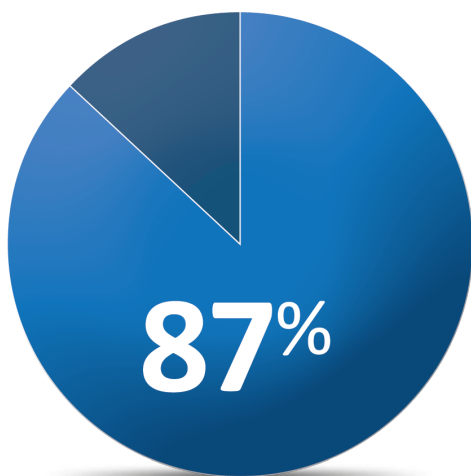


# Audience



**authorize or recommend purchases.**



**Average time spent on Biocompare.**

Biocompare is currently one of the most popular online search portals for products and services relating to the Life Science and Analytical Chemistry industries.

## Why Scientists Visit Biocompare

Biocompare has created a single resource where life scientists source products and learn about the latest technologies relevant to their research.

With over two million products/services from the majority of leading suppliers, the primary reason for visiting Biocompare is to find and compare products.

- Users spend on average 8.11 minutes each time they visit.<sup>1</sup>
- 87% either authorize or recommend purchases.<sup>2</sup>
- 79% of Users feel they learn a sufficient amount on Biocompare to choose a product to purchase.<sup>2</sup>

## Scientists Keep Coming Back

45% of users to Biocompare are return visitors coming back to Biocompare. Through eNewsletters and email blasts, users stay up-to-date on the latest technologies and are reminded to return to Biocompare.

- Over 260,000 registered users<sup>3</sup>
- Over 69,000 unique eNewsletter subscribers<sup>3</sup>
- Over 50,000 unique email blast subscribers<sup>3</sup>

Sources:

1 Omniture Web Analytics

2 Biocompare User Survey September 2009

3 Biocompare Database Information

**For More Information**

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