

c&en

Maximize Your Content ROI with Paid Acquisition



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Agenda

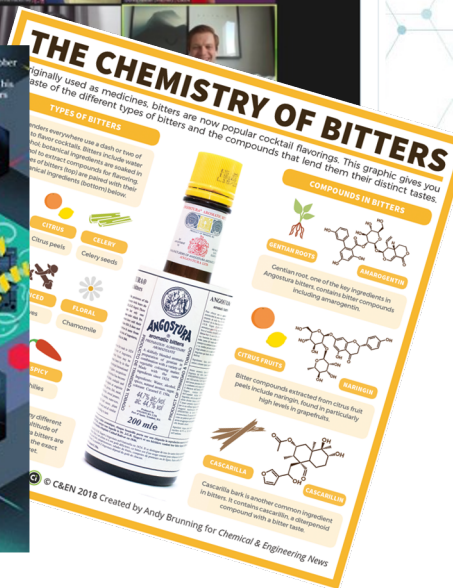
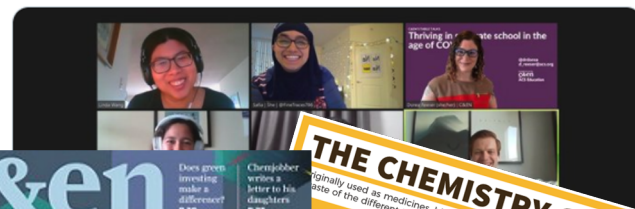
- Who We Are
- Our Approach to Audience and Marketing
- Our Audience Pillars
 - Paid Acquisition & Advertising
 - Analytics
 - Loyalty Dashboard Overview
- Growth & Impact



Safia | صفية
@Finetraces786

It was WONDERFUL to help facilitate @cenmag's very first virtual table talk with these wonderful people!!

It was an insightful experience! Special thank you to @l_wang_cen & @DrDorea for doing something new & invaluable for the scientific community in such a sensitive time!!



Our audience

Since 1923, C&EN has been the flagship publication of the American Chemical Society, a professional society for over 155,000 chemists

88,000

ACS members who receive C&EN's magazine each week (print + digital)

43%

Of users of cen.acs.org are located outside of US

195,000

Total C&EN weekly newsletter subscribers (over 70+ are non-members)

70%

Of users of cen.acs.org are under 45

8.4 M

Users of cen.acs.org in 2020

46%

Of users of cen.acs.org are women

Our approach to Audience & Marketing

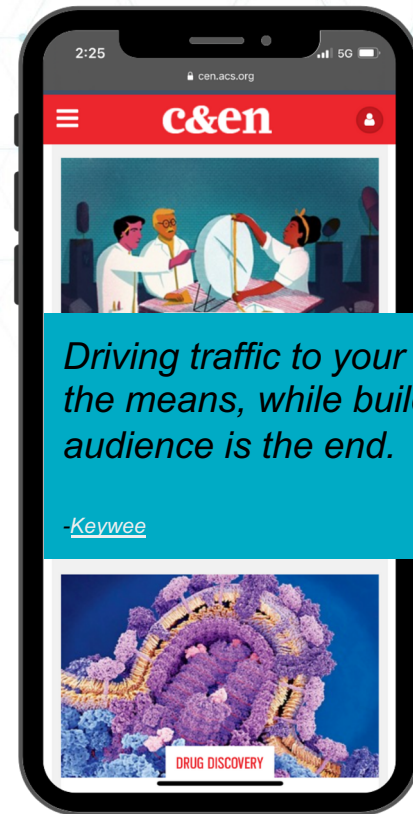
Key shifts in the media landscape helped us shift our marketing strategies to build a formal Audience team.

Including...

- Readers are inundated with too much information available on a suite of different platforms

