

INGENUITY PRODUCTS AND SERVICES: Citation Services

Overview

Ensure your customers can quickly and accurately assess which life science products are best suited for their research with Ingenuity's Citation Services, or enable your marketing & sales team for better product planning and analysis. Based on a list of your products, Ingenuity uses its life sciences technology platform and team of PhD expert curators to traverse the full text peer-reviewed scientific literature to identify and categorize citations that include your products. Ingenuity then regularly updates this list with the latest citations, providing you with information that is pertinent and timely.



Benefits

For Your Customers: Ensure that customers can easily understand and choose from your products on your website or in your product literature by providing them with the current, accurate, and relevant citations.

Find the right product

Through Ingenuity's Citation Services, your customers will have a reliable method to clearly understand how a product has been implemented in published research so they can make informed decisions regarding the optimal product for their project.

Access current information

Ingenuity's citations are updated regularly so customers can be confident that all references are up to date.

Rely on expert analysis

Ingenuity uses skilled PhD curators to review and validate citations for accuracy and relevance.

For Your Marketing and Sales Teams: Marketing and sales professionals can leverage Ingenuity's Citation Services for better product planning, marketing, and analysis.

Validate your product in the marketplace and increase adoption

New customers select products and determine their value based on the number and type of citations related to those products. Providing citations that are accurate, relevant, and current can drive sales by providing customers with a better picture of how your product is being used by other scientists, thus increasing your product's credibility, visibility, and relevance.

Gain visibility into your product's market impact

Product managers will be able to better plan and promote the use of their product by knowing how and where a product is actually being used. Additionally, the performance of the overall product portfolio and the investment in various product lines can be optimized by knowing which products are being used and which are not.

Understand the competitive landscape

Review product citations of competing products to understand how and when certain products are being used and then make the necessary adjustments to your product messaging and promotional programs.

To learn more, please contact eCommerceSearchSolutions@ingenuity.com.