OVERVIEW

In order to effectively market your products, you have to know your audience. In order to understand the ways that life scientists are consuming information, communicating with each other, and evaluating your communication with them, we provide extensive analysis and explanation of survey results, which will allow you to deliver consistent brand messaging, product information, and other relevant information to scientists through the appropriate channels.

Consistently overlooked, particularly among marketers looking to target the life science market, are the generational differences which shape their expectations and influence their buying behavior. Knowing media channels, expectations, and differences between generations can greatly assist in you marketing efforts. This is especially true as younger scientists become a larger and more influential part of the pool of potential buyers. This report also provides insight into regional differences among life scientists, where different preferences for social media, digital content, and interactions with suppliers exist.

With this report and basic demographic data about your target consumers, you will be able to craft an effective marketing strategy around different digital marketing touchpoints, no matter where they work, where they live or how old they are.
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# REPORT CONTENTS

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- Response to Life Science Suppliers Advertising in Social Media Feeds
- Science-Oriented Social Media Sites Used for Research/Work

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- Level of Interest in Posting Paid Reviews/Endorsements
- Interest in Posting Reviews/Endorsements by Whether Consider Ethical to Publicly Endorse Life Science Products/Services Used
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Sponsored Content
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- Usefulness of Supplier-Generated White Papers/Case Studies by Believability
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- Customer Sentiments Regarding Online Content

Executive Branding
- Greatest Credibility When Speaking About Their Company’s Products
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- Purchase of Stock in Life Science Companies
- Awareness of Life Science Executives and Their Companies

Customer Engagement
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Mobile Marketing
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- Willingness to Accept Push Notifications from Supplier App

Smart Instrumentation
- Usefulness of Smart Instrumentation Features
- Comfort with Levels of Sharing Made Possible by Smart Instrumentation

Methodology and Study Demographics
METHODOLOGIES

BioInformatics provides detailed information on scientists’ social media usage, and their engagement with digital marketing through a variety of sources. The results of a 42-question online survey of more than 800 Life Scientists from around the world is included, which provides substantive information on how scientists use social media, both personally and professionally, how they learn about life science products, and their engagement with both suppliers and other scientists through digital platforms. The survey also sheds some light on scientists’ attitudes on influencers and digital content. In addition, there is an in-depth analysis of how different generations (Boomers, Gen X, Xennials, Millennials etc) interact with social and digital media and marketing materials. An analysis of changing attitudes and perspectives over the last two years on this topic is also presented, to provide additional insight and perspective on the topic. This report is the most accurate, detailed and concise market research document covering digital marketing to life scientists.
SAMPLE DATA

RESPONSE TO LIFE SCIENCE SUPPLIERS ADVERTISING IN SOCIAL MEDIA FEEDS
BY MARKET SEGMENT, AGE AND REGION

- **Like it**
- **Do not care**
- **Do not notice it**
- **Hate it**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Total Respondents</th>
<th>Academic (n=556)</th>
<th>Pharma/Biotech (n=170)</th>
<th>Millennials (n=217)</th>
<th>Xennials (n=143)</th>
<th>Gen X (n=224)</th>
<th>Boomers (n=136)</th>
<th>North America (n=280)</th>
<th>Europe (n=218)</th>
<th>APAC (n=228)</th>
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<td><strong>Total</strong></td>
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<td><strong>Xennials</strong></td>
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<td><strong>Boomers</strong></td>
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</table>
SAMPLE DATA (continued)

INFORMATION OF INTEREST FROM SENIOR EXECUTIVES (TRENDED)

- New product development initiatives
- Collaborations with academic institutions/scientists
- Funding opportunities
- Perspectives on scientific breakthroughs
- Partnership opportunities
- Answer customer question about corporate performances
- Sustainability ("green") policies
- Opinions on science policy
- Commitment to social causes
- International initiatives
- Business strategy
- Corporate financial performance

2019 (n=837)
2017 (n=997)
### SAMPLE DATA (continued)

#### USEFULNESS OF SMART INSTRUMENTATION FEATURES (TRENDED)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Highly Useful</th>
<th>Somewhat Useful</th>
<th>Not Useful</th>
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<tbody>
<tr>
<td>Alerts to potential operator errors</td>
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<td>Predicting your run time</td>
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<td>Automates preventive maintenance of instruments/software updates</td>
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<td>Alerts when it's time to re-order consumables</td>
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<td>Enables secured remote monitoring</td>
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<td>Automates the analysis and interpretation of images</td>
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<td>Interprets experimental data to predict and analyze data trends</td>
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<td>Interprets experimental data to recommend relevant scientific papers</td>
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<td>Interprets experimental data to recommend potential collaborators</td>
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<tr>
<td>Ability to reference relevant Knowledge Bases</td>
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<td>Recommending different experimental designs based on other users' experiences</td>
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<td>Reports negative findings experienced by others</td>
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2019 (n=837) vs. 2017 (n=1,002)
WHY BUY OUR REPORTS?

Source of Independent, Unbiased Research
Unlike reports from other firms that are based on analyst's subjective summaries of information from publicly available sources, our reports are based on the results of detailed surveys of hundreds – even thousands – of scientific and medical professionals who buy your products.

Developed by a Team of Experts
Our questionnaires are developed by a multidisciplinary team of scientists, industry veterans and market research experts with years of experience. These professionals understand that survey questions need to be asked in a way that ensures the answers will directly address the business challenges you face. Once the surveyed data is collected, this same team creates a unique report that presents the reader with a thorough understanding of the topic, and the scientific and business implications of the results based on sophisticated statistical analytics.

Carefully Selected Survey Participants
When others promote results from their online surveys, they fail to mention the uncontrolled nature of their broadcast email invitations. To provide you with the most valid and accurate results possible, the respondents to our surveys are members of our unique online panel – The Science Advisory Board® - which consists of thousands of verified life science and biomedical professionals who have agreed to take part in our surveys, focus groups and other market research activities. These respondents are carefully selected based on their professional qualifications, market segments and geographic regions. We can even select them based on the products they use and their preferred suppliers.
Custom Analysis & Research Available

With your purchase of this report, we also invite you to set up a meeting with our report team of scientific and market analysts. We can answer any questions you may have about our findings, and we can also share what we believe to be the significant trends affecting your market.

Sale prices through April 15, 2019: $6,750

Prices after April 15, 2019: $7,500
ABOUT BIOINFORMATICS INC.

BioInformatics Inc., part of Science and Medicine Group, is the premier research and advisory firm serving the life science industry. Since 1994, we have been providing off-the-shelf reports, custom-designed studies, and market analysis that enables companies to understand their market and competitors through the eyes of the most important information source of all-the-people who buy their products. By leveraging our online professional network of tens of thousands of scientific customers, we have supported more than 500 companies and provided insights that lead to better business decisions. Our actionable insights support assessing the size and attractiveness of markets, optimizing product configurations and pricing, validating corporate acquisitions, measuring of customers' brand loyalty, and evaluating of your brand strength and positioning. We help you grow, adapt, and change in a rapidly evolving market.

For more information about BioInformatics report and service offerings, please visit our website at www.bioinfoinc.com, call 703.778.3080 x19, or email reports@bioinfoinc.com. For more information on the Science and Medicine Group, please visit our website at www.scienceandmedicinegroup.com.

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