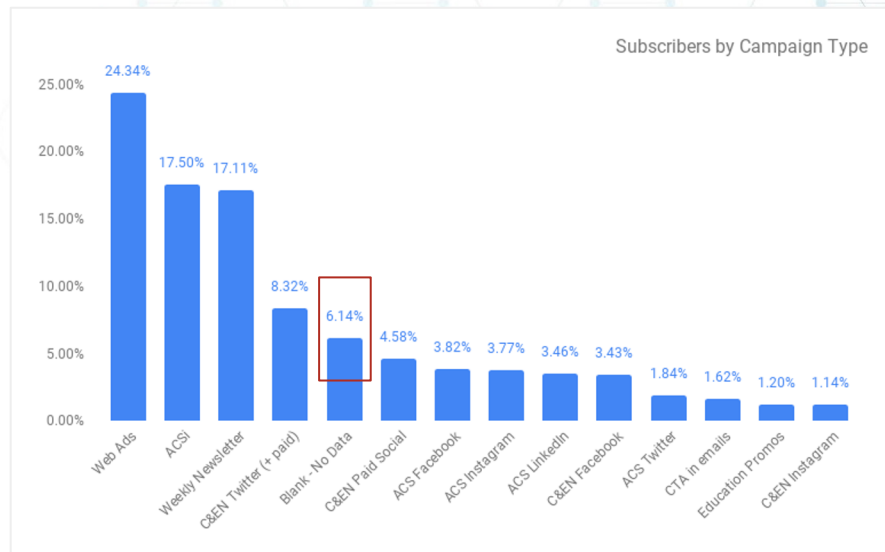
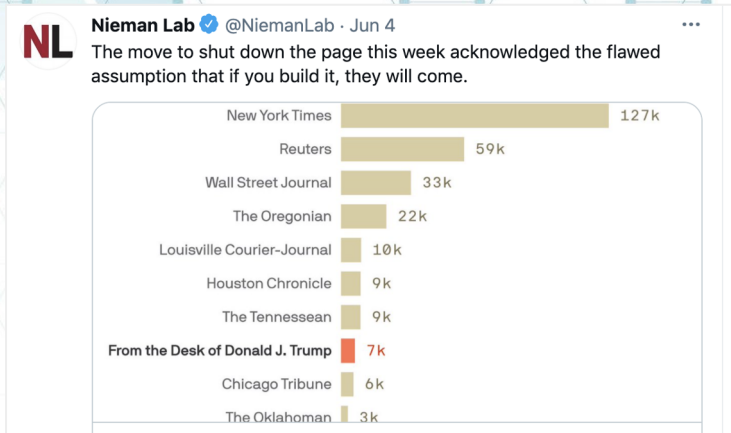
Facebook generates over 3,000 years of video watch time each day.

The total number of tweets sent per day is 500 million.



- If you build it, they will (not) come.
 - *6% of our ecourse subscribers have found the email newsletter on their own*

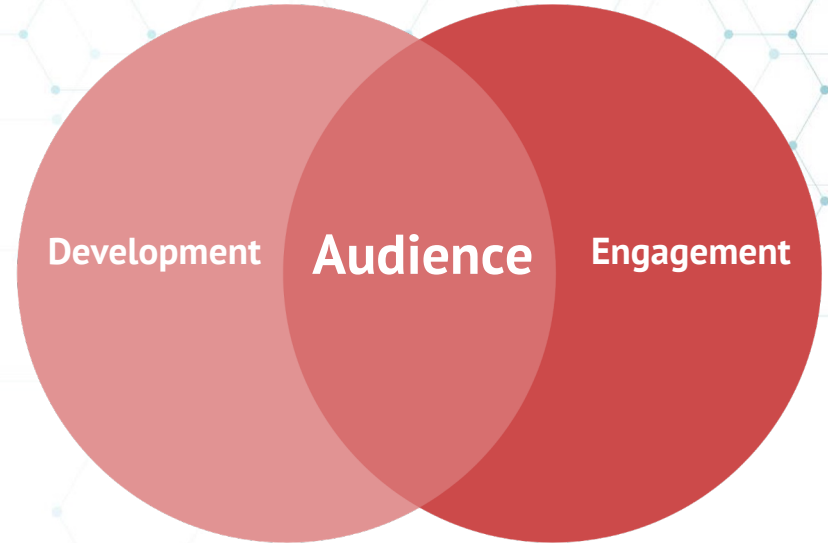
- An audience impacts revenue, and deserves (paid!) attention.



Audience at C&EN

C&EN's **Audience** team focuses on two major areas: **development** and **engagement**. Within these buckets, we:

- Utilize **analytics**, **user feedback**, and **marketing best practices** to attract new audiences and retain existing across platforms and communities.
- Deploy strategies to nurture and grow **engagement** with and **reach** of C&EN's journalism



We grow not only a loyal audience for our journalism -- but also readers' relationship with ACS.

