

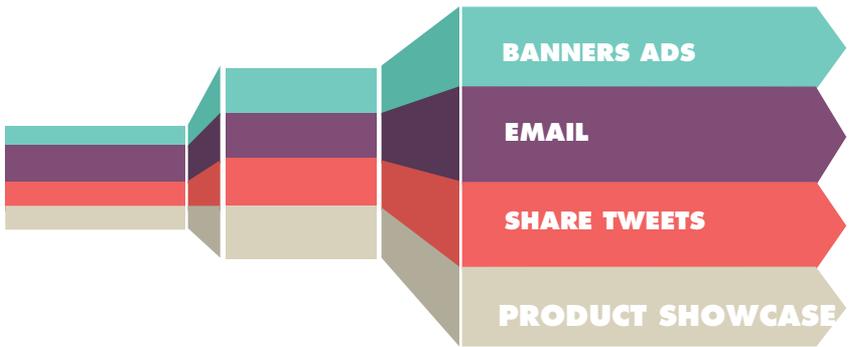
MO BIO
Advertising review
2013

2014

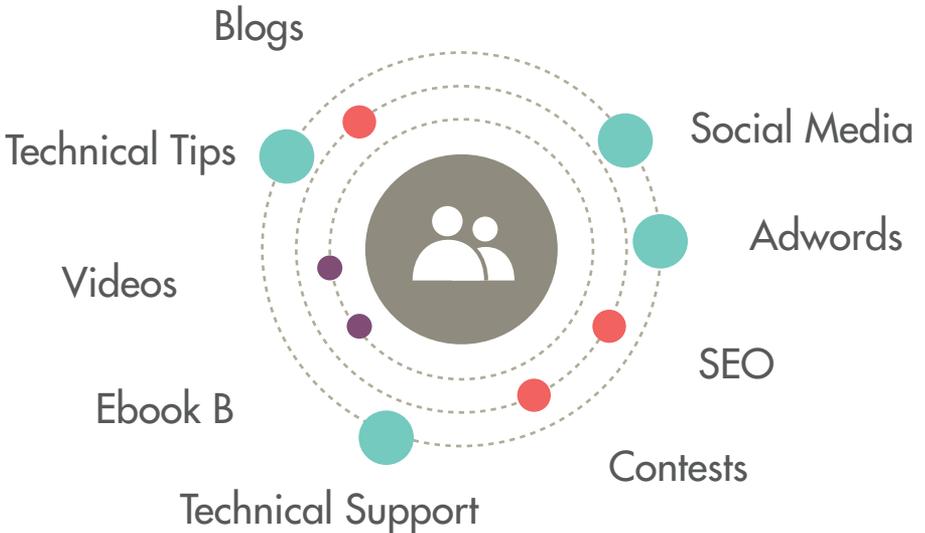
The main goal for next year is to increase sales and customer satisfaction by increasing positive interactions with current customers, by growing the number on new customers and by keeping MO BIO presence on those outlets our customers trust.

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, Microbiata, 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



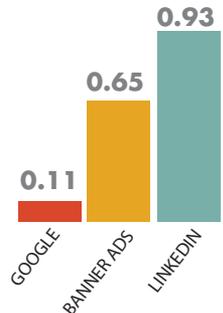
12.7 million
Impressions
14307
Clicks
7.3%
Cheaper click

CTR

Clickthrough rate

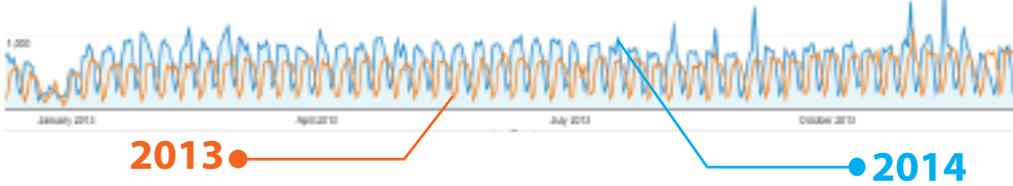
It is important to realized how the number of impressions is not directly related with the number of interactions.

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

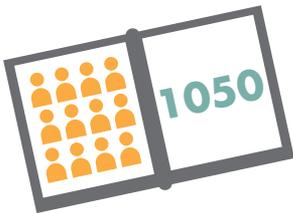
This year we curated our email list cleaning up non-valid and bounced emails, and we add 315 new contacts.



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

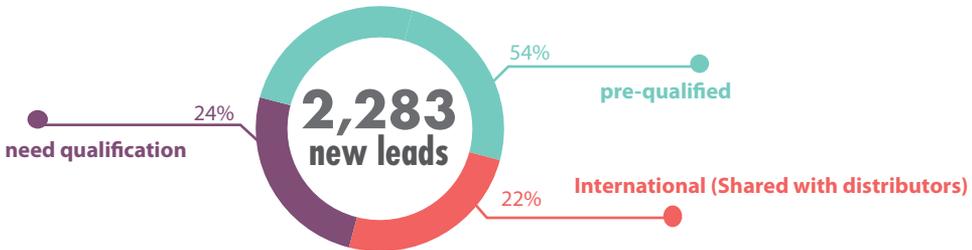
We collected information from these people. They are automatically added to our Leads Count as qualified leads.

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