

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

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

### 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

To learn more, contact:

**wosac.traffic@clarivate.com**

### NORTH AMERICA

Main office (USA): +1 (800) 336 4474  
Philadelphia: +1 215 386 0100

### LATIN AMERICA

Brazil: +55 11 8370 9845  
Other countries: +1 215 823 5674

### EMEA

London: +44 20 7433 4000

### APAC

Singapore: +65 6775 5088  
Tokyo: +81 3 5218 6500

[clarivate.com](https://www.clarivate.com)