



Proven performance-based
digital marketing solutions

**AUDIENCES WHO BUY.
LEADS THAT CONVERT.
DATA THAT INFORMS.**



2026 **MEDIA KIT**

Who We Are

Biocompare is the leading resource for life scientists researching and purchasing the tools that drive discovery. With over 2.2 million unique visitors annually, we connect suppliers with an engaged global audience that is actively evaluating products and making purchasing decisions.

For more than 20 years, we've helped scientists find and compare products, discover new technologies, and make informed choices—while giving suppliers a trusted program to showcase their solutions.

Our value is clear:

- Audiences who buy — 96% of visitors are involved in the purchasing journey.
- 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.

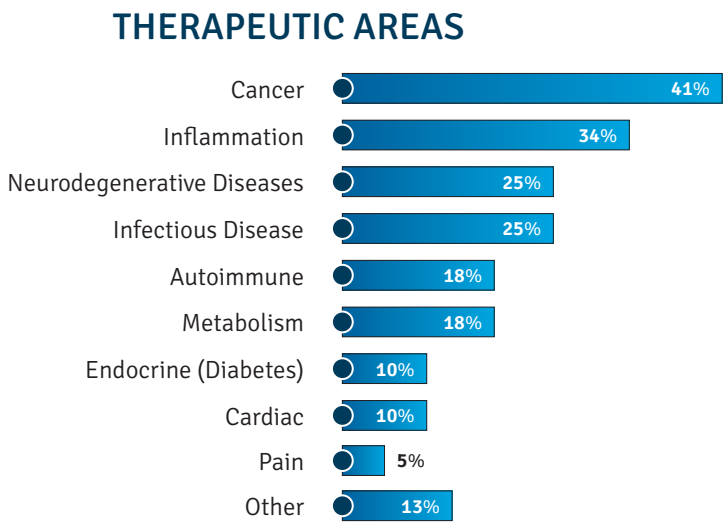
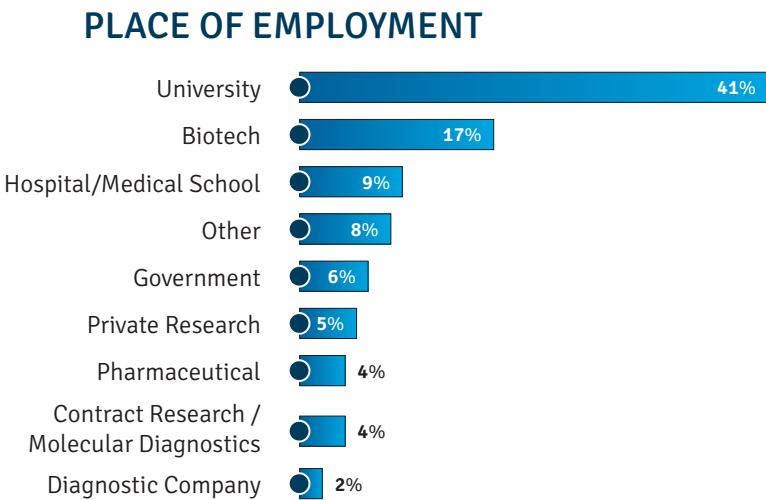
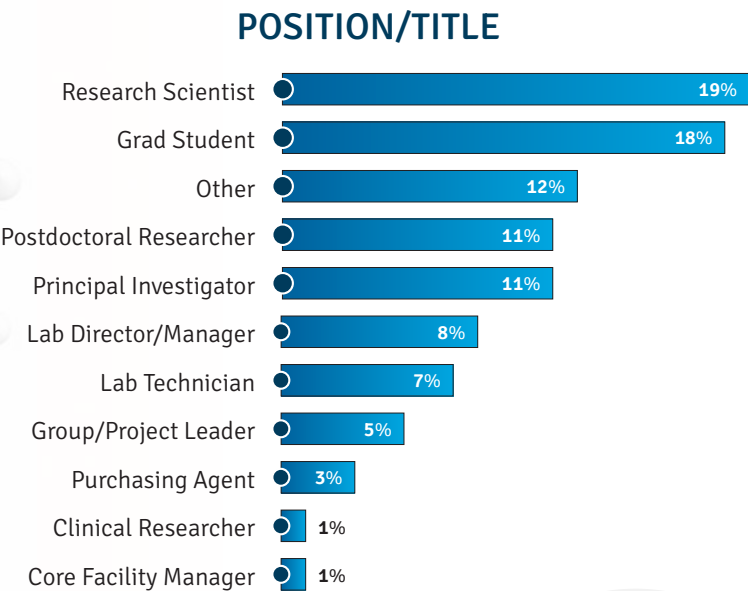
Whether you're launching a new product, building brand awareness, or looking for high-quality leads, Biocompare offers a proven, performance-based marketing platform tailored to the life sciences community.



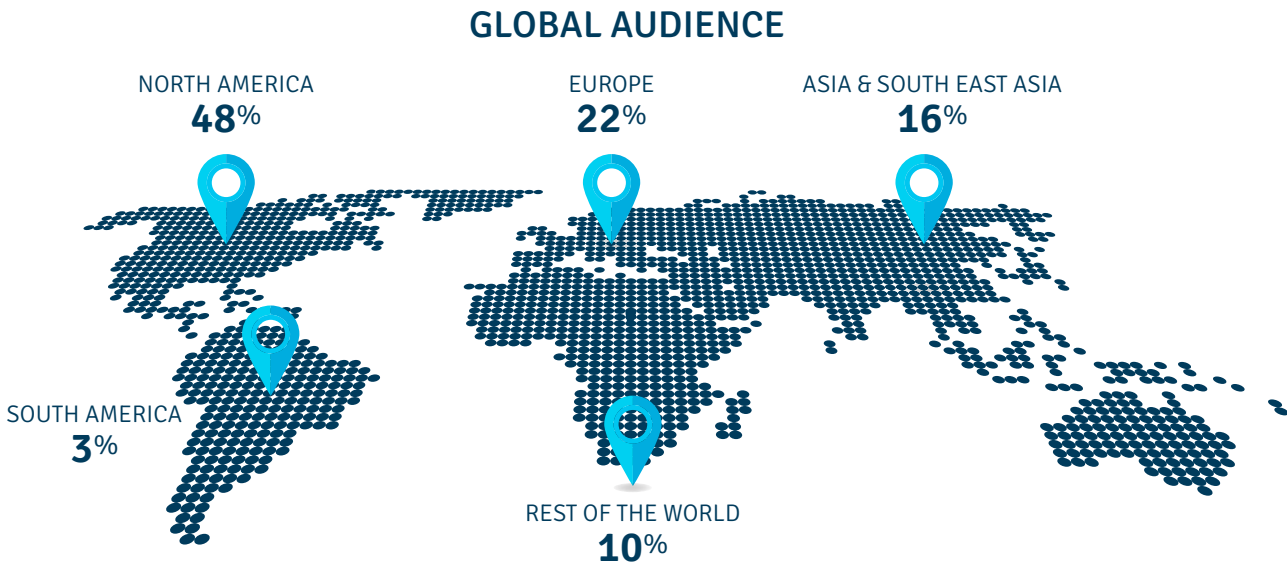
Audience Demographics

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.