Pillars of Audience Development & Engagement

**Community
Building**

**Advertising/
Acquisition**

+

Analysis

Education

Key strategic goals

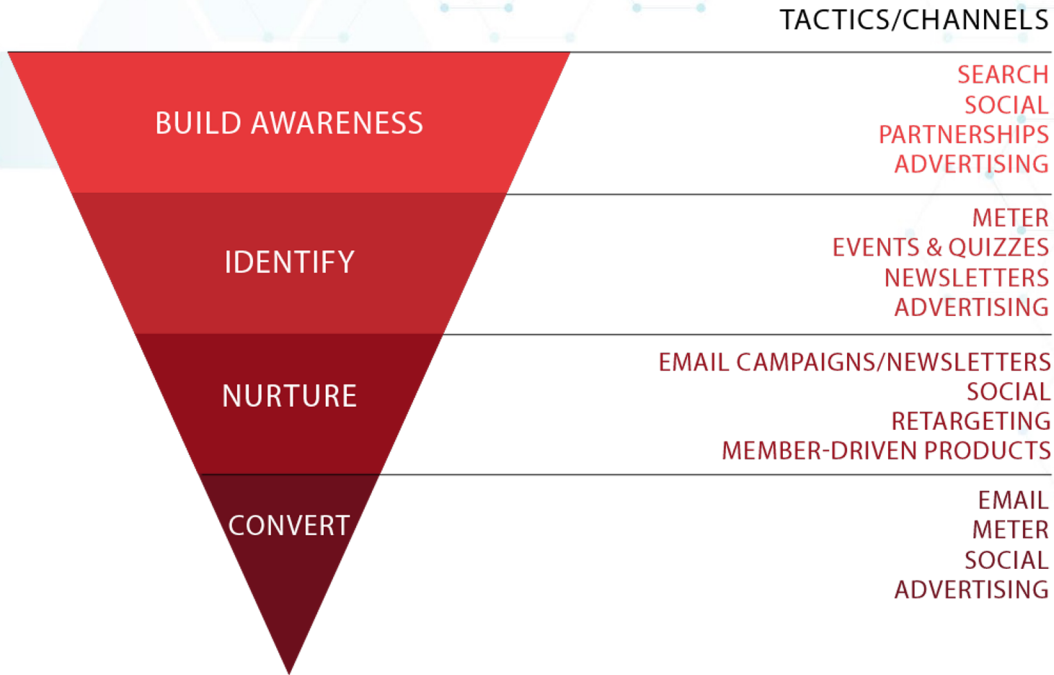
- Move Users through the Funnel
- Diversify Distribution Channels
- Use content as the hook

Key metrics

- Engagement
- Loyalty
- Conversions

Our key strategic goals /

1 - Move users through the funnel



***Content is the fuel
and analytics
inform throughout
each stage***

2 - Diversify distribution channels

- Reduce risk and expand reach by minimizing reliance on platforms we don't own
- Accomplished through retargeting ads, social advertising, etc.
- Does not mean “be on all channels”

“

Building an audience development strategy

There's one channel that is at the center of a successful audience development strategy. It can help publishers drive subscriptions, gather valuable data, diversify ad revenue, and nurture direct relationships.

That channel is email.

3 - Use content as the hook throughout it all

Pillars of Audience Development & Engagement



Audience Pillar / Paid advertising & acquisition

Core Platforms

- Social
 - Facebook
 - Instagram
 - Twitter
- Display Ads
 - AdRoll Retargeting
 - In-house filler ads

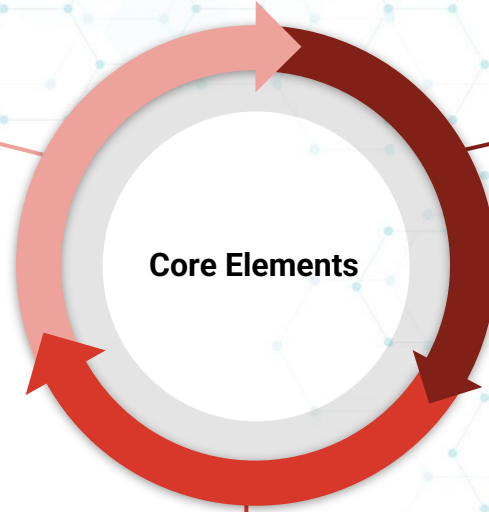
What about search? Room for growth!



Audience Pillar / Paid advertising & acquisition

Data/Targeting

Helps focus and inform future marketing efforts on what works



Core Elements

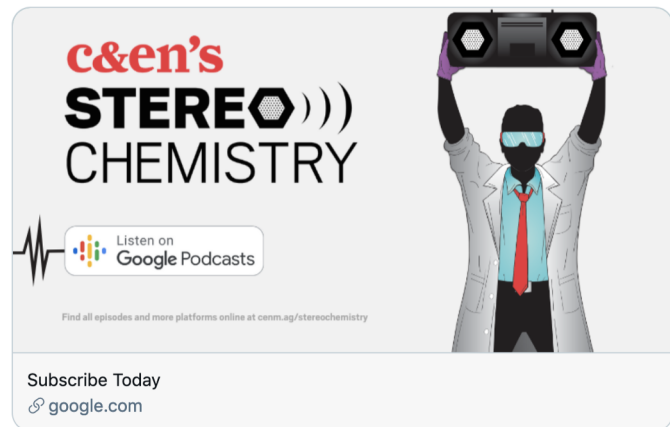
Content

Stories, products, events, newsletters, eCourses, and more

Messaging

Craft the message that will evoke the desired behavior

The latest C&EN Stereo Chemistry podcast reveals the surprising origin story of the engine that brought the Apollo 13 astronauts home--and the chemist who designed it. Listen on your device here.



