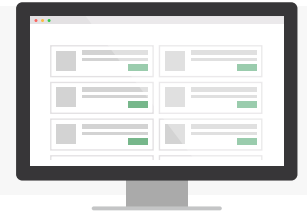


Case Study: Generating traffic that converts to sales

“Biocompare is our biggest referral partner”, says CJ. Xia, Vice President of Marketing at Boster. ”



Be in the right place at the right time. This old rule of thumb is the foundation of Boster's marketing strategy, which includes Biocompare product listings that drive prospects to the company's supplier page.

With a product such as the antibodies that Boster offers to its scientific audience, the marketing efforts are less focused on education, says C.J. Xia, Vice President of Marketing for the Pleasanton, Calif.-based company. “It's a commodity product,” Xia says simply. Boster offers primary and secondary antibodies, Picokine ELISA kits, and cell staining kits. What differentiates Boster is how it tests antibodies using un-“spiked” (transfected) tissues and cell lines.

Generally, Boster's target customers know exactly what they want and understand the technology the company offers.

“So, it comes down to proper advertising placement,” Xia says of standing out in a market with stifling competition where decisions are price-driven. “We have to be in the right place, and present our information in the most relevant fashion as possible.”

That's why Boster started running robust product listings with Biocompare, along with testing other content marketing offerings like email campaigns. The product offerings have been the real clincher for Boster because of its market and audience.

Boster has run the product listings with Biocompare since 2012. “Biocompare is our biggest referral partner,” Xia says, adding that its second to organic search in leading prospects to its supplier page.

“The competition is fierce,” Xia emphasizes of the market Boster plays in. “And customers don't change brands very often.” Biocompare product listings give the scientific audience information they need to reconsider their current supplier, he says. “That's why we have a vibrant listing campaign and sponsor listing with Biocompare.”