2.2
MILLION
UNIQUE VISITORS
OVER THE PAST
TWELVE MONTHS



Biocompare Registered User Data
August 1 2024 - July 31 2025



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

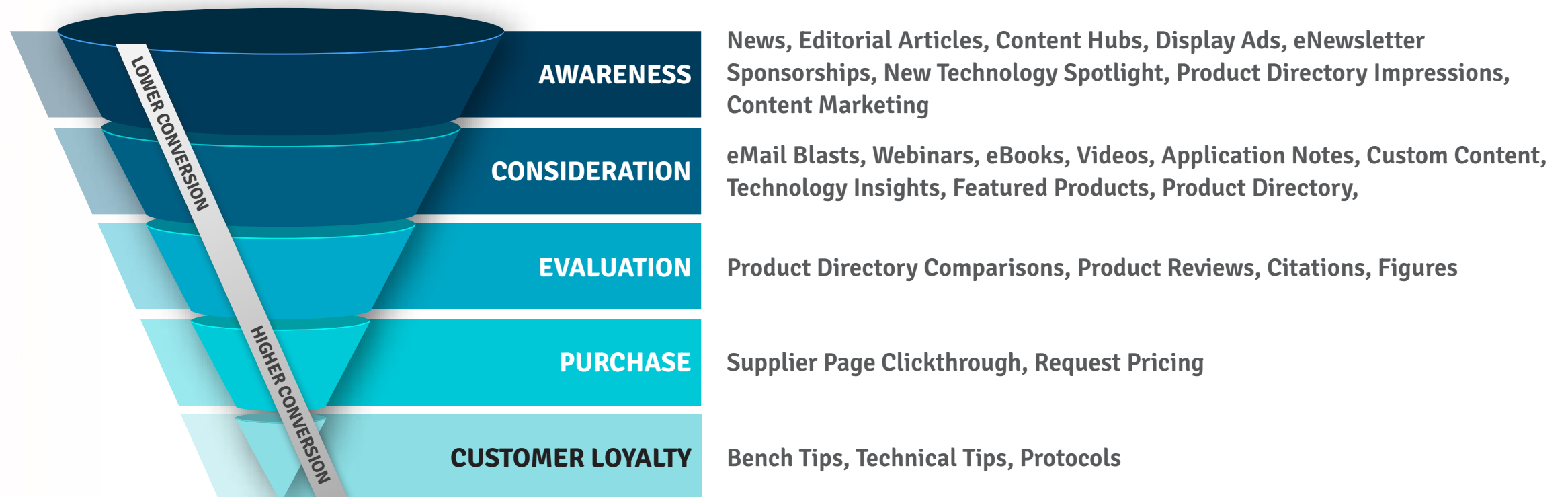


1 Adobe Analytics, Sep 1, 2024 – Aug 30, 2025
2 Biocompare GoodData Reporting, Sep 1, 2024 – Aug 30, 2025
3 SailThru, Sep 2025

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.

Biocompare Experience



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.
	Custom Content Creation & Promotion	Let our award-winning 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 direct result of a prospective buyer viewing your product in our comprehensive product/service directory and completing a form to either get a quote or a demo. Leads are sales-ready, and should be followed-up immediately to ensure sales conversion. Biocompare also delivers sales-ready traffic to your product pages.
	Citations & Market Intelligence	Biocompare's engagement and citation data can help you better understand your competitive positioning as well as product popularity.

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 DIRECTORY	Product Listings	pg 8	•				•		•	
	Featured Product and Sponsored Product Listing	pg 9	•				•		•	
	In-Depth Analytics	pg 10								
	Corporate Profile	pg 11	•		•		•		•	
MEDIA CHANNELS	Custom Email Channels	pg 12	•		•		•			
	eNewsletter Channels	pg 13	•		•		•			
	Display Ad Programs	pg 14	•		•		•			
NATIVE ADVERTISING SPONSORSHIP OPPORTUNITIES	Content Marketing	pg 15	•	•	•	•	•	•		
	Content & Application Solutions	pg 16	•	•	•	•	•	•	•	
	Content Catalyst	pg 17	•	•	•	•		•	•	
	Sponsored Webinars	pg 18	•	•	•	•		•	•	
	eBook Sponsorship	pg 19	•	•	•	•		•	•	
	Custom Content Solutions — Industry Innovations	pg 20	•	•	•	•		•		
	Custom Content Solutions — Bench Tips	pg 21	•	•	•	•		•		
RESEARCH & VIDEO SERVICES	Biocompare Data & Research Services	pg 22	•							•
	Video Production & Services	pg 23	•	•	•	•	•	•		
	Videos	pg 24 & 25	•	•	•	•	•	•		
	Biocompare Partner Review Program	pg 26	•			•			•	•
ABOUT US	Case Studies	pg 27								
	Meet the Biocompare Team	pg 28								

Product Listing

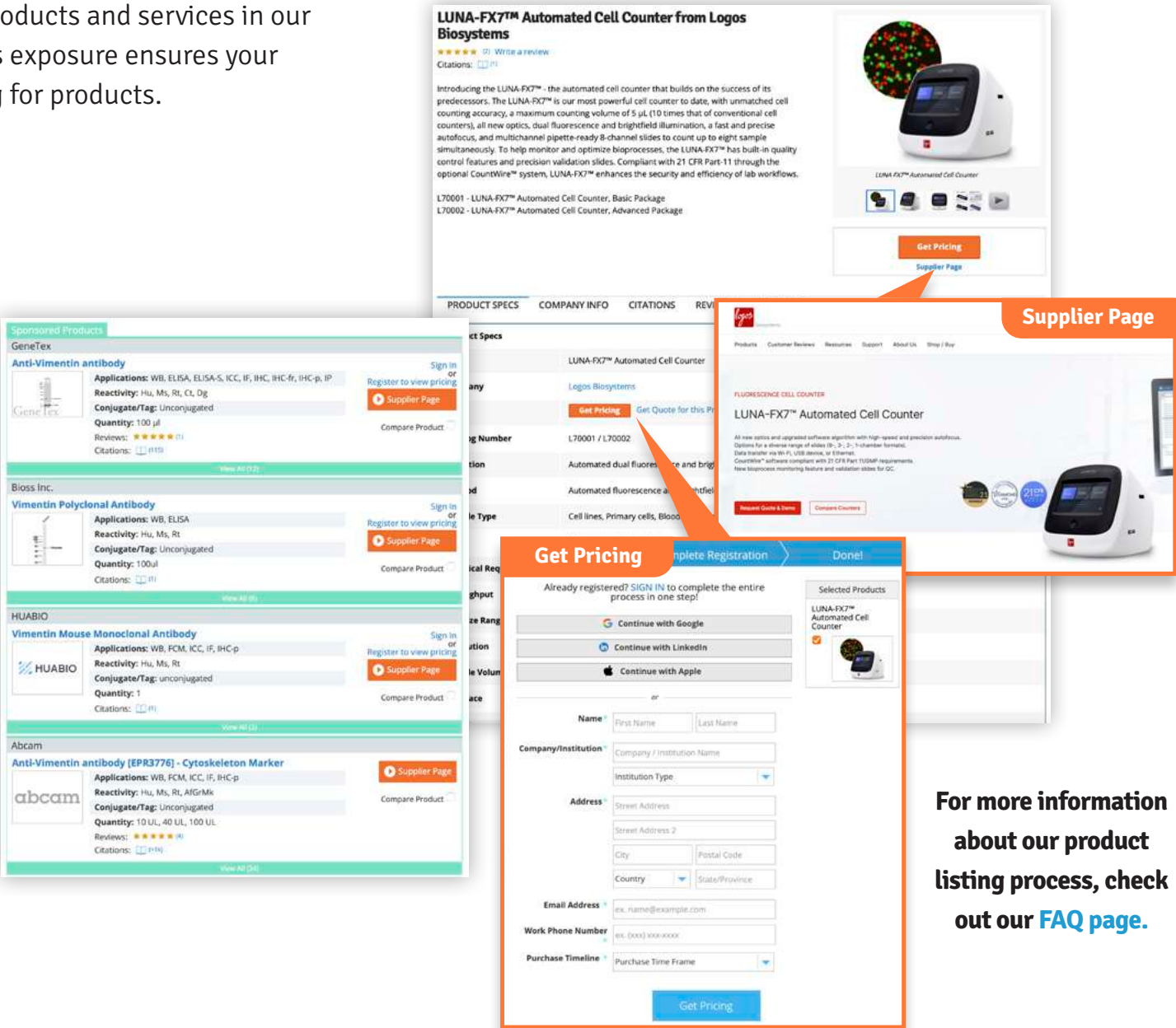
Biocompare's Product Listing program prominently features your products and services in our Product Directory, visited by over 2 million scientists each year. This exposure ensures your products are considered by an audience actively engaged in looking for products.