c&en's
STEREO)))
CHEMISTRY

Listen on
Google Podcasts

Find all episodes and more platforms online at cenm.ag/stereochemistry

Subscribe Today
[google.com](https://www.google.com)

9:16 AM · Apr 17, 2020 · Twitter for Advertisers.

What we promote

- Boost editorial stories every week, also visual content
- Twitter primarily for larger campaigns and experimentation
- Also run sponsored posts for our advertisers

We always run campaigns for:

- Nominations, events, newsletter sign-ups, meter account, large editorial packages
- Donations, evergreen content

Case Study / Tying Content & User Behavior into Marketing Campaigns

Mar - May 2020 vs 2019

		Acquisition		
		Users	New Users	Sessions
		196.49% ↑	223.31% ↑	171.51% ↑
1	Organic Search	258.10% ↑		
2	Direct	93.41% ↑		
3	Social	163.30% ↑		

The screenshot shows the C&EN (Chemical & Engineering News) website. The main headline is "EVERYTHING WE KNOW ABOUT THE COVID-19 CORONAVIRUS". Below the headline is a short article snippet. To the right, there is an advertisement for "sciMeetings" by the American Chemical Society, featuring a graphic of a city street and a virus particle.

Case Study

- Put your data together
 - What is it telling you
 - What can you do with it
- Define your goals
- Identify your channels



Visited Page Tags

Contacts who have visited the page tag "CEN_Coronavirus" at least 4 times within the last 2 months

Site Audiences

Conversion: All Audiences ▾

Audience Type: All Audience Types ▾

Name	Current Audience Size ▾	Unique Visitors	Rule
Coronavirus - Broad Tag Keep 120 days	39,235	7,131	coronavirus*
Coronavirus Article - Disinfectants Keep 120 days	8,135	1,962	/biological-chemistry/infectious-disease/How-we-know-disinfectants-should-kill-the-COVID-19-coron...

The screenshot shows the top of a C&EN article page. At the top is a red navigation bar with the C&EN logo and links for TOPICS, MAGAZINE, COLLECTIONS, VIDEOS, and JOBS. Below this is a dark grey banner with the text "SUPPORT NONPROFIT SCIENCE JOURNALISM" and a call to action: "C&EN has made this story and all of its coverage of the coronavirus epidemic freely available during the outbreak to keep the public informed. To support us: DONATE, JOIN, SUBSCRIBE". The main article text begins with a large 'A' and discusses COVID-19. On the right side, there is a sidebar with a "c&en | WEBINARS" section featuring "Analysis of Nitrosamines in APIs" with a "REGISTER NOW" button, and a "MOST POPULAR IN PHARMACEUTICALS" section with the text "Without these lipid shells, there would".

Case Study

For us, we wanted to see if we could convert these new visitors into becoming more loyal readers

- With the **Adroll tracking pixel**, we could follow visitors around the web with our non-member newsletter and donation campaigns
- Created **RSS feed filler ads** specific to latest coverage and placed on internal sites
- With **Eloqua**, we could track who signed up for the newsletter through COVID-19 related coverage and campaigns
- Further pushed these users down the funnel through email marketing programs promoting membership

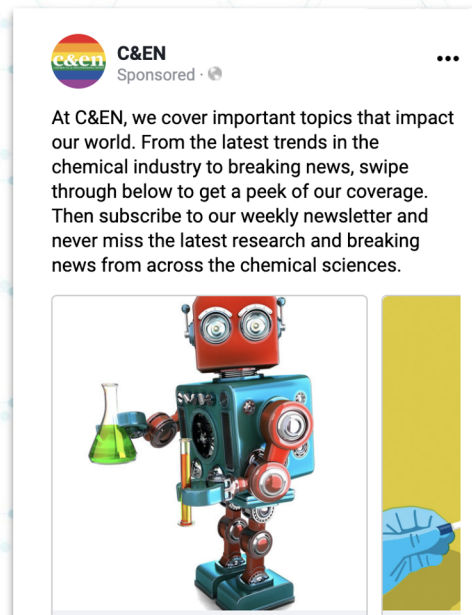
The banner features the C&EN logo and ACS Chemistry for U.S. logo in the top right. A red bar contains the text 'MEMBERS GET MORE'. Below this, '50% OFF ACS MEMBERSHIP' is displayed in large white font. A paragraph of text explains the offer: 'As a reader of C&EN, we know it's important for you to stay informed of what—and who—is making the news in the world of chemistry. With that in mind, we would like to offer you 50% off your ACS Membership, so that you too can take advantage of all the benefits that membership can offer. But act fast, as this offer expires on May 31, 2020.' A list of benefits includes: C&EN Magazine (print and digital), LinkedIn Learning (on-demand learning), Digital Career Consulting (Zoom sessions), ACS Industry Matters Newsletter (dedicated e-newsletter), Networking Opportunities (professional network), and Multimedia Resources (webinars, videos, etc.). A 'Become an ACS Member' button is at the bottom.

