach, so your rep opens warm.
- New buyers you’d never find alone: grant-funded labs, new facilities, replacement-cycle buyers surfaced from Biocompare’s audience.
- Complete intelligence, not just a contact: project context, timeline, pain points, and the trigger that started the search.

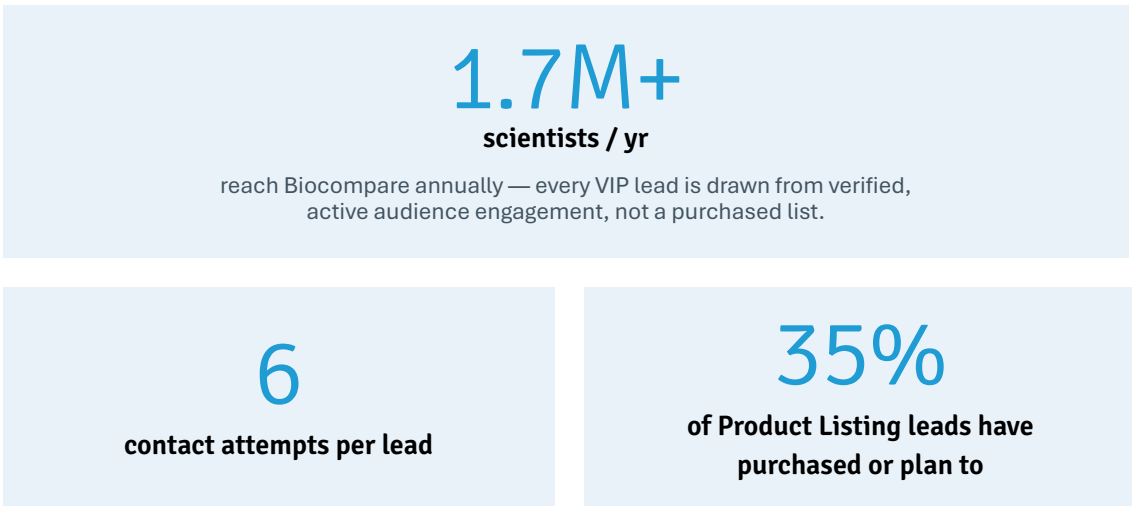
What Comes with Every Validated Buyer

- Verified name, email & direct phone
- Active project confirmed by our team
- Timeline to purchase captured
- Decision-maker title and role
- Project trigger (grant, obsolescence, new lab)
- Buying or shopping status
- Open-ended researcher notes & signals
- Buyer primed — expecting your call

The Validation Process



The Audience Behind VIP



*Estimated annual reach across Biocompare.



The Complete Solution



BRAND AWARENESS



TRAFFIC GENERATION



SALES-READY LEAD AND
TRAFFIC GENERATION

Product Listings, Content Studio, and Biocompare VIP work together across every stage of the buyer's journey.

FEATURE COMPARISON	CONTENT STUDIO	PRODUCT LISTINGS	BIOCOMPARE VIP	MAXIMUM IMPACT COMPLETE BUNDLE
VISIBILITY & REACH				
Reach 1.7M+* scientists annually via Biocompare	✓	✓	⬢	✓
Persistent product listings across category pages	⬢	✓	⬢	✓
GEO citation value - AI research tools cite Biocompare	✓	✓	⬢	✓
Drives qualified traffic to your product pages	✓	✓	⬢	✓
EDUCATION & AUTHORITY				
Content written by PhD-trained science writers	✓	⬢	⬢	✓
Webinars, eBooks, infographics, and videos	✓	⬢	⬢	✓
Builds thought leadership and brand authority	✓	⬢	⬢	✓
LEAD GENERATION				
Buyers actively researching your category on Biocompare	✓	✓	⬢	✓
"Request a Quote / Demo / Sample" lead capture	⬢	✓	⬢	✓
Guaranteed high-funnel leads, permissioned & opted-in	✓	⬢	⬢	✓
LEAD VALIDATION & INTELLIGENCE				
Contactability personally verified via human outreach	⬢	⬢	✓	✓
Purchase intent confirmed — buyer wants to talk to sales	⬢	⬢	✓	✓
Six-touch cadence + raw survey intelligence report	⬢	⬢	✓	✓

1.7M+*

scientists reach Biocompare annually

250

guaranteed high-funnel leads per
Content Studio program

35%

of Product Listing leads have purchased
or are planjing to buy

Why bundle all three?

Each program has a different stage of the buyers journey — Content Studio build authority early. Product Listings capture buyers mid-search, and VIP closes the ones ready to talk. Bundled together, bundled together they cover the full funnel end to end; a single scientist can discover your brand through content, find you again in category listings, and still be handed to your reps as a validated, sales -ready lead. No single program reaches that far alone.



