

Leveraging Elsevier's Article Service Offering to Build Brand Advocacy

BACKGROUND

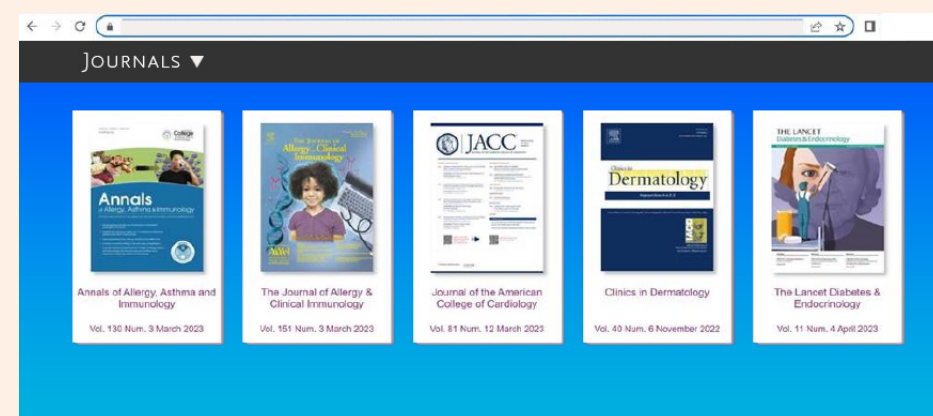
Our client, a leading American-Global pharmaceutical and healthcare company, aimed to offer exclusive access to high quality scientific content from selected Elsevier journals such as *The Lancet*, *The Lancet Diabetes and Endocrinology*, *Annals of Oncology*, and others across various specialties. This initiative was part of a larger strategy to enrich their own medical platform with access to premium resources and content for HCP's.

THE CHALLENGE

- HCPs are busy and often look for convenient access to reliable, easily digestible and searchable information. Our client was looking for a solution to provide HCPs with access to credible journal content, boost engagement on their company platform and strengthen company advocacy.

THE SOLUTION

- A digital Article Service that allowed our client to hand select and host Elsevier's premium journals and content on their own company website, offering HCPs free access to the journals and their respective content through a client-provided link.
- Through leveraging Elsevier's rich library of trusted, world-class content, our client was able to build brand advocacy and drive a significant amount of traffic and engagement on their company platform.



RESULTS



Page visits: **28,919**



Article downloads: **739**



Pageviews per session: **8.19**



Sessions: **3,529**



Renewals: **Successfully renewed and extended the campaign in 2023**

THE OUTCOME

- With the help of the Elsevier team, our client effectively implemented the Article Service in a strategic, phased approach spanning across 69 countries. For instance, the offering covered countries such as Austria, Switzerland, Lithuania, South Korea and Saudi Arabia, to name a few.
- The rollout reached 50,000+ HCPs within India alone and significantly enhanced engagement on the client's platform.
- The Elsevier technical team provided substantial support by facilitating API integration to ensure a seamless linkage between Elsevier's Article Service Platform and the client's website.



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ARTICLE SERVICE PARTNER