

ContentConnect

Comprehensive Marketing Solution

Connect with a highly qualified audience - incorporate marketing messages, product information, and advertisers' content with optional lead generation opportunities alongside premium content within the environment of global brand, *SciVerse ScienceDirect*.

Concern

Gaining visibility in a sea of information

- Online competition increases daily
- Difficulty highlighting new messages and focus within a broad corporate website

Solution

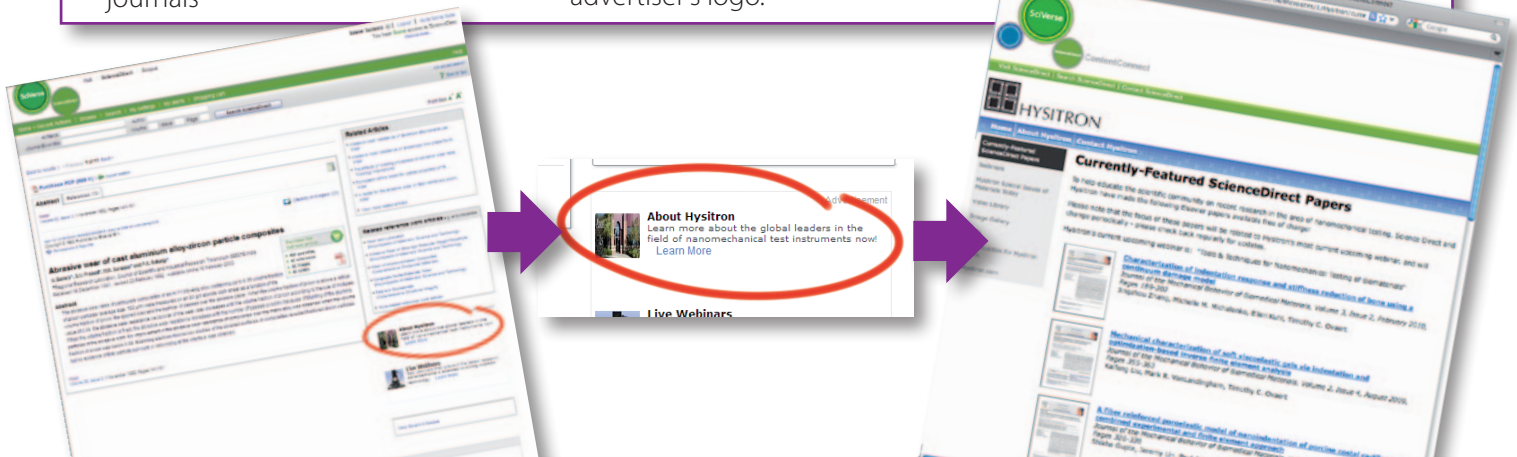
ContentConnect Microsite

- Align your brand with *SciVerse ScienceDirect*
- Position product and application information next to premium content

How ContentConnect works

...for the reader:

1. Esteemed ScienceDirect.com reader and luminary, Dr. Francis G. Newton, views a paper from one of Elsevier's 2,500 peer-reviewed journals
2. SciClick recognizes that the article is **relevant** to the designated **ContentConnect** microsite and creates a text link ad with the advertiser's logo.
3. Dr. Newton clicks through to the advertiser's **relevant** content



...for the advertiser:

1. Science Company X wants to deliver a distinctive message to a uniquely qualified audience, highlighting products, applications, events, and/or open access peer-reviewed articles
2. Content and target web pages are identified and provided to Elsevier and a microsite is developed with the advertiser, hosted on ScienceDirect.com.
3. SciClick 'reads' the **ContentConnect** site and creates relevancy profiles within ScienceDirect.com, displaying the text link ad whenever there is a match. Subscription model = *unlimited* SciClicks to the **ContentConnect** site!

Premium Content Positioning

- Develop a focused and targeted message alongside first-rate, peer-reviewed content
- Take advantage of *SciClick* Contextual Link Advertising. *SciClick* utilizes a unique search algorithm to match advertisers' content in context with the content on *Cell.com* to drive traffic to your **ContentConnect** site – included in the **ContentConnect** subscription!
- Optional: Enrich your **ContentConnect** content with licensed articles from *ScienceDirect.com*

Premier Brand Alignment

- Co-branding opportunity within the vast global reach of *ScienceDirect.com*
- Utilize content relevancy as the foundation for communication with a highly qualified target audience

Lead Qualification and traffic generation

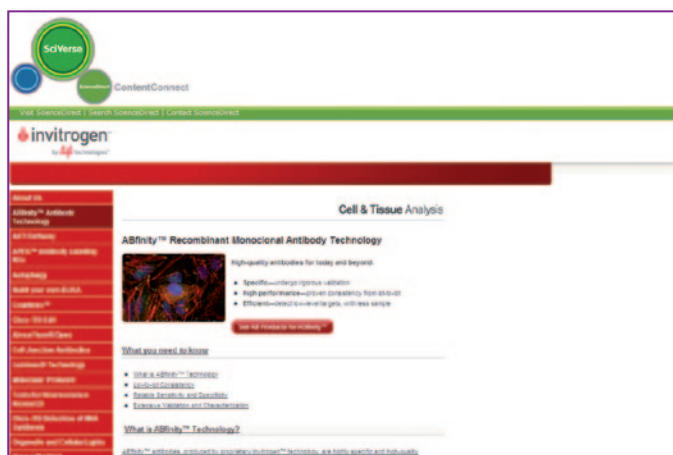
- Produce highly qualified traffic to your website
 - Draw from the *SciVerse ScienceDirect* network, reaching over 16 million professionals and scientists at corporate, academic, governmental and health organisations throughout the world

Opportunities for Lead Generation

- Enrich the **ContentConnect** site with in-demand content behind a registration form and/or survey
 - Host videos, technical notes, white papers, and posters
 - Offer licensed articles to establish expertise in a specific field or application and inform potential customers about new developments
- Pick your article(s) from *ScienceDirect.com*. Choose from unlimited downloads or a specific number of downloads, according to your budget.
- Increase overall SERP (Search Engine Results Page) presence

Subscriptions include:

- Hosting of the **ContentConnect** microsite
- Production of up to 20 pages of content
- Unlimited *SciClick* Contextual Link Advertising
- Unlimited outbound clicks
- Monthly updates and edits
- Comprehensive analytics



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