

Elevating Brand Awareness through Integrated Marketing



COMPANY NAME:

Bioss

CUSTOMER NAME:

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JOB TITLE:

Business Development

COMPANY WEBSITE:

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PROGRAM DETAILS

Bioss has partnered with Biocompare to effectively share their range of Antibodies, ELISA Kits, and Proteins with the life science research community. Leveraging a variety of advertising opportunities, including banner ads, remarketing ads, eBlasts, and eNewsletters, Bioss has successfully maximized its visibility. The integrated marketing approach provided by Biocompare, combining product listings with multi-channel advertising, aligns seamlessly with Bioss's marketing strategy and goals, driving increased brand awareness and product exposure.

RESULTS ACHIEVED

- Significant visibility achieved through product listings and ads.
- Boosted awareness within the life science research community.
- Effective communication of product value and benefits across multiple channels.
- Supportive and proactive team ensuring a smooth and efficient process.

PROGRAM INSIGHTS

Bioss chose to work with Biocompare due to its integrated marketing approach, which aligns perfectly with their strategic goals. The multi-channel strategy employed by Biocompare has helped Bioss enhance their brand awareness and product visibility, particularly through targeted advertising. The ability to effectively reach the right audience of life science researchers has been a key factor in the success of their campaigns. The partnership with Biocompare has been instrumental in boosting their marketing efforts and connecting with their target audience.

"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