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

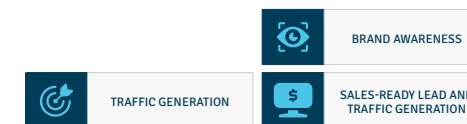
Products listed within the Biocompare Directory are categorized and standardized so that scientists can compare specifications, citations and other product information quickly and easily.

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.



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

Stand out with 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, plus dedicated Featured Product section
- **Editorial tie-ins:** Integrated with Biocompare articles and eNewsletters

Top Benefits:

Featured Products generate up to 10x more engagement, boosting visibility through multi-channel promotion and aligning your brand with trusted editorial content.

Sponsored Product Listing

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

Top Features:

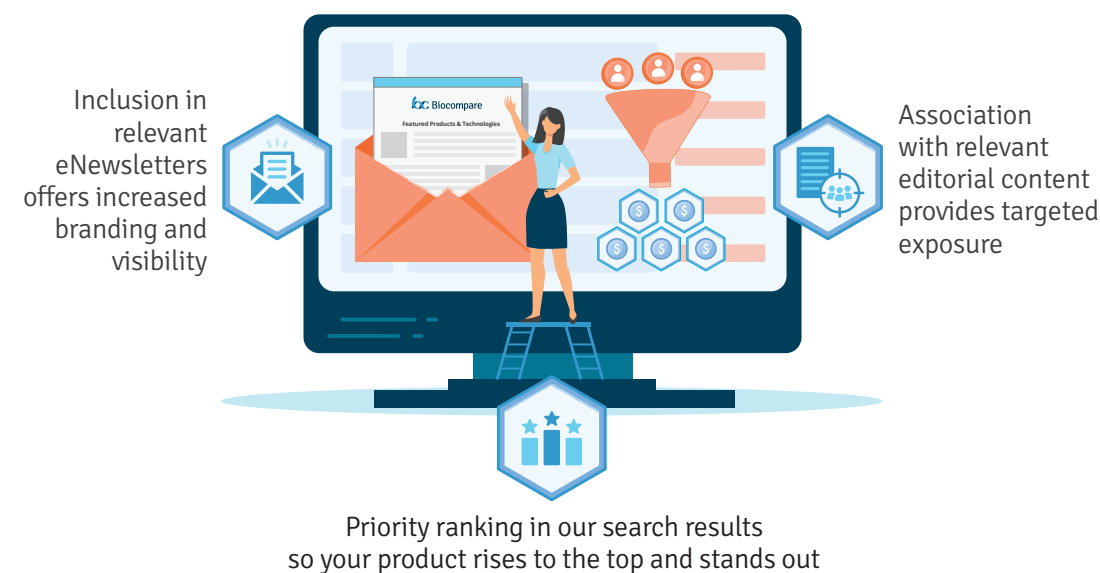
- **Cost-per-click model:** Pay only when users click through
- **Prime positioning:** Appear at the top of directory search results
- **Performance tracking:** Unique codes + monthly reporting

Top Benefits:

Sponsored Products deliver increased visibility with purchase-ready scientists, optimized ROI through click-based pricing, and actionable insights to refine your campaigns.

Featured Products Receive

10x more engagement



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

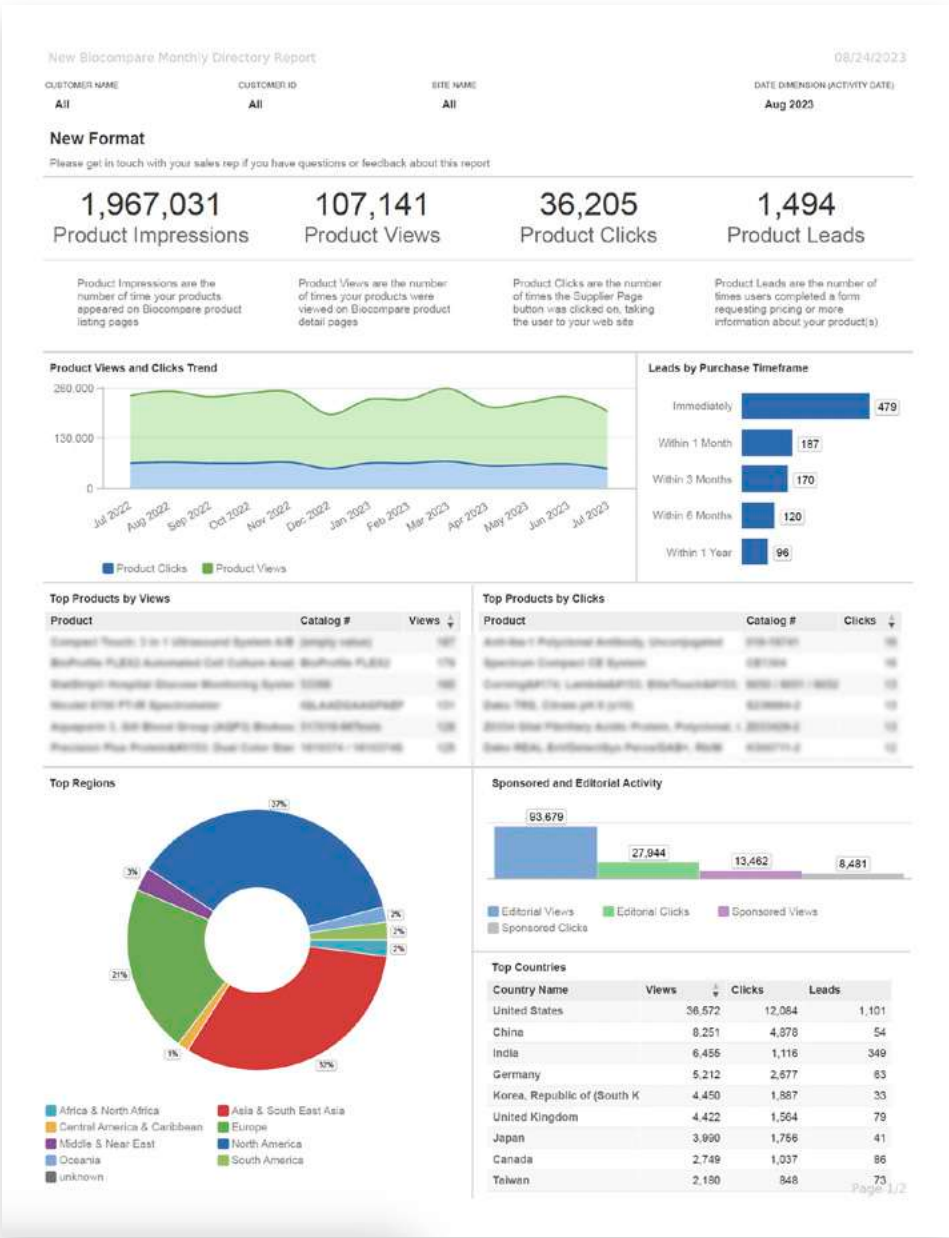
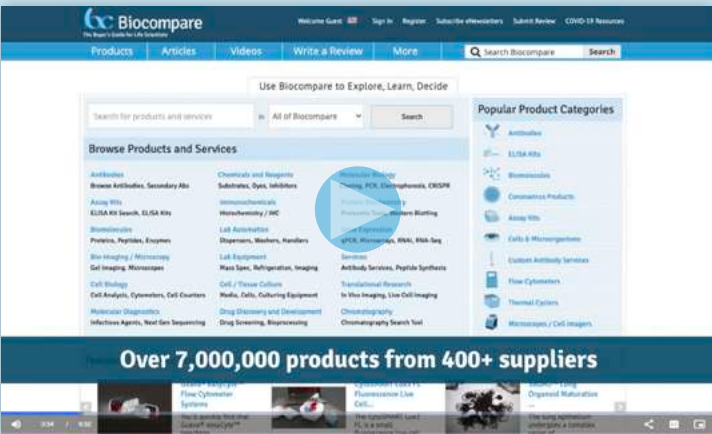
In-Depth Analytics

