

Case Study | Wiley

Growing article submissions and community with strategic outreach to key authors



Customer

An international publisher of 1,600+ journals, 250+ reference works and 22,000+ online books

Wiley, an international publisher of 1,600+ journals, 250+ reference works and 22,000+ online books, wanted to reach established authors in areas of strategic importance for key journals.



Challenge

Needed to reach established authors in areas of strategic importance for key journals

The company aimed to grow article submissions and increase the Wiley community of opted-in authors. In addition, the organization wanted to build on a previous regional campaign to allow for more bespoke messaging, prioritize authors who previously published in open access journals or competitive journals, provide a multichannel experience and have greater insight into outcomes. Wiley partnered with Web of Science Author Connect from Clarivate™ because of its expertly curated list of over 2.8M published researchers covering 250+ subject disciplines from around the world.



Solution

Web of Science Author Connect™



Outcome

Customized and dynamic multi-channel campaign with iterative changes to increase engagement and improve ROI

Optimizing reach using a customized, multi-channel campaign

Wiley prioritized a list of journals to promote to researchers within the Web of Science™. Each journal had specific regions/countries to target for submissions. Clarivate research team created customized searches, identified authors publishing related research who would be likely to submit to the journal, and compiled targeted email lists tailored to each journal. Targeting criteria included academic affiliations, countries/regions, keywords, subject areas, topics, total publications, total citations and h-index.

Together, the Clarivate traffic team and Wiley worked to design and create emails, including dynamic content, based on best practice. After thorough testing and Wiley review, the Clarivate team deployed three email campaigns, one per month. The campaigns also included digital ad retargeting, which provided an opportunity to engage with the authors after the initial email deployed. Customized reports outlined how authors across the globe and disciplinary areas interacted with each promoted journal.

Using Web of Science Author Connect, Wiley benefited from:



Efficiency of campaign delivery, with the ability to send multiple journal promotions within a single email



6-10 times greater engagement compared with industry benchmarks



Global reach, with subject lines and email bodies in the local language, customized dynamic content on article processing charges (ACP) based on the researcher's location, and emails that complied with relevant privacy and data protection laws



Insight into campaign performance, with iterative changes over the three campaigns to increase engagement and improve ROI

Need to efficiently reach authors who have a rich and impactful publication history? Learn more about how Web of Science Author Connect helps ensure your campaign has the greatest effect:

clarivate.com/webofsciencegroup/solutions/web-of-science-author-connect