

# 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?

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## 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

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## 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

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

## About Clarivate

Clarivate™ is a global leader in providing solutions to accelerate the lifecycle of innovation. Our bold mission is to help customers solve some of the world's most complex problems by providing actionable information and insights that reduce the time from new ideas to life-changing inventions in the areas of science and intellectual property. We help customers discover, protect and commercialize their inventions using our trusted subscription and technology-based solutions coupled with deep domain expertise. For more information, please visit [clarivate.com](https://clarivate.com).

To learn more, contact:  
**[wosac.traffic@clarivate.com](mailto: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://clarivate.com)**