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



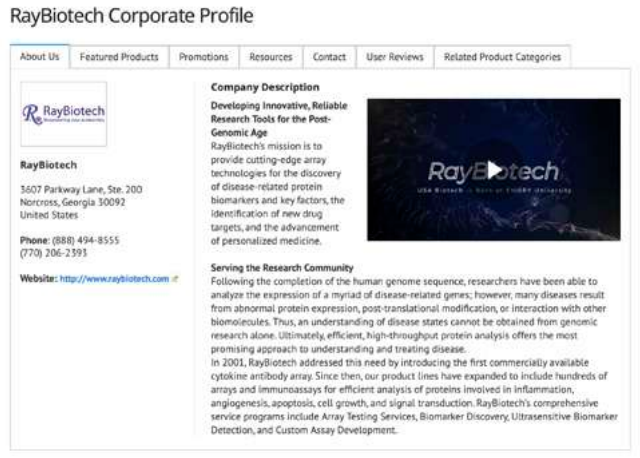
SALES-READY LEAD AND
TRAFFIC GENERATION

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.



Custom Email Channels

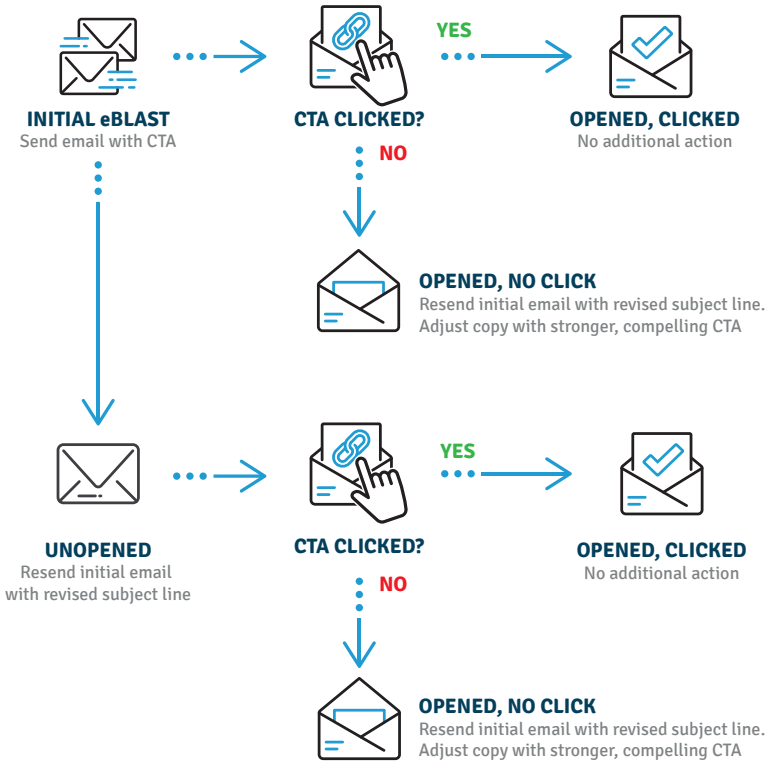
Biocompare Custom Emails offer a powerful way to reach a receptive audience with buying power. Our opt-in subscribers are open to third-party messages, and our targeted approach ensures high engagement and ROI.

- **Targeted Re-Engagement:** Contacts are re-engaged according to their interaction level with previous emails.
- **Minimum Contacts:** Each recipient is contacted at least twice to increase engagement.
- **Custom HTML Services:** Available upon request.

Complete this form to request a quote

Multi-touch email campaigns

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



UNIQUE OPEN RATE*

19.2%

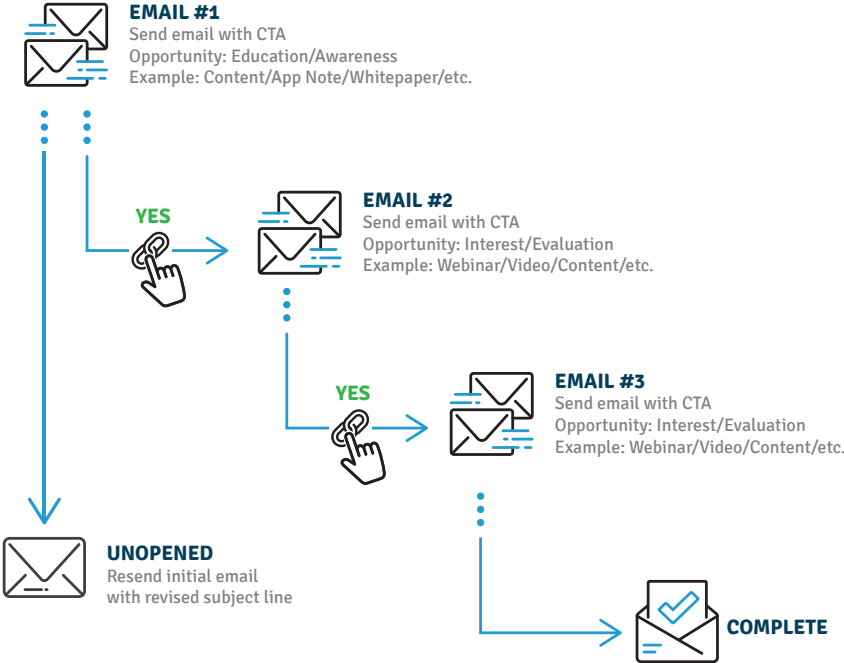
CLICK-TO-OPEN RATE*

13.4%

*Source SailThru, May - September 2025

Drip Email Campaigns

This approach nurtures prospects across their journey and keeps your brand visible at every stage.



eNewsletter Channels



BRAND AWARENESS



HIGH-FUNNEL
LEAD GENERATION



TRAFFIC GENERATION

Biocompare's eNewsletters give you a targeted, cost-effective way to connect with scientists who are actively engaged in product discovery. Whether you're looking to build broad brand awareness or highlight application-specific content, our sponsorship options put your message alongside trusted editorial material and directly in front of an opt-in audience.

