

Case study | Web of Science Author Connect

University strengthens global research

PR initiative attracts high caliber overseas researchers

Effective marketing to academic researchers worldwide has produced excellent – and sometimes surprising – results for an APAC Top 5 Institution.

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. In 2015, it undertook a marketing exercise to reach out to researchers in the world's leading schools and invite collaboration with faculty at the university.

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. The exercise was carried out as part of a Japanese Ministry of Education initiative to elevate the status of the country's universities to that of leading global institutions.



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Global Communications Manager

The marketing plan

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 a 2016 average industry open rate of 18%. 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 Clarivate Analytics, the university defined its target research areas with the help of InCites tools. The university uses these 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.

Campaign at a glance

- 76,000 recipients
- 25,000 unique opens (32%)
- 20 interested contacts

About Web of Science Group

Web of Science Group, a Clarivate Analytics company, organizes the world's research information to enable academia, corporations, publishers and governments to accelerate the pace of research. It is powered by *Web of Science* – the world's largest publisher-neutral citation index and research intelligence platform. Its many well-known brands also include *Converis*, *EndNote*, *Kopernio*, *Publons*, *ScholarOne* and the *Institute for Scientific Information (ISI)*. The 'university' of Web of Science Group, ISI maintains the knowledge corpus upon which the index and related information and analytical content and services are built; it disseminates that knowledge externally through events, conferences and publications and it carries out research to sustain, extend and improve the knowledge base. For more information, please visit webofsciencegroup.com.

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