Audiences Who Buy. Leads That Convert. Data That Informs.

sales@biocompare.com

2027 MEDIA KIT

Custom Email Channels

Biocompare Custom Emails reach a receptive, opt-in audience with buying power, in two ways: a single **Standard blast**, or a **Multi-touch/Drip sequence** that adapts to how each recipient responds. Both are targeted for high engagement and ROI, with every recipient segmented by research interest, geography, and institution type — plus in-depth analytics on opens, clicks, and engagement to sharpen future sends.

- **Targeted Re-Engagement:** Contacts are re-engaged based on interaction level, with a minimum of two touches to maximize engagement.
- **Ready-to-Send Templates:** Free, optimized templates are available, with expert guidance at every step to help your campaign perform its best.
- **Custom HTML Services:** Available upon request.

Complete this form to request a quote

Choose From Over 50 Research Interests to Target Your Campaign

- Antibodies
- Biomarkers
- Bioprocess
- Cancer Research
- Cell/Gene Therapy
- Cell Biology
- Cell Signaling
- Cell/Tissue Culture
- Chromatography
- Cloning
- Drug Discovery
- Electrophoresis & Blotting
- Epigenetics
- Exosome Research
- Flow Cytometry
- Genomics
- Gene Editing/CRISPR
- Gene Expression
- Genotyping
- High-Throughput Screening
- Imaging/Microscopy
- Immunoassays
- Immunohistochemistry
- Immunology
- Lab Equipment
- Mass Spectrometry
- Metabolomics
- Microbiology
- Molecular Biology
- Molecular Diagnostics
- NGS Library Prep
- NGS Target Enrichment
- Neurobiology
- Nucleic Acid Analysis
- Nucleic Acid Delivery
- Nucleic Acid Isolation/Purification
- Pathology
- PCR
- Plant Biology
- Protein Biochemistry
- Protein Expression
- Proteomics
- Real-Time PCR
- RNAi/siRNA/miRNA
- Robotics/Automation
- Sequencing/Next Gen
- Single-cell Analysis
- Software
- Spatial Biology
- Stem Cell Technologies
- Translational Research

SINGLE BLAST

UNIQUE OPEN RATE*

21.5%

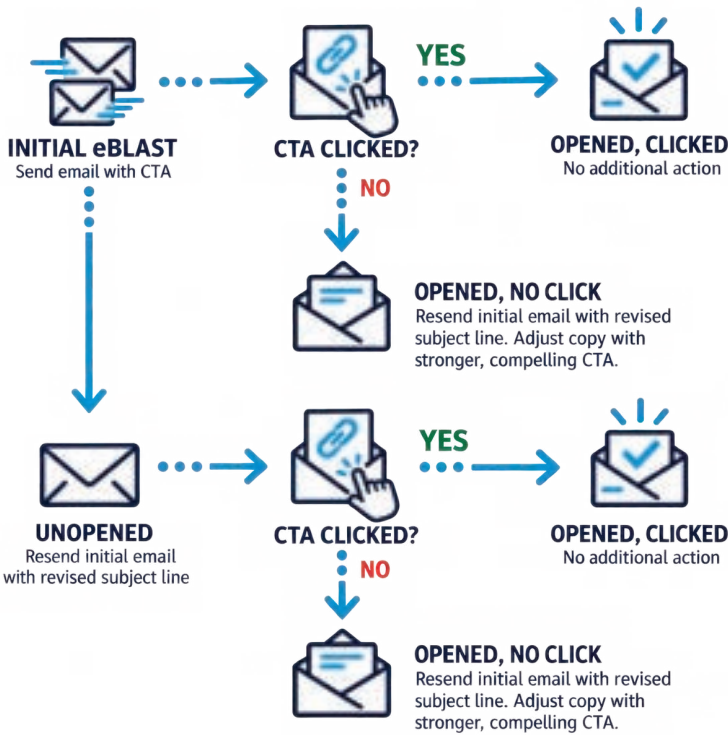
CLICK-TO-OPEN RATE*

14.4%

*Source SailThru, May – September 2026

Multi-touch Email Campaigns

This approach maximizes open and click-through rates by responding directly to how your audience interacts with your emails.



Newsletters: Biocompare Insider

Biocompare’s new newsletter, “Biocompare Insider” offers a targeted way to reach scientists actively shopping for products by placing your message, content, and products alongside our trusted editorial content.

What’s included:

- 1 Featured Product, plus space to highlight a second product
- 1 Banner ad
- Send to 25,000 engaged scientists
- Metrics report

STEP 1

Select a newsletter topic

- Antibody Discovery
- Cancer
- Cell Biology
- Cell and Gene Therapy
- Drug Discovery and Development
- Diagnostics
- Genomics and Sequencing
- Immunology
- Immunoassays
- Laboratory Operations
- Microbiology
- Molecular Biology
- Neuroscience
- Drug Production
- Proteomics
- Single Cell/Spatial Biology

STEP 2

Submit your content and banner ad

STEP 3

Receive the report



AVERAGE OPEN RATE*

26.4%

Biocompare eNewsletter Metric Data: Sep 2025 – September 2026



Display Ad Programs

Running display ads on Biocompare puts your brand in front of life science researchers as they actively explore products, technologies, and solutions. With a targeted audience, display ads provide a unique opportunity to showcase your message and gain exposure and recognition with our highly relevant audience. By leveraging Biocompare’s trusted reputation, advertisers gain both impact and credibility in a competitive marketplace.