Sponsorship Options:

- **Standard eNewsletters**
 - **Ad Options:** Choose between text-based or banner ad sponsorships.
 - **Position Choices:** Select from primary or secondary sponsorship spots.
 - **High Engagement:** Reach subscribers with an average open rate of 26.4%.
- **Application Focus eNewsletters**
 - **Exclusive Sponsorship:** Only one sponsor per newsletter for maximum visibility.
 - **Application Notes:** Include up to three application notes, with gated (lead-gen) or ungated (traffic-driving) options.
 - **Featured Product:** Spotlight one Featured Product within the eNewsletter.
 - **Circulation & Topics:** ~10k subscribers. Contact your Biocompare sales rep for a calendar of topics

Key Benefits:

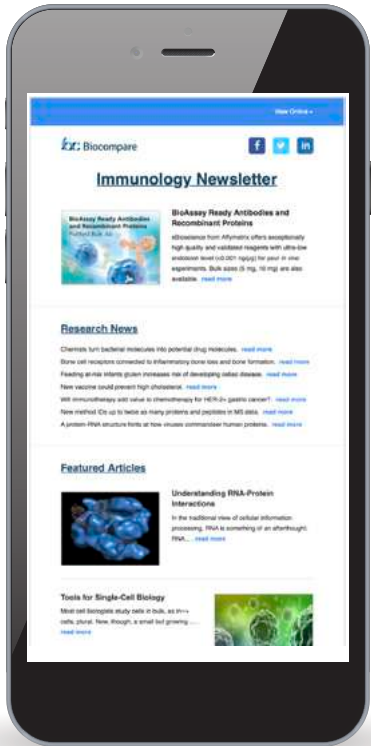
- Place your brand within respected editorial content to capture attention.
- Drive qualified traffic or collect leads with flexible gated content options.
- Establish thought leadership by aligning your brand with cutting-edge research in specialized fields.

eNewsletter Topics & Subscribers*

Cancer.....	6,085
Cell Biology	7,585
Drug Discovery & Development.....	5,430
Flow Cytometry	18,490
Immunology.....	7,620
Life Science	24,855
Microbiology.....	5,305
Molecular Biology	9,965
Neuroscience.....	3,730
Proteomics.....	4,305

[View our eNewsletter Archives](#)

* Subscriber numbers as of August 1, 2025



AVERAGE OPEN RATE

26.4%

Biocompare eNewsletter Metric Data:
Sep 1, 2024 – August 31, 2025



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

sales@biocompare.com

2026 MEDIA KIT

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)

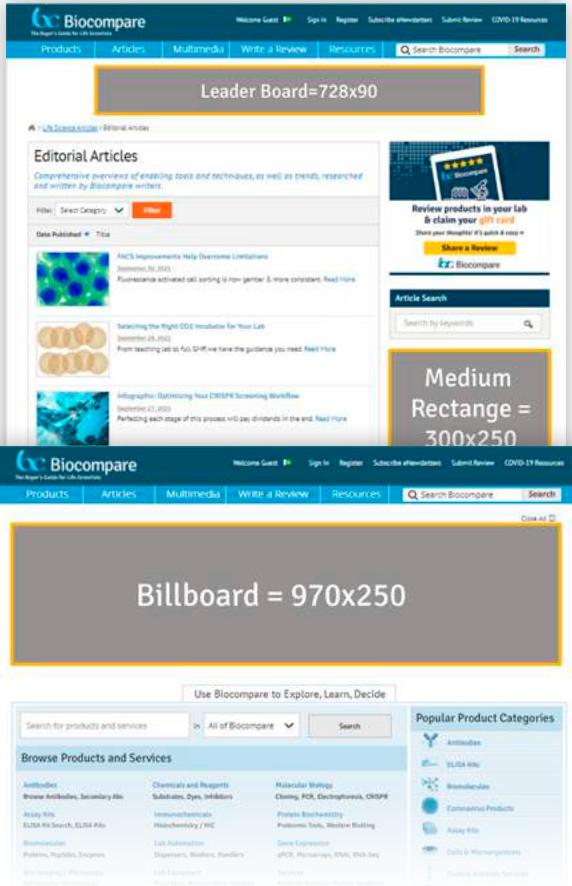
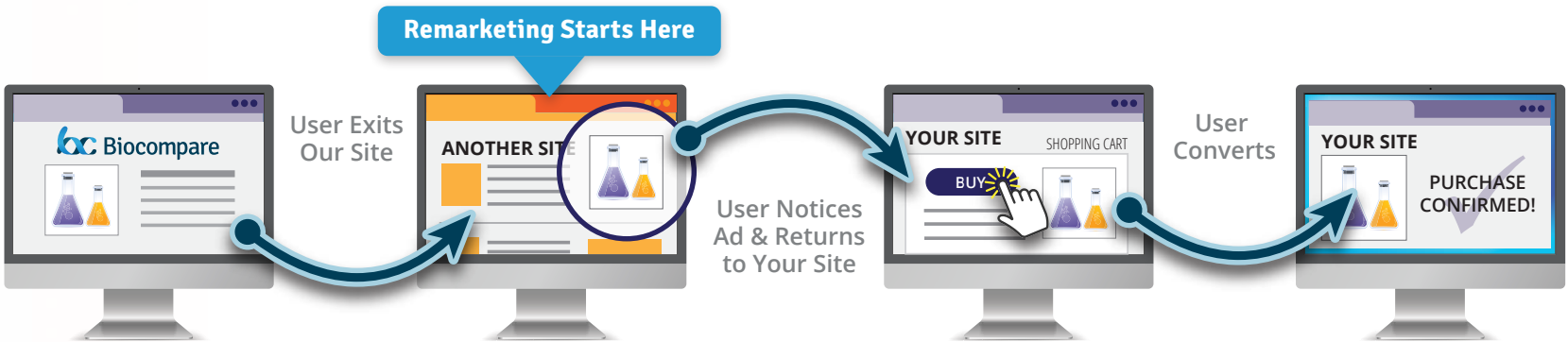
Remarketing Ads

- **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
0.06%	0.09%	1.4%	3.0%



Content Marketing



BRAND AWARENESS



CUSTOM CONTENT
CREATION & PROMOTION



HIGH-FUNNEL
LEAD GENERATION



THOUGHT LEADERSHIP



TRAFFIC
GENERATION



CONTENT SPONSORSHIP

Content marketing is a powerful way for life science companies to connect with researchers by providing valuable, educational, and engaging resources that align with their scientific interests and workflows. At Biocompare, our content marketing solutions help brands position themselves as trusted thought leaders by delivering targeted content—such as articles, whitepapers, webinars, and application guides—that speaks directly to the needs of laboratory professionals. By leveraging our deep audience insights and broad reach within the global life sciences community, we ensure that your content not only reaches the right scientists but also drives meaningful engagement and measurable results.

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.



Content & Application Solutions

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

Biocompare helps advertisers engage researchers with high-value, application-focused content that generates leads, builds visibility, and positions your brand as a trusted resource. Through our **Insight Lead Program** and **Inside the Application** pages, we deliver turnkey solutions that connect your expertise with scientists actively exploring targeted research areas.

With the **Insight Lead Program**, our editorial team develops gated, topic-aligned assets – such as guides, reports, articles – that drive consistent lead flow so that you don’t have to develop any content of your own.

If you do have content, **Inside the Application** pages bring your content together with Biocompare’s own trusted resources. These placements bring your brand alongside highly relevant material at the very moment researchers are seeking solutions.