The banner has a black background with white text. It says 'Chemistry news that matters' with an envelope icon. Below is a red button with 'CLICK TO SUBSCRIBE' in white. The C&EN logo is at the bottom.

The banner features a green background with a plant. It says 'FACTS ARE THE FOUNDATION' in white. Below is a paragraph: 'As we unite to confront the global pandemic, we need timely, accurate, and unbiased information more than ever. Support us as we report on the latest news and discoveries that affect us all.' A teal button with 'DONATE NOW' in white is at the bottom. The C&EN logo is in the bottom right corner.

Case Study / Using Evergreen Content to Nurture Subscribers

- Using evergreen content allows us to more easily duplicate campaigns
- Already popular coverage can resonate
- Allows team to focus on experimentation with copy, ad formats and additional CTAs

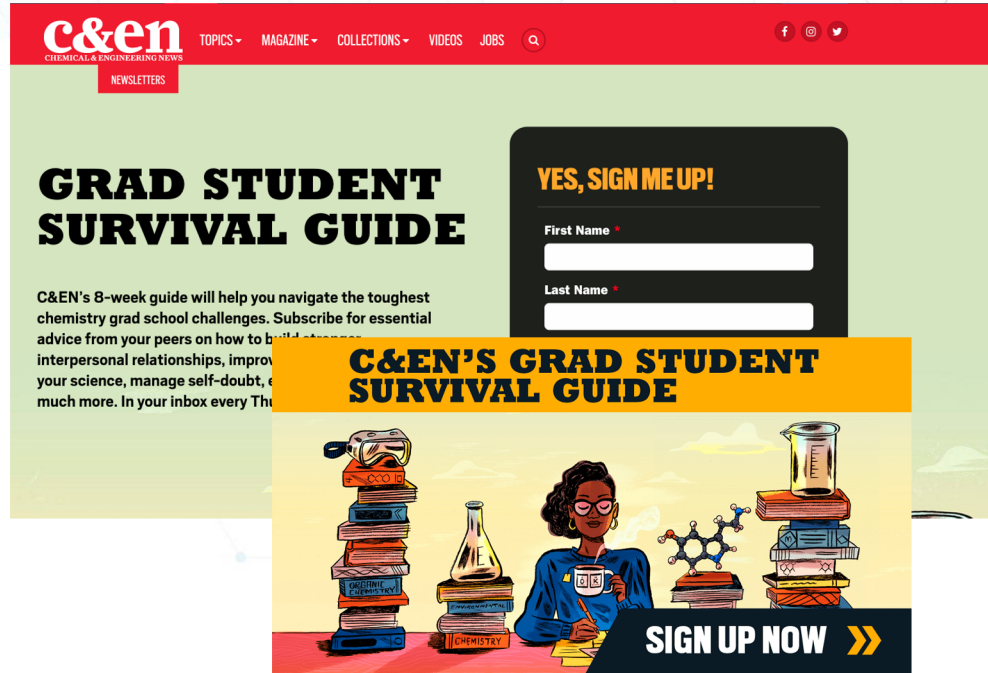


Story title	Link	Publish Date	Last Resurface Date	Last Resurface Platform	Format	Keywords / Topic	Notes (Ex: Is there interesting media available to share? What has performed best for this content so far?)
Video: what lies at the end of the periodic table?	https://cen.acs.	11/7/2019	11/7/2019	Twitter and Facebook	Video	elements, periodic table, heavy clip, gif	
Can laboratories move away from single-use plastic?	https://cen.acs.	11/3/2019	11/9/2019	Facebook	Article	plastic, microplastic, waste, sin	N/A
Carbon monoxide can be deadly. But researchers want to use it for good	https://cen.acs.	11/17/2019	11/26/2019	Facebook	Article	carbon monoxide, therapies	N/A