Banner Ads

- **Sizes:** Leaderboard, RMR, or homepage billboard
- **Formats:** Static image or HTML5 (up to 10MB)
- **Targeting:** Geographic and page-specific options (add-on)

Remarketing Ads

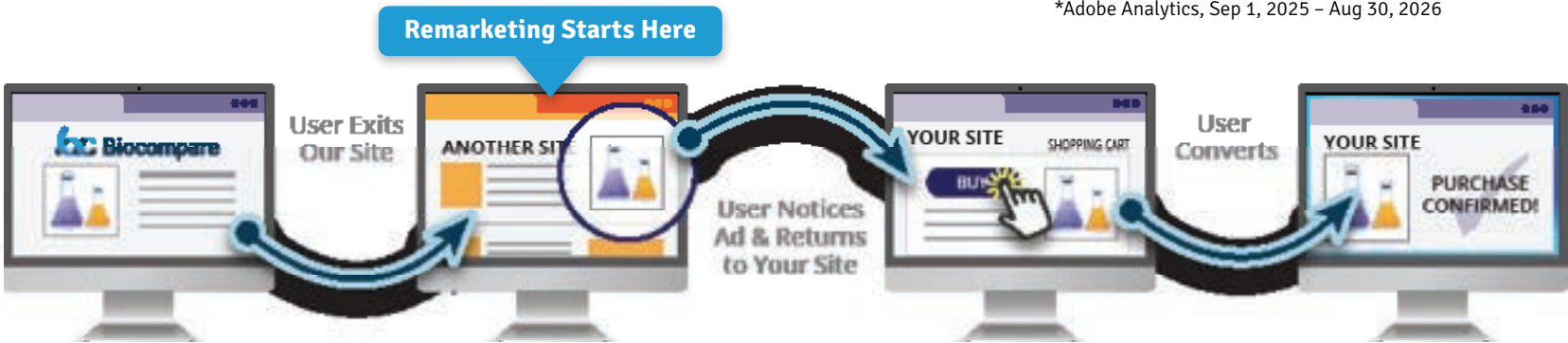
- **Impressions:** Minimum of 25,000 per campaign
- **Creatives:** Swap once per month; up to three sizes per campaign
- **Reach:** Ads displayed across Google and partner sites to re-engage Biocompare visitors

Stay Top-of-Mind

Whether through high-visibility placements on Biocompare or remarketing across the web, Display Ads keep your brand in front of the researchers who matter most.

AVERAGE CLICK-THROUGH RATE*			
MEDIUM RECTANGLE	LEADERBOARD	BILLBOARD	REMARKETING
0.13%	0.06%	1.1%	2.91%

*Adobe Analytics, Sep 1, 2025 – Aug 30, 2026



Content Marketing



BRAND AWARENESS



CUSTOM CONTENT
CREATION & PROMOTION



HIGH-FUNNEL
LEAD GENERATION



THOUGHT LEADERSHIP



TRAFFIC
GENERATION



CONTENT SPONSORSHIP

Scientists increasingly start their research with AI—47% have used it to evaluate a product before buying. But when AI makes a recommendation, only 4% act on it without checking further: 61% look for peer reviews or citing publications, and 67% read peer-reviewed literature regularly, ahead of any vendor-produced format. At Biocompare, our content marketing solutions—articles, whitepapers, webinars, and application guides—build the citable, trustworthy record that gets your brand chosen once a scientist verifies what AI told them.

Biocompare can tailor a Content Marketing solution that can deliver Marketing Qualified Leads (MQL) or even work with you to help drive Sales Qualified Leads (SQL). Whatever your Content Marketing goals are, we can help you reach them.



Bench Tips

Bench Tips are insightful, expert-written articles designed to establish your company as a thought leader in specific laboratory techniques or challenges. Each Bench Tip is exclusively sponsored and crafted by Biocompare, offering valuable guidance to researchers.

Top Features:

- Sponsor logo is positioned noticeably at the top of an article.
- Links to sponsor’s related products in the Biocompare Product Directory.
- Biocompare’s editorial team will write the article using sponsor-provided sources and/or technical materials.
- The article byline can be given to a sponsor representative for maximum thought leadership positioning.
- Bench Tip can be included in Biocompare's highly successful Essential Guide to Best Practices in the Lab eBook series for an additional fee. Leads generated through the gated form will be shared with those companies who include the Bench Tip in the eBook. We publish at least two per year.
- Comprehensive promotional package includes: article posting on Biocompare homepage, appearance in relevant eNewsletters, and social media posting.