Key Features

- **Consistent Lead Flow** — Monthly delivery of qualified leads from gated, Biocompare-produced content.
- **Hands-Off Execution** — Biocompare manages all content creation, promotion, and reporting.
- **Application Visibility** — Advertiser logos and content prominently displayed on application-focused pages.
- **Topic Alignment** — Pre-determined themes ensure relevance to sponsor interests and researcher needs.
- **High-Funnel Engagement** — Capture researchers early in their decision-making process.
- **Trusted Context** — Association with Biocompare’s editorial expertise and educational resources builds credibility.



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 (PPL) program, built to connect advertisers with qualified life science researchers through valuable, content-driven engagement. By promoting high-value assets—such as white papers, application notes, or guides—across targeted scientific channels, Biocompare drives interest from researchers who complete a lead form to access the material. Each engagement delivers verified contacts directly to you, ensuring measurable ROI with leads that are both relevant and actionable.

Key Features:

- **Guaranteed ROI** — pay only for the leads generated, ensuring cost-effective results.
- **Targeted Reach** — connect with life science researchers actively seeking solutions in your application area.
- **High-Quality Leads** — receive verified researcher contacts who have engaged with your content.
- **Thought Leadership** — position your brand as an expert by showcasing valuable scientific resources.
- **Turnkey Promotion** — Biocompare manages the outreach and promotion, simplifying the process for advertisers.



Sponsored Webinars



BRAND AWARENESS



CUSTOM CONTENT
CREATION & PROMOTION



HIGH-FUNNEL
LEAD GENERATION



THOUGHT LEADERSHIP



CONTENT SPONSORSHIP



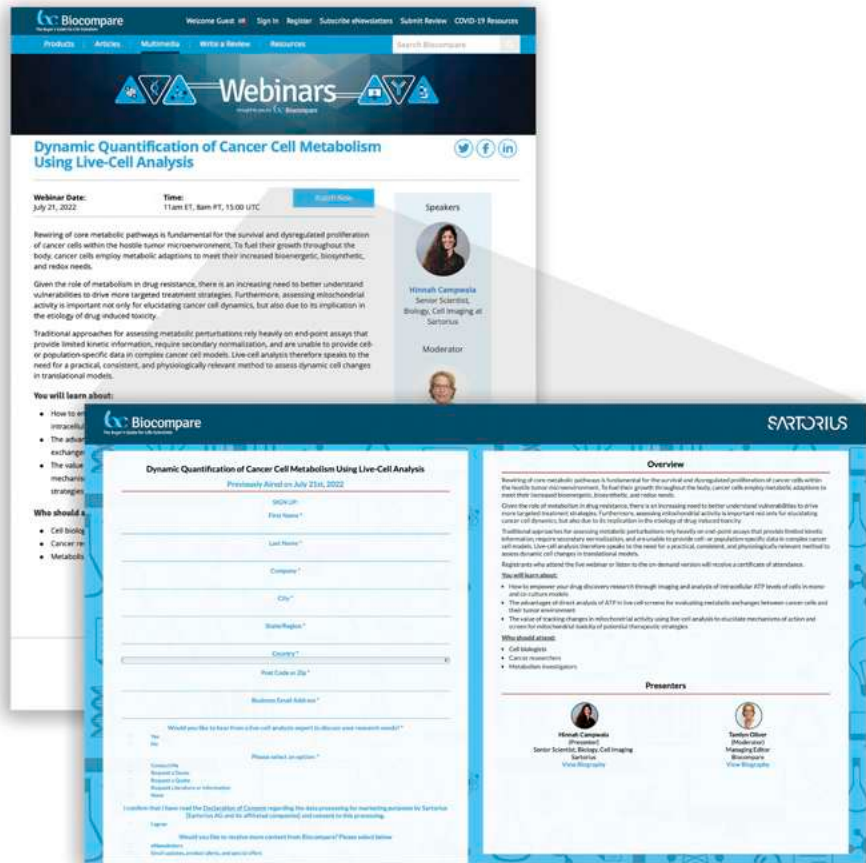
SALES-READY LEAD AND
TRAFFIC GENERATION

Biocompare’s Sponsored Webinars provide a powerful platform to showcase your expertise to our audience of key decision-makers and generate high-quality leads. These webinars are designed to position your company as a thought leader while offering real-time interaction with a targeted audience interested in advanced research technologies.

With **Exclusive Webinars** the topics are developed in partnership with the sponsor. Alternatively, Biocompare presents multi-sponsored **Bench Tip Webinars** throughout the year (see topics below).

Top Features:

- **Turnkey Management:** Expert coordination and management of the event, including hosting an on-demand archived webinar for twelve months.
- **Comprehensive Promotion:** Includes three eBlasts, eNewsletter sponsorships, social media postings, and homepage placement.
- **Custom Content Integration:** Logo placement on promotional materials, custom registration questions, and inclusion of your content in the webinar’s Resources section.
- **Registrant Data Access:** Receive the contact details for all registrants, along with detailed engagement data, allowing you to track interactions and follow up effectively.
- **Panelist Recommendation:** Opportunity to recommend a panelist (non-company representative). Final decision made by the editorial staff.
- **Post Webinar Re-engagement (for Exclusive Webinars):** Multi-touch email campaign to webinar registrants to drive engagement.



Bench Tip Webinar Topics	Date
Accelerating antibody discovery	February
Disease modeling in precision medicine	April
Cell and gene therapy discovery and development	June
Multi-omic approaches advancing cancer research	October
Neurodegenerative disease research	November



eBook Sponsorship

Our exclusive eBook sponsorships offers a unique opportunity to blend Biocompare’s expert content with your company’s insights.

Single sponsored, topic-specific eBooks provide valuable education on cutting-edge technologies, reaching scientists through targeted promotion and exclusive access.

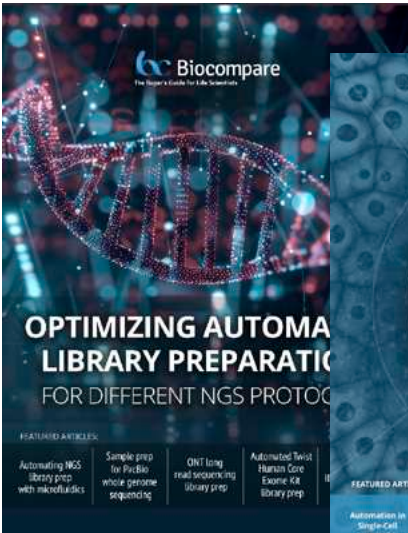
Multi-Sponsored eBooks offer a streamlined way to showcase your thought leadership and generate valuable leads. By contributing content and promotional assets, your company can benefit from a co-branded eBook that is widely promoted to Biocompare’s engaged audience.

Top Features:

- **Co-Branded Content:** Single sponsor eBooks include one Biocompare article and three to four pieces of sponsor-provided content (up to 1500 words each), such as articles, white papers, infographics, or checklists, plus two sponsor ads.
- **Exclusive Promotion:** Multi-channel marketing across Biocompare's platforms and gated access for the first 6 months to drive high-quality leads.
- **Post-Promotion PDF:** Access to the eBook in PDF format for one year, allowing for ongoing distribution and visibility.



