CASE STUDIES

Using banner advertising for science recruitment
Recruiting faculty and postdocs

CASE STUDY: KAROLINA INSTITUTET

Challenge
Recruit internationally for 8x Assistant Professors in medical science, plus postdocs for a two-year fellowship for a cutting-edge diabetes research project – for the Karolinska Institute, Sweden’s single largest centre of medical academic research.

Solution
MPU banner ad targeted for 4 weeks across Nature Careers, our recruitment website receiving 200,000+ job views every month.

Results
Assistant professor & fellowship banners:
• 0.44% & 0.39% click through rate
• 67,777 & 69,135 impressions
• 301 & 267 clicks
• 71.79% & 69.52% Active View % viewable impressions*
• 17.83 seconds & 17.46 seconds Active View average viewable time

*percentage of measurable impressions that had the opportunity to be seen
Recruiting postdocs

CASE STUDY: PFIZER

Challenge
Recruit 10x postdocs for a RNA accelerator fellowship and raise general awareness of vacancies in the ground-breaking field of mRNA research at Pfizer’s Cancer Immunology Discovery Group.

Solution
MPU banner ad targeted for 8 weeks across Nature Careers, the market-leading, global jobs board for scientists.

Results
• 0.45% click through rate
• 46,279 impressions
• 209 clicks
• 66.32% Active View % viewable impressions*
• 20.88 seconds Active View average viewable time

*percentage of measurable impressions that had the opportunity to be seen
Recruiting a lab leader

CASE STUDY: HCEMM

Challenge
Recruit a group leader for the Hungarian Centre of Excellence for Molecular Medicine (HCEMM), which focuses primarily on the development of molecular approaches for healthy ageing.

Solution
MPU banner ad targeted for 2 weeks across Nature Careers, our recruitment website receiving 12,000+ job applications every month.

Results
- 0.24% click through rate
- 33,325 impressions
- 81 clicks
- 68.97% Active View % viewable impressions*
- 17.10 seconds Active View average viewable time

*percentage of measurable impressions that had the opportunity to be seen
Recruiting faculty and postdocs

University of Copenhagen

Background
Recruit 1-2 group leaders (scientists in skin immunology with an outstanding track record), and 10x early career researchers or clinicians for an international postdoc program in Metabolism – at the University of Copenhagen.

Solution
Leaderboard banner targeted for 2 weeks, and MPU banner for 8 weeks, across Nature Careers.

Results
- 0.28% & 0.29% click through rate
- 50,000 & 46,561 impressions
- 141 & 134 clicks
- 34.94% & 70.47% Active View % viewable impressions*
- 10.29% seconds & 9.85% seconds Active View average viewable time

*percentage of measurable impressions that had the opportunity to be seen
Promoting a scientific event

CASE STUDY: NEW YORK ACADEMY OF SCIENCES

Challenges
Drive registrations to ‘Frontiers in Cancer Immunotherapy’; a virtual symposium hosted by the New York Academy of Sciences, a not-for-profit organization founded in 1817 and committed to advancing science for the benefit of society.

Solution
Leaderboard and MPU banner ads on Nature.com for 2 weeks, targeted at the Nature journal audience in the US and UK.

Results
Leaderboard & MPU:
• 1.15% & 0.52% click through rate
• 25,006 & 25,005 impressions
• 288 & 129 clicks
• 47.24% & 70.62% Active View % viewable impressions*
• 12.73 seconds & 28.98 seconds Active View average viewable time

*percentage of measurable impressions that had the opportunity to be seen