Top Benefits:

Establish your company as an industry authority with expertly written content featuring a byline from a sponsor representative. Boost traffic and interest through targeted promotion and direct links to related products. Gain valuable contact information and engagement insights with detailed performance metrics and optional leads from eBook inclusion.



Inside the Application

Inside the Application pages detail the latest information and tips to assist researchers at the bench in perfecting their experimental techniques. Combine your app notes, white papers, or other educational content with Biocompare's content to be sure your brand appears right where scientists are seeking solutions.

NEW!



	BRAND AWARENESS		CUSTOM CONTENT CREATION & PROMOTION		HIGH-FUNNEL LEAD GENERATION
	THOUGHT LEADERSHIP		CONTENT SPONSORSHIP		SALES-READY LEAD AND TRAFFIC GENERATION

STEP 1

Select a topic:

- 3D Cell Culture
- Biomarker Discovery
- Cell and Gene Therapy
- Drug Discovery Applications
- Gene Editing
- Immunoassays
- In Vivo Models
- Molecular Diagnostics
- PCR
- Sequencing
- Single-Cell Analysis
- Spatial Biology
- Propose your own topic (available when you claim all vendor positions on a page)

STEP 2

Select your package

- Join a page including content from Biocompare and multiple vendors*
 - Hosting up to 6 pieces of content for 3 months
 - Guaranteed 50 leads per month from a combination of Biocompare content and your content
- Claim all vendor positions on a page with Biocompare content
 - Hosting up to 15 pieces of content for 6 months
 - Guaranteed 50 leads per month from a combination of Biocompare content and your content

STEP 3

Send us the content you would like hosted

STEP 4

Receive monthly lead reports for the duration of your program

**Leads from your content downloads will only be delivered to you*



Audiences Who Buy. Leads That Convert. Data That Informs.

sales@biocompare.com

2027 MEDIA KIT

Content Catalyst



BRAND AWARENESS



CUSTOM CONTENT CREATION & PROMOTION



HIGH-FUNNEL LEAD GENERATION



THOUGHT LEADERSHIP



CONTENT SPONSORSHIP



SALES-READY LEAD AND TRAFFIC GENERATION

Content Catalyst is Biocompare's price-per-lead program, which connects advertisers with life scientists by promoting your high-value educational assets, such as white papers, ebooks, or applications notes, to our purchase-driven audience.

STEP 1

Let us know your ideal customer profile and the number of leads that you need

STEP 2

Select your lead type

- Buyers in the research and consideration phase of the buyer journey
- Leads showing purchase intent

STEP 3

Select your screening criteria

- Geography
- Checkbox opt in
- Qualifying question

STEP 4

Provide your educational content

STEP 5

Receive lead reports every two weeks until your program completes

NEW!

[illegible]

Ask us about our lead validation services.

[illegible]

Webinar Partnerships

Partner with Biocompare to present a webinar that will educate and engage with your potential customers.

**NEW
OPTIONS!**



	BRAND AWARENESS		CUSTOM CONTENT CREATION & PROMOTION		HIGH-FUNNEL LEAD GENERATION
	THOUGHT LEADERSHIP		CONTENT SPONSORSHIP		SALES-READY LEAD AND TRAFFIC GENERATION



STEP 1

Choose a package

- **Easy:** Hosted Webinars
 - 1 or 2 speakers invited by you
 - Webinar hosting and promotion
 - Promotional materials for your use
 - Up to 8 customizable form fields
- **Easier:** Custom Webinars
 - Bring us a topic, and we'll take care of everything else
 - Webinar planning, hosting, and promotion
 - Promotional materials for your use
 - Guaranteed 250 high-funnel leads
 - Up to 8 customizable form fields
- **Easiest:** BenchTips Webinars
 - We prepare the full program; no need for you to lift a finger
 - Promotional materials for your use
 - Guaranteed 250 high-funnel leads
 - Standard form fields

STEP 2

- **Hosted webinars:** send speaker details and provide up to 3 downloadable assets (optional)
- **Custom webinars:** attend a kickoff call and provide up to 3 downloadable assets (optional)
- **BenchTips webinars:** select a topic from our webinar calendar and provide up to 3 downloadable assets (optional)

STEP 3

- We will send you the full registration list for the webinar
- For hosted and custom webinars, we will send you the video file of the webinar, which you will own for future use

Sponsorship Benefits

- Logo on the landing page and all promotion materials
- Promo package with tracking url for your use
- Full registration list
- Optional: Provide 3 pdf downloadable resources
- On demand at Biocompare.com indefinitely

Enhance Your Webinar Program

- Webinar engagement package
 - Up to 3 poll questions
 - 1 follow up eblast to registrants with an SQL conversion question
- Webinar summary article
 - 1000-word webinar summary
 - 50 additional high funnel leads
- 5-min video of key webinar moments
 - 10,000 guaranteed video views on social media
 - Video file for your use



Audiences Who Buy. Leads That Convert. Data That Informs.

sales@biocompare.com

2027 MEDIA KIT



Our PhD-trained editors will tailor your science-focused message to best reach potential customers who are conducting research in preparation for their next steps in the lab.

