



Wiley Corporate Solutions

Case Study: **Article Discovery Package**

Background

After significant investments in research, the client was keen to raise awareness of a rare disease and support local key opinion leaders (KOLs) across 18 countries in increasing the impact of the research with the target audience. To achieve this, the team worked with the client through its **Article Discovery Package** service.

The Solution

Wiley's Article Discovery Package plus additional customisation helped to boost engagement and understanding of the clients' research through digital article enhancement solutions associated with unique Wiley-led promotional activities.

Article Discovery Packages offer content enhancement solutions (e.g., videos, infographics, etc.) placed alongside your article to boost discoverability, engagement and understanding of the key outcomes of your research. This, combined with Wiley-led promotional activities, helps to increase the impact of your research on your target audience.



Article Discovery Packages

Digital solutions that help boost discoverability, audience engagement and understanding of your research. We work with your team to curate the appropriate tactics to ensure your research is reaching the right audience.

Article Discovery Packages help you through:

- 1. Relevant content** in easy-to-consume, interactive formats to drive engagement and understanding
- 2. Promotional and search engine tactics** to drive discoverability and traffic

Benefits of using Article Discovery Packages:

- Increased **reach**
- Higher **engagement**
- Maximized **impact**
- Measurable **success**

Article Discovery Package Tactics



Free Access Article

The paper in question is made available freely in Wiley Online Library for an agreed time



Email Campaign

A one-off email campaign sent to a targeted audience



ePDF Advertising

Exclusive cover page ad placed on the chosen article for each download



Digital Advertising

Banner ad position on article page linking through to the page containing enhanced content



KOL Interviews

Short video of a key opinion leader or author speaking about your paper (approx. 10 mins).

Results

The initially published article receiving an average of 90* monthly unique visitors, 168* page views and 118* visits per month.

With the launch of the Article Discovery Package campaign in October 2020, **traffic to the article saw a sharp 742% increase** in the first month of the campaign, going from an average of 90 unique visitors to a high of 668 through the Article Discovery promotions.

Throughout the duration of the Article Discovery Package campaign, from October 2020 to February 2021, traffic to the publication and enhancement page increased to a total of 2,038 unique visits, helping the discoverability of the publication and maximising its impact.

*Average obtained for May -September 2020

Email Campaign

Email 1

1,310 Unique Opens | 279 Clicks | 27.09% Unique OR

Email 2

1,168 Unique Opens | 121 Clicks | 24.45% Unique OR

Email 3

296 Unique Opens | 9 Clicks | 9.86% Unique OR

Enhancement Page

700 Page Visits | 523 Visits | 298 Unique Visitors

Article

2,787 Page Views | 2,333 Visits | 2,038 Unique Visitors

ePDF Ad

48,729 Downloads | 1,420 Clicks | 2.91% CTR

Banner Ads

2,347,255 Impressions | 1,587 Clicks | 0.07% CTR

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