Engaging the right audience at the right time

What if your next message could reach just the right people to drive brand awareness?

Build an audience to share key announcements, research achievements, product releases or upcoming conferences. Target your audience by:

- **Source journals**
  Authors who have published within specific journals

- **Keywords**
  Authors of papers where the keywords are listed in the title, keyword, or abstract field

- **Subject categories**
  Authors with papers published in journals of a specific Web of Science™ subject category

- **Cited journals**
  Authors who have cited articles in specific journals

- **Organization name**
  Authors of papers where particular terms are in the organization field

- **Topics/interests**
  Pre-built lists by our research teams

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- **Email domain**
  Authors with specific email domains
  (i.e. "@universityXYZ.edu")

- **Aims and scope**
  A customized list using the aims
  and scopes that you provide

- **Articles**
  A customized list of authors based
  on a specific paper you provide

- **Funding/funders**
  Authors who have received funding
  from specific organizations

More ways to target your audience:

- **Keywords in journals**
  Keywords paired with
  specific journals

- **Citation counts**
  Authors of papers with a
  specified number of citations

- **Emerging sources and book index**
  Authors who are indexed in
  the Emerging Sources Citation
  Index or Book Citation Index

- **Recency**
  Authors of papers who have been
  published in a specific amount
  of time (i.e. last 6 months)

- **Journal Impact Factor**
  Authors of papers in journals with
  a Journal Impact Factor within a
  specific range or percentile

- **Geography**
  Authors of papers in a specific
  country or world region (i.e.
  omit US based authors)

What more you can do with your campaign:

E-tracker on mobile
Track your campaigns on
your smart phone

Local language
Send a subject line or entire
content body in native language

Dynamic campaign
Create a highly customized email
campaign using dynamic content

Email preview text
You control the message
displayed in the preview line
of the recipient's inbox

HTML creation
Provide your message content
and have a custom HTML
creative layout assembled

Pre-populated landing page
When a recipient follows the CTA,
their information (i.e. - name, email
address) is pre-populated in the form

Responsive design
Your email adapts to the size
of the device on which your
recipient views the email

Reblast
Send a second email to the
same audience after 5 days
& only change the subject line

Countdown timer
Include a dynamic countdown
timer (set to end at a particular
date/time) on your email

Optimized send
Campaigns can be deployed
at optimized times based
on either a recipient's past
engagement or time zone

**Opens/non-opens and
clicks/non-clicks**
Target previous recipients of
your campaigns who have
taken or not take action

Poll questions
See real time results
for poll questions

Additional fees may apply for some services; talk with your account manager for details.

About Clarivate

Clarivate is a leading global information services provider. We connect people and organizations to intelligence they can trust to transform their perspective, their work and our world. Our subscription and technology-based solutions are coupled with deep domain expertise and cover the areas of Academia & Government, Life Sciences & Healthcare and Intellectual Property. For more information, please visit **clarivate.com**.

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