Custom ebook package:

- 500-word educational article
- 500-word Science in Focus article
- 1000-word Troubleshooting Guide Q&A article
- 2 full-page ads
- 250 guaranteed high-funnel leads

STEP 1

Attend a kickoff call and introduce your marketing message to our PhD-trained science writers

STEP 2

Review and approve the ebook outline

STEP 3

Review and approve the final ebook

STEP 4

Receive lead reports every two weeks until all 250 leads are delivered

STEP 5

Receive the design files for your ebook after your lead generation completes. You will own the content and can repurpose it any way you like.

View Examples

Multisponsored ebook package:

- Inclusion of one of your white papers or app notes
- Your full page ad
- 250 guaranteed leads

STEP 1

Send us your white paper or app note and one full-page ad

STEP 2

Receive lead reports every month until all 250 leads have been delivered



Infographics

Deliver your marketing message in an instant with an eye-catching and informative custom infographic.

Custom infographic package:

- 11 x 17 tabloid printable size
- Up to 400 words of text
- 200 guaranteed high-funnel leads

NEW!

STEP 1

Attend a kickoff call

STEP 2

Review and approve the infographic outline

STEP 3

Review and approve the final infographic

STEP 4

Receive leads every two weeks until 200 leads have been delivered

STEP 5

Receive the design files for your infographic. You own the content and can republish it as you like.



Biocompare Data & Research Services



BRAND AWARENESS



CITATIONS & MARKET INTELLIGENCE

Actionable insights to drive smarter decisions

As AI reshapes how scientists research products, the data behind your brand—citations, reviews, market signals—is what proves you're worth choosing. Biocompare offers a full suite of research and data solutions designed to help life science marketers make confident, data-driven decisions. Whether you need to uncover market trends, track product mentions, enrich your CRM, or design a targeted survey, our team delivers comprehensive insights tailored to your goals.

Top Features:

- **Market Intelligence & Analytics** — Leverage Biocompare's SciLan Data Lake, combining proprietary and public data to reveal trends, market share, geographic insights, and competitive landscapes.
- **Citation Tracking & Aggregation** — Monthly identification of journal articles citing your products, plus association of citations with your listings to validate usage and support marketing content — increasingly critical as scientists verify AI-recommended products through exactly this kind of third-party citation before buying.
- **CRM Data Enrichment** — Enhance your database with additional insights, including published papers, research interests, and competitive product associations.
- **Custom Survey Solutions** — End-to-end management of tailored surveys, including design, programming, incentive management, delivery, and analysis.
- **Advanced Data Analysis** — From survey reporting to presentation-ready insights, our team ensures you receive actionable, decision-ready intelligence.



Fig 12. Behavior when Using a New Antibody for the First Time

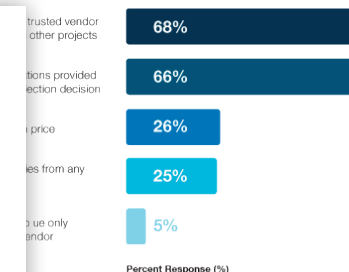
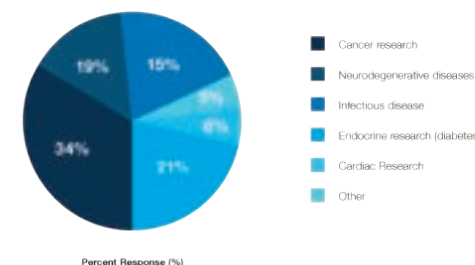


Fig 4. Therapeutic Research: Selected Areas of Focus



Video Production & Services

	BRAND AWARENESS		CUSTOM CONTENT CREATION & PROMOTION		HIGH-FUNNEL LEAD GENERATION
	THOUGHT LEADERSHIP		TRAFFIC GENERATION		CONTENT SPONSORSHIP

Why Use CompareNetworks Production Group (CNPG):

Our award-winning in-house video team delivers the highest quality productions in the life science market. From planning and filming to post-production, we work closely with you to ensure the final product aligns with your brand and objectives. With access to PhDs and editorial expertise, your content is crafted with scientific accuracy and relevance, making it resonate with researchers worldwide.

Key advantages include:

- **Quality & Service** — Collaborative approach from concept to completion.
- **Scientific Acumen** — Editorial support ensures accuracy and credibility.
- **Efficiency** — Timely project delivery aligned with campaign goals.
- **Trust** — Proven track record with leading life science companies.
- **Hosting** — Complimentary 12-month hosting on Biocompare.com.
- **Global Reach** — On-location filming available worldwide.