Multi-sponsor eBook Topics	Publish Date
Cell and gene therapy	March
Cancer research	April
Biomarker discover	May
Essential guide to lab best practices	June
Molecular diagnostics in precision oncology	July
Single-cell transcriptomics	September
Cellular imaging and analysis	November



[View Examples](#)

Custom Content Solutions - Industry Innovations

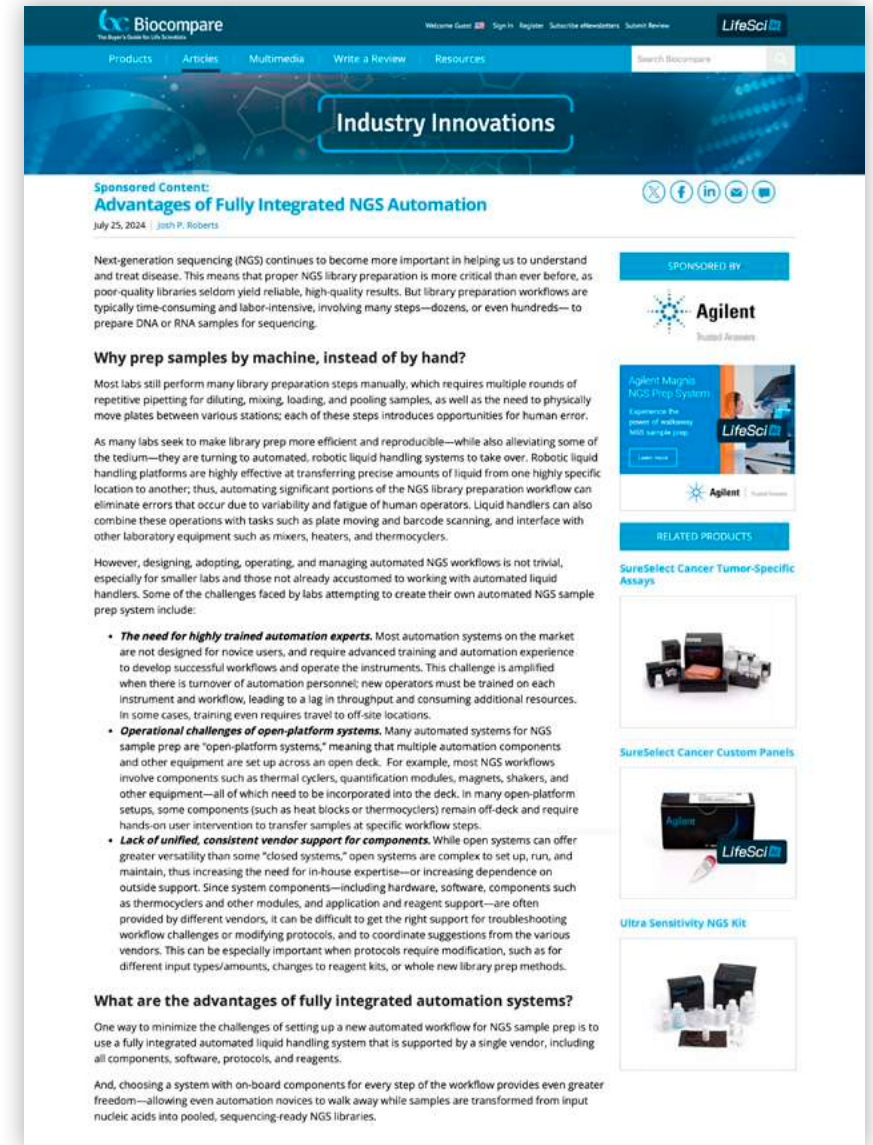
	BRAND AWARENESS
	THOUGHT LEADERSHIP
	CUSTOM CONTENT CREATION & PROMOTION
	CONTENT SPONSORSHIP
	HIGH-FUNNEL LEAD GENERATION

Biocompare's Custom Content Solutions provide a platform to showcase your expertise, highlight product value, and engage life scientists with credible, branded content. Whether through editorially crafted articles, vendor-submitted features, or optional audio podcasts, these programs help establish your company as a thought leader while driving measurable engagement.

Program Features

- Article Creation or Submission: Collaborate with Biocompare's editorial team on a detailed 700–800 word article or podcast, or submit your own content.
- Thought Leadership: Articles can be bylined to a sponsor representative and associated with up to three related products in Biocompare's product directory.
- Sponsor Recognition: Prominent placement of your company name/logo at the top of the article.
- RMR Banner Integration: Option to include a banner within your article for added visibility and engagement.
- Comprehensive Promotion: Featured on Biocompare's homepage, within relevant eNewsletters, and across social media channels.
- Takeaway Assets: Receive a PDF version of your article for ongoing use and distribution.
- Performance Reporting: Detailed metrics including page views, click-through rates, and banner interactions.

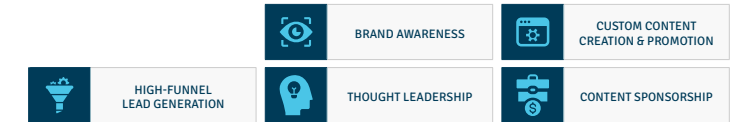
Position your company as an innovator and thought leader while connecting with an engaged audience of scientists in academia and industry. Custom Content Solutions deliver strong brand visibility, valuable lead generation, and measurable campaign performance.



The screenshot shows a Biocompare article page. At the top, there's a navigation bar with 'Products', 'Articles', 'Multimedia', 'Write a Review', and 'Resources'. A search bar is on the right. Below the navigation bar is a large banner with the text 'Industry Innovations'. The article title is 'Advantages of Fully Integrated NGS Automation' by Josh P. Roberts, dated July 25, 2024. The article text discusses the importance of NGS automation and lists several challenges of manual NGS sample prep. To the right of the article text, there are sections for 'SPONSORED BY' (Agilent), 'RELATED PRODUCTS' (SureSelect Cancer Tumor-Specific Assays, SureSelect Cancer Custom Panels, Ultra Sensitivity NGS Kit), and a 'What are the advantages of fully integrated automation systems?' section. The Agilent logo is prominently displayed.



Custom Content Solutions - 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 once 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.

A collage of Biocompare content. At the top is a screenshot of a Bench Tip article titled 'How to Streamline iPSC Research and Development Workflows' by Emma Easthope, dated August 01, 2023. The article is sponsored by Sartorius. Below the article are two covers of the 'Essential Guide to Best Practices in the Lab' eBook series, specifically 'Lab 12' and 'Lab 13'. To the right is a screenshot of the Sartorius Incucyte SX5 Live-Cell Analysis System product page, which features a 'RELATED PRODUCTS' section and a 'Links to Related Products' callout. The entire collage is overlaid with an orange 'Logo' callout pointing to the Sartorius logo.