Case Study

Launched an evergreen email series, consisting of 11 emails sent over the course of 8 weeks, underwritten by an advertiser

- 79% non members
- 58% entirely new to C&EN's database
- Primarily grad students
- More than half outside the US



The image shows a screenshot of the C&EN (Chemical & Engineering News) website. The top navigation bar is red with the C&EN logo and links for TOPICS, MAGAZINE, COLLECTIONS, VIDEOS, and JOBS. A search icon is also present. Below the navigation bar, there is a green banner with the text "GRAD STUDENT SURVIVAL GUIDE" in large, bold, black letters. To the right of this banner is a sign-up form with the heading "YES, SIGN ME UP!" and two input fields for "First Name" and "Last Name". Below the banner, there is a yellow banner with the text "C&EN'S GRAD STUDENT SURVIVAL GUIDE" in bold, black letters. Below the yellow banner is an illustration of a woman with glasses and a blue shirt sitting at a desk, surrounded by stacks of books, a beaker, and a molecular model. The text "SIGN UP NOW" with a yellow arrow is at the bottom right of the illustration.

c&en TOPICS ▾ MAGAZINE ▾ COLLECTIONS ▾ VIDEOS JOBS 🔍
CHEMICAL & ENGINEERING NEWS
NEWSLETTERS

GRAD STUDENT SURVIVAL GUIDE

C&EN's 8-week guide will help you navigate the toughest chemistry grad school challenges. Subscribe for essential advice from your peers on how to build stress-management skills, improve interpersonal relationships, improve your science, manage self-doubt, and much more. In your inbox every Thursday.

YES, SIGN ME UP!

First Name *
Last Name *






C&EN'S GRAD STUDENT SURVIVAL GUIDE

SIGN UP NOW ➔

Case Study

- Those who are reading are engaged and going back to an email multiple times
- 76% of all subscribers have opened at least 1 email
- only 21% have opened all
- 63% have **not** visited cen.acs.org since the email course ended

Name

 C&EN 0920 VSV GSSG E-Course Form
 C&EN 1220 VSV GSSG eCourse New to Database Reporting Segment
 C&EN 0321 SEH GSSG Subscriber Activity Segment
 C&EN 0521 VSV Jobs eCourse New to Database Reporting Segment
 C&EN 1220 VSV GSSG eCourse New to Database - No Additional Activity

Case Study

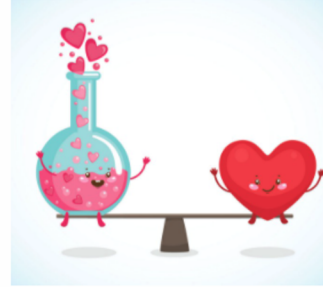
Solutions:

- Personalized follow-up email from one of the writers, explaining additional resources we have available
- Targeting these users with related content
- Promotions for related products



3 tips for making the most of your grad student stipend

Learning to manage your finances isn't so different from managing a research project



Love and the lab

Columnist Jen Heemstra on how a supportive life partner shaped her career



Don't give up. Here are some ways to improve your mental health

Self-care during the pandemic is a marathon, not a sprint

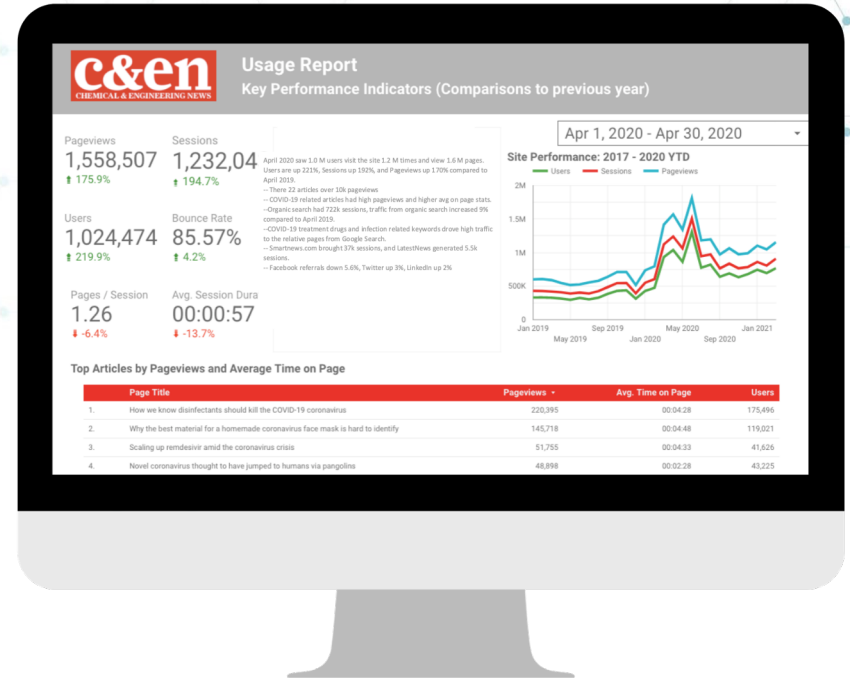
Audience Pillar / Analysis

Primary Dashboard:

