eMail Marketing

CAST™ is a targeted, data driven, custom audience segmentation tool containing over 900,000 unduplicated decision makers from global companies involved in the pharmaceutical/biopharmaceutical and scientific industries (including food and environmental) served by our leading publications and conference brands.

We can target users on various pre-defined criteria from geography, technique, job function, to behavior analytics that target people who have engaged with us in particular ways. It is a tremendously powerful form of digital direct marketing.

STATS

September 16th – Newest LC/MS/MS Ads
11,707 Sent - 14% Opened - 2% Click Rate

September 29th – New Chiral LC Resources & Screening Tips
11,988 Sent - 23% Opened - 17% Click Rate

October 6th – Ultra Sensitive Sample Prep
12,000 Sent - 27% Opened - 19% Click Rate