

A Decade-Long Collaboration Boosting Brand Awareness and High CTRs



COMPANY NAME:

Sino Biological

RELATIONSHIP LENGTH:

10 Years

COMPANY WEBSITE:

sinobiological.com

PROGRAM DETAILS

Sino Biological has been partnering with Biocompare for nearly ten years, focusing on Product Listings as the cornerstone of their campaigns. Additionally, they have utilized various other programs, including eBook sponsorships and Banner Ads, which vary annually based on performance. These programs are strategically designed to increase brand visibility and drive traffic to Sino Biological's website, ultimately enhancing product promotion and sales.

RESULTS ACHIEVED

- Achieved a 4% CTR on Banner Ads, significantly outperforming other channels.
- Banner Ads on Biocompare consistently drive superior CTRs compared to other platforms.
- Significant growth in brand visibility over the partnership period.
- Product Listings on Biocompare consistently deliver traffic that converts to sales.

4%
CTR

PROGRAM INSIGHTS

When Sino Biological first collaborated with Biocompare, the primary goals were to enhance brand awareness and promote products effectively to boost sales. Over the years, the product directory listings have proven to be an excellent solution, delivering sales-ready traffic and contributing to a higher ROI. The team at Biocompare, known for their timely response, professional service, and proactive problem-solving, has played a vital role in this ongoing success. While there is a need for more timely reporting, the overall experience with Biocompare has been positive and fruitful.

"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