From corporate branding to product demos, testimonials, and educational content, our team creates impactful videos that build credibility, drive engagement, and generate leads.

Bench Tip Videos: Position Your Company as a Thought Leader

Solution-oriented videos created in collaboration with Biocompare editors that showcase practical lab techniques while featuring your brand. Each video includes sponsor recognition, call-to-action options for lead generation, and detailed reporting.

[Contact Our Video Specialists for a Custom Quote](#)



“Ten-Minute Troubleshooting” and “Sequencing Primer” Videos

We'll highlight your knowledge and your products by interviewing one of your experts to present the top tips for ensuring experimental success. These videos are very popular with our product-focused audience, who are always looking for ways to perfect their experiments.

STEP 1

Attend a kickoff call and provide contact details for your expert who can give clear troubleshooting advice

STEP 2

We will interview your expert via video call and edit the video into a 10-minute helpful guide for experimental success

STEP 3

We will promote your video to our audience

STEP 4

Receive the final video file along with confirmation that your video has been viewed 10,000 times



Videos



BRAND AWARENESS



CUSTOM CONTENT
CREATION & PROMOTION



HIGH-FUNNEL
LEAD GENERATION



THOUGHT LEADERSHIP



TRAFFIC
GENERATION



CONTENT SPONSORSHIP

Customer Testimonial Video

Testimonials are a great way to show customers why your product surpasses the competition. Customer Profiles or Testimonial videos will give potential buyers an inside look at how research has been done, what people think about it when they use this particular solution and more!



Corporate Videos

Biocompare's corporate branding videos showcase your company's expertise, unique value proposition and benefits you provide to researchers. This helps you to connect with customers and prospects on an emotional level, which is critical when establishing trust and credibility in today's market place!



Product Overview Videos

Studies have shown that customers would rather watch a video about a product than read about it. Videos are much quicker and easier to digest, which means you can get your message across in a fraction of the time! Our team produce product videos that demonstrate the benefits of your products, using a compelling combination of graphics, music, and audio narration.



Product Demo Videos

Product Demo Videos are a great way to demonstrate your product's key features. Let us create engaging videos that showcase the unique benefits of your products in order make them stand out among competitors' offerings.



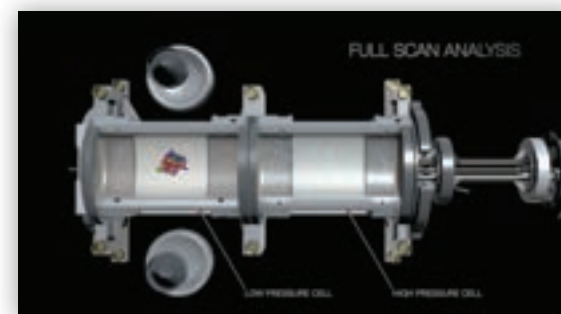
Animated Story Videos

2D animation can help to bring your technologies and story to life using unique animated characters, scenes and backdrops that we create for you. Often used in videos where education is at the forefront. We can also use humor to bring levity and emotion to these videos in a light-hearted, entertaining, yet informative way.



3D Animation Videos

3D animation can be utilized help to illuminate the inner workings of your products and the underlying technologies that power them. Examples include molecular animation associated with genomics, or 3D models animating your instruments—how they function and how end-users might engage with them a virtual 3D space.



[Request a Custom Quote](#)



Audiences Who Buy. Leads That Convert. Data That Informs.

sales@biocompare.com

2027 MEDIA KIT

Videos



BRAND AWARENESS



CUSTOM CONTENT
CREATION & PROMOTION



HIGH-FUNNEL
LEAD GENERATION



THOUGHT LEADERSHIP



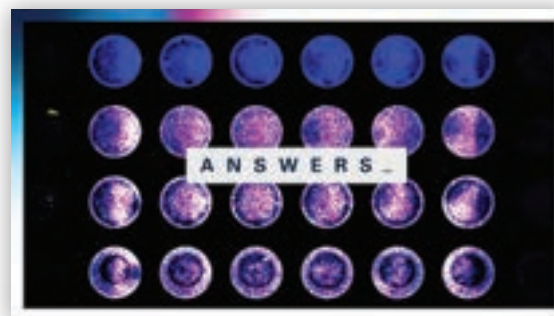
TRAFFIC
GENERATION



CONTENT SPONSORSHIP

Social Media Video

Social Media videos are short, eye-catching video sequences often filled with rich imagery, descriptions, and a music soundtrack that generate breakthrough attention and interest, engaging users with the visual creatives while enticing them to clickthrough to discover more information about your company, products and technologies.



