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

- **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

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

To learn more, contact:
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