



University strengthens global research

How an APAC Top 5 institution used Web of Science Author Connect™ to attract high caliber overseas researchers.

Increasing international engagement

As one of the leading institutions in the Asia-Pacific region, the university is known for its excellence in science teaching and research. Following a national initiative to elevate the status of the country's universities to that of leading global institutions, the university needed to strengthen its global standing.

The university undertook a marketing exercise to reach out to researchers in the world's top institutions and invite them to collaborate with its faculty. They decided to use Web of Science Author Connect, a multi-channel marketing service based on Web of Science Core Collection™ data that enables you to market your institution to over 4 million active researchers.

Campaign at a glance

76,000 recipients

25,000 unique opens (32%)

20 interested contacts

"We received responses from the bigger research nations such as the US, UK and France. We also had enquiries from the United Arab Emirates and Israel, which was a pleasant surprise."

Global Communications Manager

The marketing plan

The objective was to promote international engagement with researchers by directing them to new website content which showcased the results of previous international collaborative research projects, and to make them aware of opportunities for future joint projects.

Prospect emails were sent to more than 76,000 named researchers around the world. Almost 25,000 opened the communication — an outstanding rate of over 32%, compared to an average industry open rate of 18% that year. Of these, 20 contacted the university directly to enquire about joint research opportunities in the targeted fields of life sciences, chemistry, and engineering.

Pleasantly surprised

The manager of the school's Global Communications, who led the marketing initiative, was both pleased and surprised at the success of the email campaign. The number of international researchers who responded was in line with expectations; their country of origin perhaps less so. She says: "We received responses from the bigger research nations such as the US, UK and France. We also had enquiries from the United Arab Emirates and Israel, which was a pleasant surprise."

All responders were directed to the details of potential faculty collaborators, available on the university website.

How did they source the names?

The primary challenge for this marketing exercise was to reach the right caliber of researcher, in the most appropriate subject areas. With hands-on support from the Web of Science Author Connect team, the university defined its target research areas with the help of InCites Benchmarking & Analytics™. The university uses this research evaluation tool on an ongoing basis to benchmark research output and overall performance against other institutions.

Next, it matched the subject areas against the Web of Science Author Connect database to produce a mailing list of up-to-date email addresses for leading researchers globally. The high open and click through rate, together with 20 active contacts, were a measure of the success of the exercise, and a positive step towards establishing the university's global status.

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