



Datasheet | Web of Science Author Connect

Defining your audience

What if your next marketing message could reach just the right people in order to drive conference attendance, support new subscriptions, or increase submissions?

Target your audience by:

Source journals Authors who have published within specific journals

Cited journals Authors who have cited articles in specific journals

Keywords

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

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

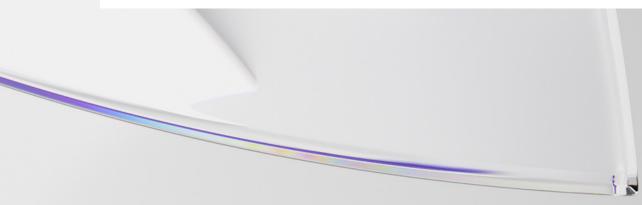
Email domain Authors with specific email domains (i.e. "@universityXYZ.edu") **Topics/interests** Pre-built lists by our research teams

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

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

Aims and scope A customized list using the aims and scopes that 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

Emerging sources and book index

Authors who are indexed in the Emerging Sources Citation Index or Book Citation Index

Journal Impact Factor

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

Recency

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

Geography

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

Citation counts

Authors of papers with a specified number of citations

What more you can do with your campaign:

Countdown timer

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

Email preview text

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

Responsive design

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

Optimized send

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

HTML creation

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

Poll questions

See real time results for poll questions

E-tracker on mobile

Track your campaigns on your smart phone

Reblast

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

Local language

Send a subject line or entire content body in native language

Dynamic campaign

Create a highly customized email campaign using dynamic content

Opens/non-opens and clicks/non-clicks

Target previous recipients of your campaigns who have taken or not take action

Pre-populated landing page

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

About Clarivate

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