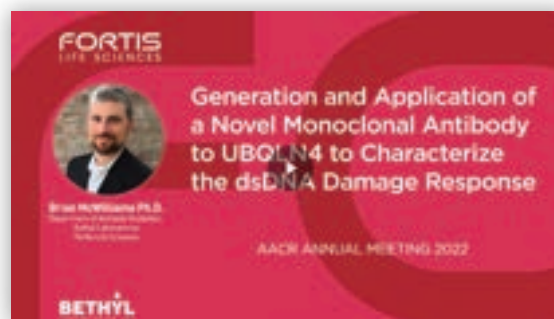
Seminar/Workshop Videos

If you are looking for a way to get additional mileage out of your conference workshop or user group presentations, then Biocompare's Seminar/Workshop videos are the perfect solution. These videos allow life science professionals to view your seminars and presentations at their convenience.



Poster Videos

Turn your poster presentations into an engaging video to expand your reach and extend the life of your conference posters. Our team can film your poster presentation at a venue near the conference.



Booth Videos

These days, it's not enough to just have a great product or service. You need proof that your company has what it takes, which is why interviews with thought leaders are so important! These videos are typically filmed at your exhibit booth using a Q&A-style format extending your trade show investment.



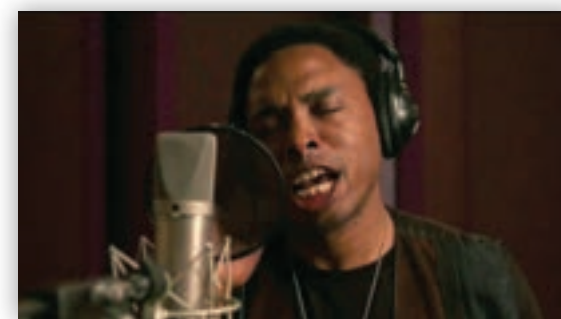
Q&A Videos

Q&A Interviews give you the chance to highlight your expertise by bringing together collaborators, customers, or company specialists in a familiar and conversational interview style format. These videos can create unique opportunities to share information from a customer perspective, with answers provided from actual end-users and/or current experts in the field.



Entertainment & Viral Videos

The content you produce and post online is a key component of your marketing program. We help take the guesswork out by providing award-winning, high-quality video production services that are both entertaining as well informative for audiences on any device.



[Request a Custom Quote](#)



Audiences Who Buy. Leads That Convert. Data That Informs.

sales@biocompare.com

2027 MEDIA KIT

Biocompare Partner Review Program



BRAND AWARENESS



SALES-READY LEAD AND
TRAFFIC GENERATION



CITATIONS & MARKET
INTELLIGENCE

Boost your product's credibility and visibility with Biocompare's Partner Review Program. This offering leverages authentic user reviews from scientists to enhance your product's reputation and influence purchasing decisions.

Top Features:

- **Custom Review Invitations:** We create tailored assets and co-branded emails to encourage your customers to leave reviews.
- **Review Data and Badge:** Access comprehensive review data and receive a Biocompare Validated Review Badge to showcase on your website.
- **Promotional Materials:** Receive artwork for your sales team or product packaging to promote review submissions, and a flier to display top reviews at conferences.

Top Benefits:

Build trust and attract potential buyers by leveraging genuine user experiences to enhance credibility. Increase visibility by prominently displaying validated reviews on your website and at events, driving greater engagement. Maximize review participation and product exposure with tailored email campaigns and promotional materials.

Our Partner Review Program includes the creation of free resources, shown below. This is a no-cost program made available to active Product Listing Partners.

GET STARTED TODAY!



Send an Email Invitation

At no cost to you, we will provide you with a ready-to-go co-branded email that you can send to your customer database. We can provide this call-for-reviews email in an HTML or plain text format. Upon request, we can further customize the email to include any promotion, prizes, or additional giveaway incentives your company may want to use.

Include Reviews on Your Website

Biocompare can provide you with a list of all the reviews you have received to date, along with the URLs to where they appear on our site. We will also provide you with a Biocompare Validated Review Badge that you can proudly display along with the link to the review.

Use Your Sales Team or Product Packaging to Spread the Word!

Biocompare will create artwork that you can send to your sales team or print and place in product packaging to encourage your customers to submit a product review on Biocompare.

Showcase Your Top Reviews at Your Conference Booth

Want to display your top reviews at your booth? Biocompare can create artwork for a one-page flyer that showcases the most recent top 3 reviews your products received, along with a QR code that will link to where your product reviews live on Biocompare.



Case Studies

Suppliers Find Success with Biocompare

The hallmark of any marketing strategy is whether it achieves your desired results. The case studies presented here highlight how several life science suppliers achieved their marketing goals using Biocompare. From standing out in a competitive market to earning a thought leadership reputation, from precisely targeting audiences to driving high-quality sales leads, partnering with Biocompare can help achieve your sales and marketing goals.

