



Biotechnology Marketing Services

- Production of bespoke targeted email lists from a pool of ~2 million active scientists including the majority of US Government research grant holders.
 - Gene / Technique / Keyword specific.
 - Industrial / Academic.
 - Geographical focusing.
- Software for automatically incorporating fresh content into your website:
 - Relevant scientific publications.
 - Integration with bioinformatics databases.
 - Live news feeds.
- Management support
 - Search engine optimization recommendations.
 - Support for directors dealing with online issues (Virtual CTO).
 - Management of paid keyword search advertisements such as Google Adwords / Overture and similar schemes.
 - Monitoring effectiveness of online activities.
- Data-mining / Decision Support
 - Trend-tracking in the biosciences.
 - Quantitative reviews of patent / journal databases.
- Domain names
 - Sci7 trades in generic, and high traffic domain names
 - eg. Immunodetection.com, BioJournals.com, Monoclonal.co.uk
- Through key partners we are able to provide excellent value advertising opportunities via a range of online outlets.



Targeted Email

Sci7 Ltd provides targeted e-mail address lists for the life science sector. Lists can be produced in response to a search term or phrase and are typically gene, disease, molecule, instrument or technique specific.

The lists are of very high quality, featuring only active scientists in a particular area and cover academic and commercial researchers from across the world. User feedback has been excellent, both on the quality of the lists (low bounce rate), and on their positive effect on business. Typically over 50% of recipients will show an interest in the product or service offered.

Examples of our list sizes for particular search terms are given in the below table:

Keyword	Keyword	Number of Addresses
Gene Names	TRIF	171
	TLR2	127
Wider Terms	Inhibitory RNA	1 161
	Cell Cycle	20 607
	Crystallography	5 487
	In-vivo Imaging	3 209

These lists are particularly powerful at targeting a highly specific group of scientists, and have been of particular value to organisations involved in:

- Selling gene specific products
- Selling instrumentation
- Organising events



Targeting Grant Holders

Sci7's biomarketing database has recently been expanded to include the contact details of budget holding principle investigators (PIs) who have recently been awarded US Government research grants on biomedical projects. The individuals for whom we now have email contact information are recent recipients of funding from institutions such as National Institutes of Health (NIH), Centers for Disease Control and Prevention (CDC) and the Food and Drug Administration (FDA). The US Department of Health and Human Services awards grants to the value of **\$239 billion**, we can provide access to many of who have the responsibility for making purchasing decisions in respect of that funding.

Our database covers around 100 000 grants awarded in the last three years, relating to many ongoing and yet to commence projects. Contact details can be retrieved in response to a keyword or subject area search or provided in their entirety.

Contact details of grant holders are included in Sci7's targeted email lists as standard, they can also be requested separately.



Domains

Generic domain names related to your areas of activity are of value for a range of reasons; they :

- Are easy to remember.
- Convey an image of prestige / credibility.
- Provide instant “brand recognition” without “brand building”.
- Improve the position of your site in search engine results.
- Are an asset, the value of which may increase over time.

Additionally if you possess a premium generic domain relevant to your business area it is not available for exploitation by your competitors.

Domains Sci7 controls and would be prepared to make available for sale, rental, or branded mini-sites include:

- bioresponsive.com
- low-cholesterol.net
- monoclonal.co.uk
- mirna.co.uk
- biojournals.com
- biomarketing.co.uk
- polyclonal.net
- biosensor.co.uk
- immunodetection.com
- biodetection.co.uk

Sci7 can suggest potential domain names – registered, unregistered, and “dropping”. Sci7 can identify the owners of registered but unused domain names of interest and initiate negotiations.



Automated site content

Sci7 is able to advise on, implement or specify methods of incorporating latest news / links to latest scientific publications within specific areas on your site. Such information would by its nature be regularly changing and as such seen as regular fresh new content by the search engines. Latest news and publications are also a rich source of keywords that have a high ratio of people searching for them verses pages incorporating them.

Automated content can be deeply embedded within your site, enhancing the value of individual product pages from the perspective of customers and search engines.

Sci7 can also assist in ensuring that your own site's content is made available in a manner enabling it to be syndicated on other sites, including portals, aggregators and directories.

Sci7 also advises on traditional search optimization techniques.



Paid Search Engine Placement / Advertising

Sci7 offers a service acting as an advertising account manager (selecting keywords, writing ad text, setting daily, and keyword specific spending limits etc.) for Google Adverts and other similar schemes. The optimization of such campaigns, especially in competitive areas requires an analytical, scientific approach and constant tweaking in response to web-trends and competitor activity – Sci7 can free you and your staff from this continuous chore.

Sci7 is also excellently placed to offer advertising deals with a range of websites in the biosciences offering banner advertising, and product features.



Biointelligence

The biointelligence service from Sci7 provides data on how the popularity of research areas, techniques, and genes varies over time. Information on trends is data-mined from the publications and patent databases and delivered in whatever formats suit your needs.

We can provide data to enable you to describe visually the development of the subject area which you are reviewing. Identifying the relative importance of topics within the subject of your review, clearly demonstrating which are becoming more or less popular.

This service is typically used by:

- Companies to assist making decisions on investing in new product development.
- Academics writing review articles who wish to give their reviews a quantitative element.
- Industrial decision makers.
- Investors evaluating opportunities.