

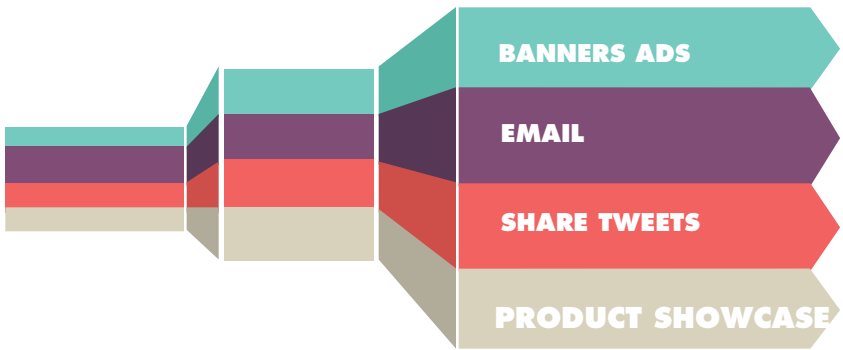
**MO BIO**  
*Advertising review*  
**2013**

# 2014

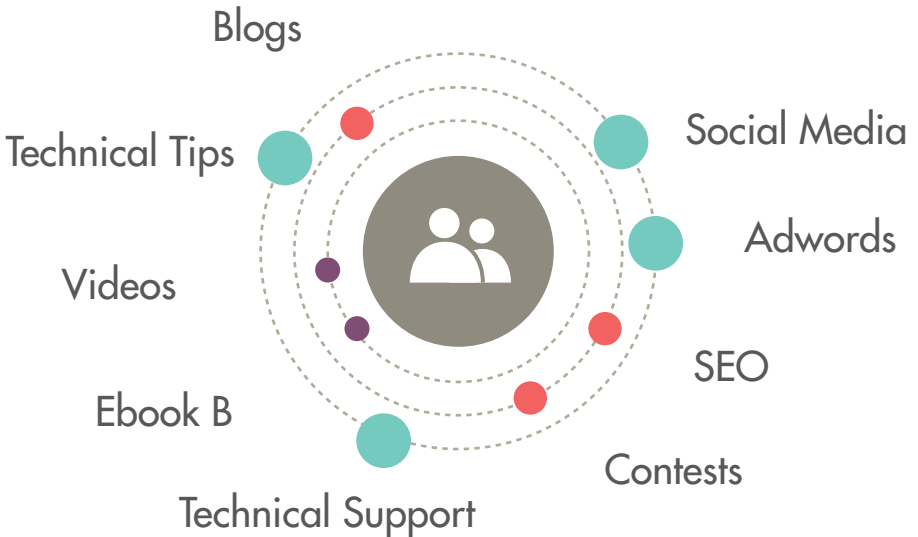
The main goal for next year is to increase sales and customer satisfaction by increasing positive interactions with current customers, by growing the number on new customers and by keeping MO BIO presence on those outlets our customers trust.

We will continue utilizing third party advertising agencies (Journals, blogs, email lists, etc) and we will take advantage of the amazing potential of internal and inexpensive advertising tools such as social media, technical support, videos, etc..

## ADVERTISING through 3rd-party agencies



## ADVERTISING through internal tools



# 29 Advertising Media

Plant physiology, Plant Cell, Microbiome Journal, RNA Journal, Research Gate, The Scientist, Bitesize Bio, GEN, Genomeweb, PLOS, ASA-CSSA, BioTechniques, PDA, ASM Microbiology Buyers Guide, AEM, Earthmicrobiome, Nature keywords, Microbiota, Protocol-online, PR Newswire, AWIS, Google, LinkedIn, SEO, Labroots, Sample Prep East



# 15 Different Formats

Leaderboard banner, skyscraper banner, other ads, email blast, eTOC, sponsorship, adwords, education programs, webinar, newsletter, sponsored updates, tweets, text ads, press release,



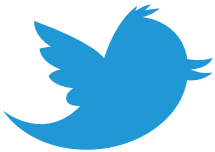
# 1,007,540 Impressions

Times the ad has been shown in a page a user opens. Although not all the impressions become a interaction, impressions are key for branding. These are moments that scientist see us side by side their research



# 6,499 Clicks

Impression become interactions when the user clicks on the ad and he/she is taken to our website or other marketing materials



**882**  
TWEETS  
**915**  
FOLLOWING  
**625**  
FOLLOWERS

**in**  
**1,340**  
FOLLOWERS  
**11,131**  
IMPRESSIONS  
**104**  
CLICKS

Followers represent direct relationships with other members in twitter & linkedin  
**(37.5 people in research)**

100% in Twitter and 99% of impressions on LinkedIn are free The information displayed is always relevant to the targeted followers.

When compared CTRs, the performance rate or the impression in linkedin is much higher than other advertising media

**19** Blog Entries

## Adwords Campaigns



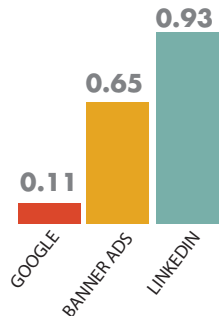
**12.7 million**  
Impressions  
**14307**  
Clicks  
**7.3%**  
Cheaper click

## CTR

Clickthrough rate

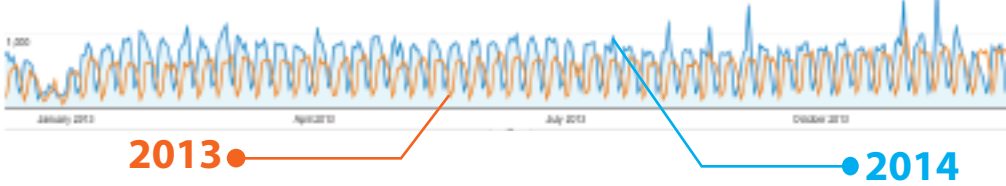
It is important to realized how the number of impressions is not directly related with the number of interactions.

The more targeted the campaign and the recipient, the higher the number of interactions.



# 28.73% more people visited www.mobio.com

From 206485 to 265809 with 33.51% more unique visitors, and 14.96% more page views



## 14,628

### Contacts on our email list

This year we curated our email list cleaning up non-valid and bounced emails, and we add 315 new contacts.



## 69,000

### People we emailed in 2013

We have used third party lists to contact people directly through their emails. We have delivered customized and targeted messages about products, events, promotions, etc..



### People download our ebook

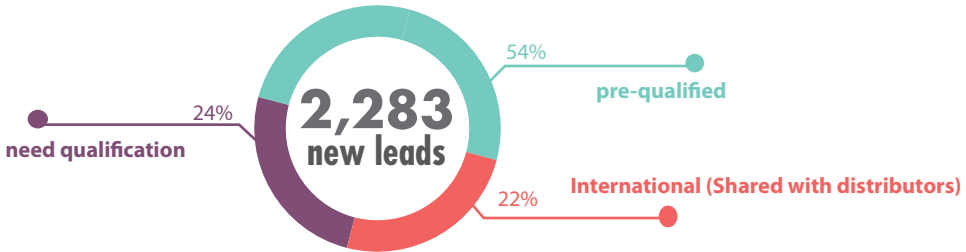
We collected information from these people. They are automatically added to our Leads Count as qualified leads.

## 3,299

### Free Samples Sent to Customers



Most of the campaigns utilize the free sample offer. This seems to be a great way to connect to new customers.



## budget 2013



- Banner ads
- Email blast
- Google adwords
- Other