Biocompare Data & Research Services



BRAND AWARENESS



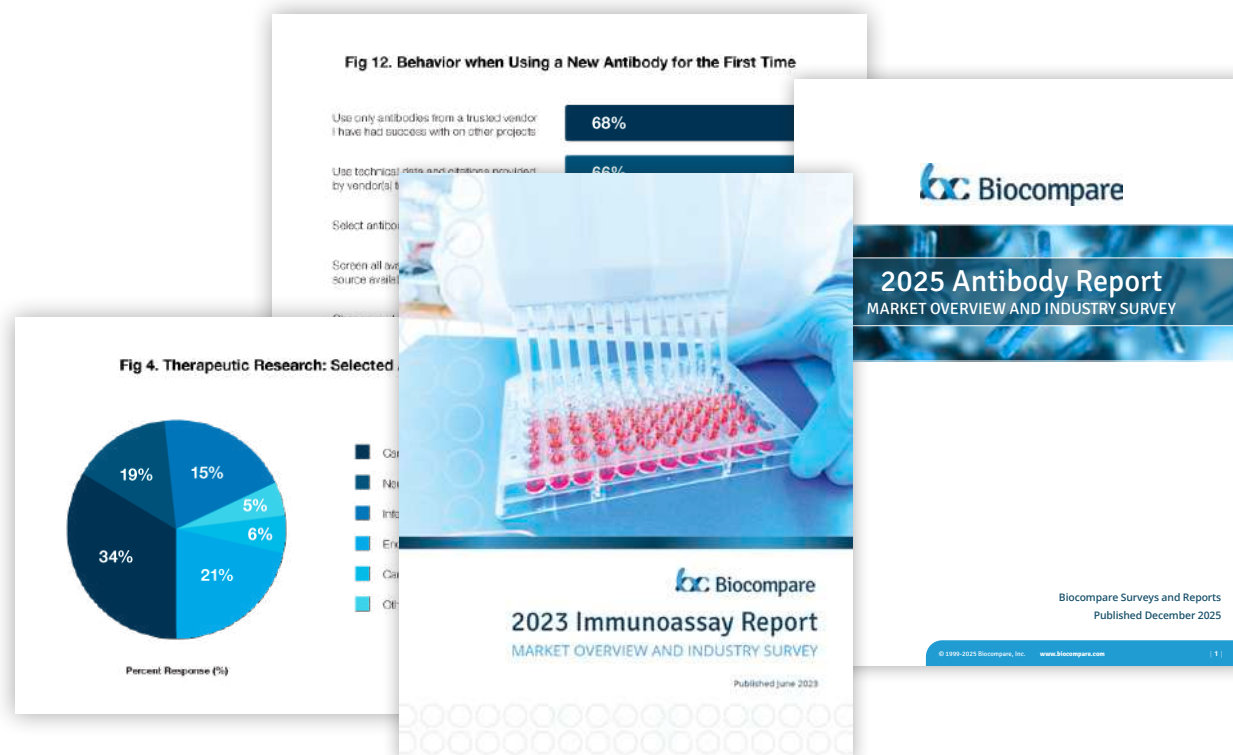
CITATIONS & MARKET INTELLIGENCE

Actionable insights to drive smarter decisions

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.
- **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.



Biocompare's research services provide a holistic view of the life science market, helping you uncover new opportunities and strengthen your competitive positioning. With validated product usage data and customer insights, you can boost engagement and streamline workflows through turnkey survey design, delivery, and reporting. The result is reliable, actionable intelligence that saves time and resources while driving your strategy forward.



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:

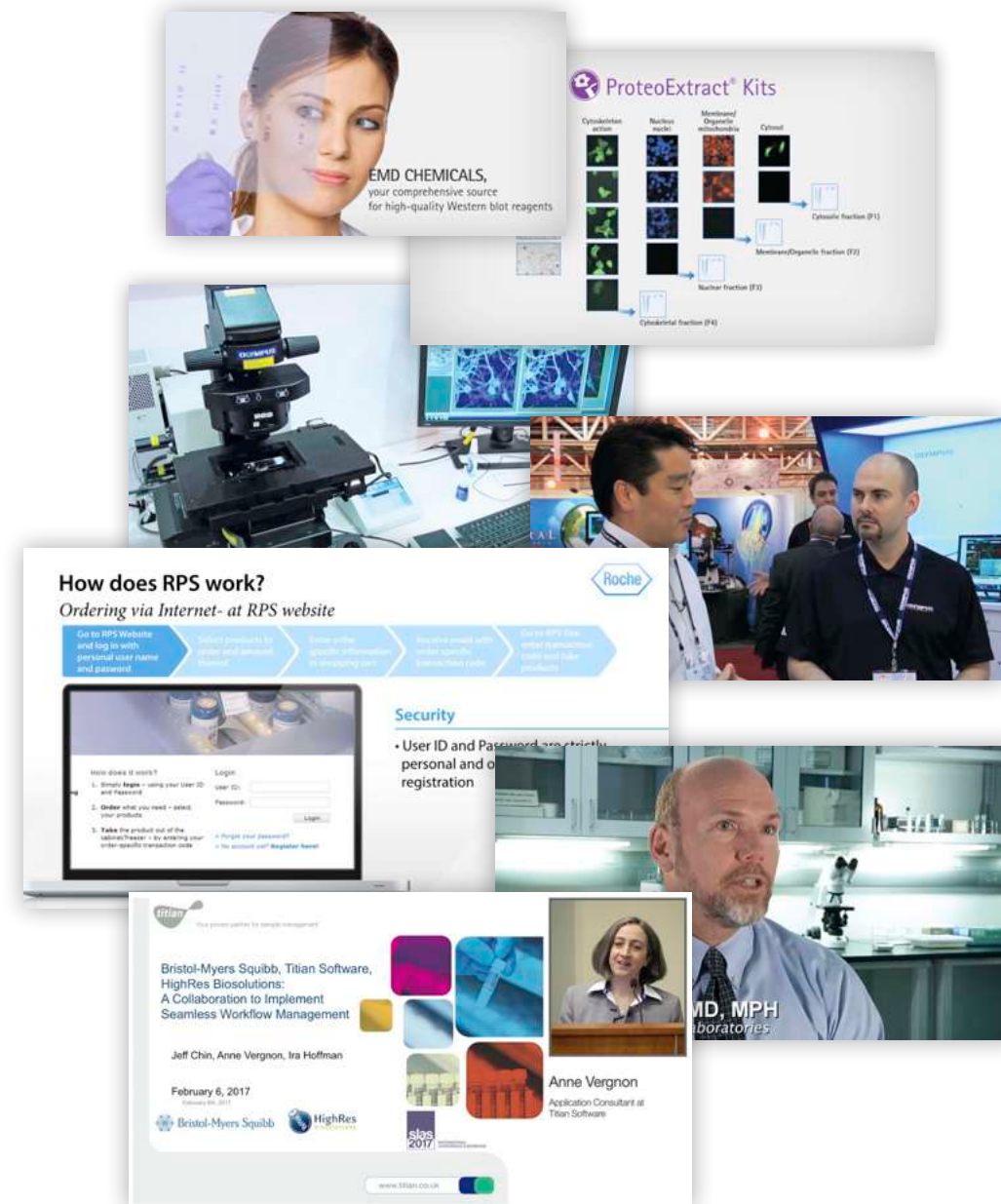
- **Quality & Service** — Collaborative approach from concept to completion.
- **Scientific Acumen** — Editorial support ensures accuracy and credibility.
- **Efficiency** — Timely project delivery aligned with campaign goals.
- **Trust** — Proven track record with leading life science companies.
- **Hosting** — 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



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

2026 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.



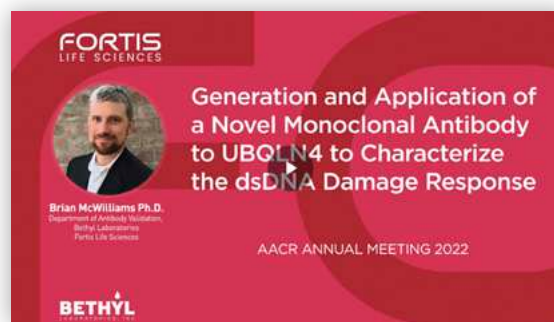
Seminar/Workshop Videos

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.

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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

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."

Dazhi Liang, 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."

Rachael Kelley, 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."

CJ Xia, 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."

Ashley Schafer, 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."

Grace Wang, Sr. Marketing Manager, ACROBiosystems

[Read Full Case Study](#)



Building Awareness for New Products

Case Study: Expanding Global Reach through Product Listings and Email Campaigns

"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."

Boreui Huang, Marketing Manager, Blue-Ray Biotech Corp

[Read Full Case Study](#)



Meet the Biocompare Team

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