

## Suppliers Experience Boost in Marketplace Orders with Elite Subscription to Scientist.com

Scientist.com offers registered suppliers a free Basic plan, which includes access to a purchasing platform and a comprehensive biopharma client list. For those seeking additional resources to find new customers, increase sales within existing clients, streamline the sales process and improve their online reputation, the Plus, Premium and Elite plans offer added features and benefits.

### Scientist.com Subscription Plans

Essential

Plus

Premium

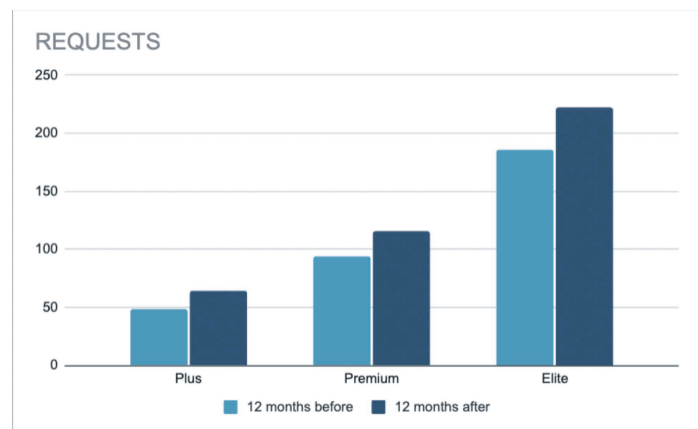
Elite

### Approach

Scientist.com's subscription program is designed to help a supplier gain marketplace visibility, receive more requests and close more orders. Our Supplier Relations and Marketing teams work closely with subscribers to develop a marketing strategy that aligns with their company's goals. Each subscription package is designed to help increase visibility on the marketplace and gain insights on how to convert requests into orders.

### Results

We tracked three key performance indicators (KPIs) - profile views, orders and requests - for all subscribers. We found that in the 12 months after enrolling in a subscription plan there was improvement in all three KPIs at all three paid subscription levels. The largest increase was observed among Elite Plan subscribers, who saw an average increase of 95.4% in profile views, an average increase of 71.7% in orders and an average cumulative increase of 35.5 more requests compared to the previous year.



As an early adopter of Scientist.com's subscription program, we've been very satisfied with the results. Requests have steadily increased every year we've been a member.

– Kristofer Mussar, PhD, MBA  
Chief Operating Officer  
VectorBuilder

### Conclusions

Subscription plans on Scientist.com can help global suppliers differentiate themselves from competitors, increase visibility to potential clients and boost sales.