- 13 page report for entire newsroom primarily monitoring behavior on cen.acs.org, weekly newsletters and video

Key metrics of success have included:

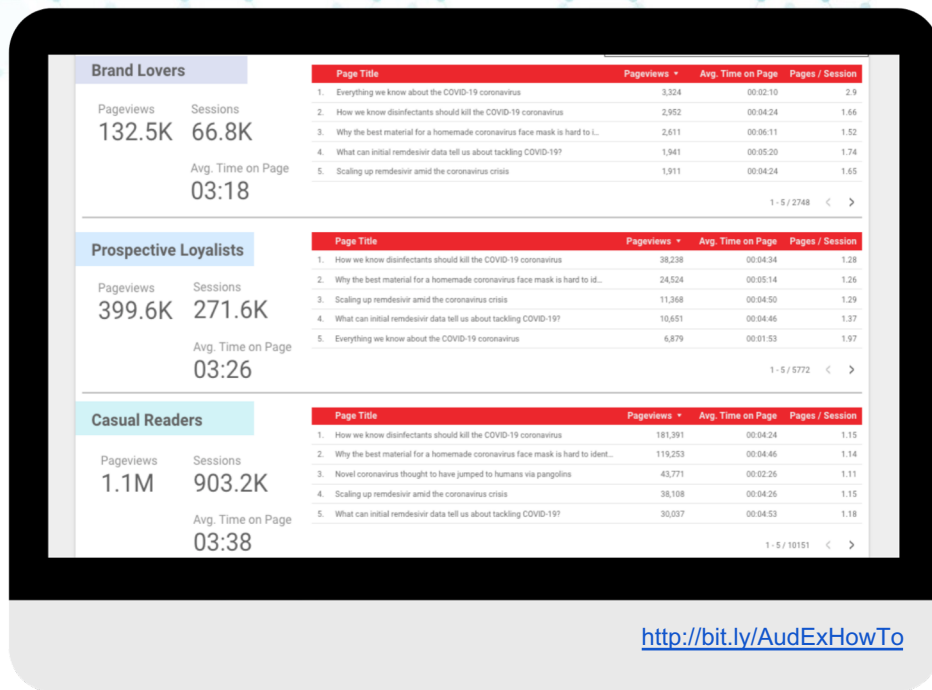
- 10k+ page views of an article in 1 month
- YOY growth in avg time on page
- Growth in referral traffic from internal campaigns, including social



Analysis / How Content Serves Different Audiences

Audience Explorer/Loyalty Dashboard:

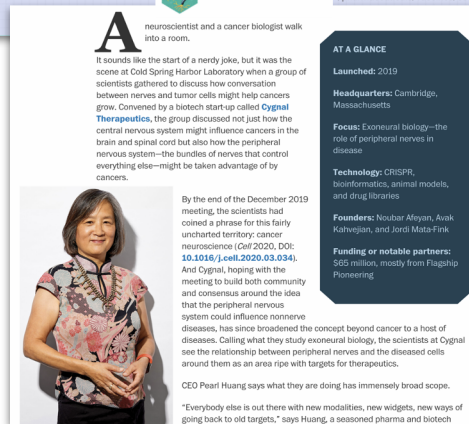
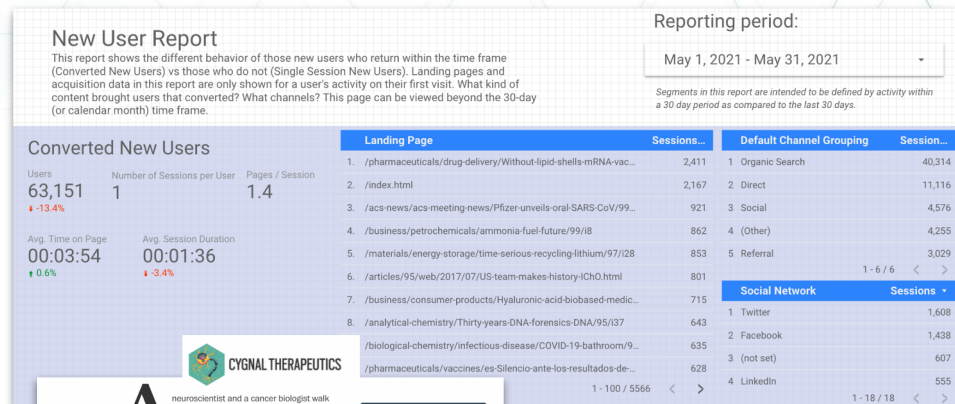
- Free resource: [Center for Cooperative Media](#)
- 3 different buckets of readers based on frequency to the site



Analysis / How Content Serves Different Audiences

ROI can be bettered measured beyond pageviews and based more on who is reading

- COVID-19 Coverage: Are 'viral' hits from search and social creating any additional engagement?
- Is there COVID-19 coverage "fatigue"?
- Who is engaging with our large editorial packages?