Using Multiple Channels to Drive Awareness and Engagement

Case Study: Leveraging Multi-Channel Marketing for Enhanced Product Awareness and Engagement

"Biocompare/SEQanswers provides us with excellent platforms to interact with our target audience. They offer a wide variety of options for promotions designed for various purposes, and their team is always ready to help, going out of their way to provide support when needed."

Senior Digital Marketing Manager, Novogene

[Read Full Case Study](#)



Targeting Ensures Relevant, Engaged Audience

Case Study: A Decade of High-Quality Leads and Effective Campaigns

"My favorite thing about Biocompare is the high quality of leads they deliver. Compared to most other marketing partners we work with, our Biocompare email campaigns tend to receive higher click-through rates and more website conversions."

Marketing Specialist, DeNovix

[Read Full Case Study](#)



Growing Brand Visibility

Case Study: A Collaboration Boosting Brand Awareness and High CTRs

"We have been working with Biocompare for almost ten years. Biocompare's product directory listing is an excellent solution delivering sales-ready traffic that converts to sales effectively. The banner ads also help us achieve high CTRs, increasing traffic to our official website. The team at Biocompare also gave us many suggestions and helped us achieve a higher ROI."

Sino Biological

[Read Full Case Study](#)



Tracking to Direct Sales

Case Study: Driving Brand Awareness and Sales through Product Listings

"I love working with Biocompare because of their efficient and quick problem-solving. The sincere service and dedication of their team have significantly increased our brand awareness. Partnering with Biocompare has been a great experience, and we've seen our brand awareness increase very much."

Marketing Professional, CUSABIO

[Read Full Case Study](#)



Directory Visibility Leads to Revenue

Case Study: Enhancing Product Visibility and Revenue

"Biocompare has been useful for people to find our products, which has directly contributed to our revenue generation. Their platform's market-specific product placement is a key feature that has supported our business over the past 12 years."

VP of Marketing & Sales, Boster Bio

[Read Full Case Study](#)



Using an Integrated Marketing Approach

Case Study: Elevating Brand Awareness through Integrated Marketing

"The team at Biocompare is a pleasure to work with; they are supportive and proactive, making our advertising and product listing experience seamless and efficient. Partnering with Biocompare has allowed us to enhance our marketing efforts and connect with the right audience through product listings and advertising on its platform."

Business Development, Bioss

[Read Full Case Study](#)



Consistent, High Value Leads

Case Study: A 5-Year Partnership Driving High-Quality Leads and Brand Awareness

"Biocompare is our top 1 agency among others we've worked with. The prompt responses, high efficiency, and consistently suitable marketing solutions are invaluable. A huge thank you to our account manager David and his team for their continued support."

Sr. Marketing Manager, ACROBiosystems

[Read Full Case Study](#)



Understanding Your Audience

Case Study: This is really the best way to reach our prospects

"They [Biocompare] understand our product and how to present it. They understand the market, our customer, and what our customer wants to see. They communicate well and make suggestions. It's painless. The management for me is really very easy."

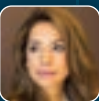
Marketing Manager, Keysight Technologies

[Read Full Case Study](#)



Meet the Biocompare Team

Account Executives



Farnoosh Kimiaei
Key Account Director
fkimiaei@biocompare.com



Timothy Marzec
Key Account Director
tmarzec@biocompare.com



Emily O'Sullivan
EMEA Account Executive
eosullivan@impressmedia.com



Sheila Reardon
Key Account Director
sreardon@biocompare.com



Lucy Taylor
EMEA Account Executive
ltaylor@impressmedia.com



David Tong
Key Account Director,
Video Specialist
dtong@biocompare.com

Customer Engagement



Jenna Van Coppenolle
Customer Engagement Mgr
jvancoppenolle@biocompare.com



Axel Gutierrez
Customer Engagement Mgr
agutierrez@comparenetworks.com



Julie Volkert
Customer Engagement Mgr
jvolkert@comparenetworks.com

Custom Content Studio



Kristie Nybo, PhD
Senior Content Director
knybo@comparenetworks.com



Niki Spahich, PhD
Custom Content Director
nspahich@biocompare.com

Executive/Editorial



Mike Okimoto, PhD
Chief Content Officer
mokimoto@biocompare.com



Tamlyn Oliver
Managing Editor
toliver@biocompare.com

Website/Product Listing



Melissa Dimapilis
Senior Web Strategy Manager
mdimapilis@biocompare.com



Donne Estipona
Content Coordinator
destipona@biocompare.com



Rohan Sukumar
Content Editor
products@biocompare.com

FOR ADVERTISING INQUIRIES CONTACT:
sales@biocompare.com

FOR EDITORIAL INQUIRIES CONTACT:
toliver@biocompare.com

FOLLOW US AT:
x.com/biocompare
facebook.com/biocompare
linkedin.com/company/biocompare