CYGNAL THERAPEUTICS

A neuroscientist and a cancer biologist walk into a room.

It sounds like the start of a nerdy joke, but it was the scene at Cold Spring Harbor Laboratory when a group of scientists gathered to discuss how conversation between nerves and tumor cells might help cancers grow. Convened by a biotech start-up called **Cygnal Therapeutics**, the group discussed not just how the central nervous system might influence cancers in the brain and spinal cord but also how the peripheral nervous system—the bundles of nerves that control everything else—might be taken advantage of by cancers.

By the end of the December 2019 meeting, the scientists had coined a phrase for this fairly uncharted territory: cancer neuroscience (*Cell* 2020, DOI: [10.1016/j.cell.2020.03.034](https://doi.org/10.1016/j.cell.2020.03.034)). And Cygnal, hoping with the meeting to build both community and consensus around the idea that the peripheral nervous system could influence nonnervous diseases, has since broadened the concept beyond cancer to a host of diseases. Calling what they study exoneural biology, the scientists at Cygnal see the relationship between peripheral nerves and the diseased cells around them as an area ripe with targets for therapeutics.

CEO Pearl Huang says what they are doing has immensely broad scope.

"Everybody else is out there with new modalities, new widgets, new ways of going back to old targets," says Huang, a seasoned pharma and biotech



coen's
10
START-UPS
TO WATCH

2020 CALL FOR NOMINATIONS

NOMINATIONS CLOSE:
AUGUST 1, 2020

Growth and impact by the numbers



145%

Increase in potential-member newsletter subscribers in 2020

71,000

Potential members who get C&EN's newsletter each week

66%

Increase in readers who bought an ACS membership in 2020 in order to read more on cen.acs.org

70%

Increase in traffic from internal campaigns over 2019

82%

Increase in sessions from our display ads and 85% increase in users

C&EN's audience exploded in 2020 vs 2019

Users

123.94%

8,496,598 vs 3,794,177



Sessions

104.12%

11,140,301 vs 5,457,593



Pageviews

90.47%

14,170,044 vs 7,439,384



Avg. Time on Page

12.52%

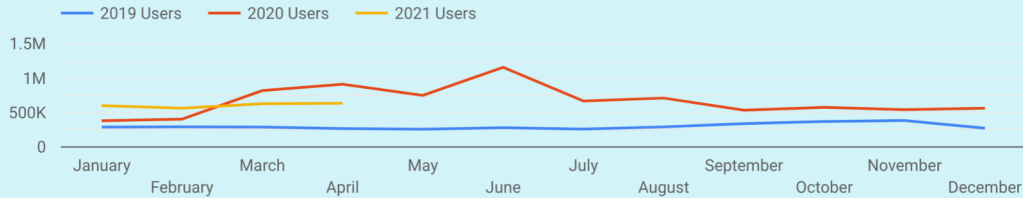
00:03:19 vs 00:02:57



Growth & Impact

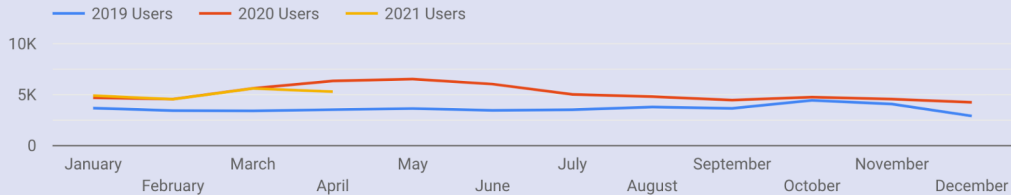
Casual Readers

Users who visited the site once in the defined date range.



Brand Lovers

Users who visited the site 6 times or more in the defined date range.



While we never expected to entirely maintain 2020's numbers, we are seeing retention and far outpacing 2019. Questions for the Audience team become:

How can we convert users?

Are visitors moving down the 'loyalty funnel'?

How can we serve them with our coverage?

THANK YOU

cen.acs.org

