

# Case Study: Reprint Reseller

## What the client needed

US-based agency specializing in reprints and ePrints approached by a global pharma organization



**Client needed to boost visibility and engagement**

around a primary article of trial data about a new post-op pain management treatment.



**Traditional reprint sales are declining.** The agency turned to Wiley for innovative content expertise to boost article discovery and audience engagement

## Why partner with Wiley?

Neurology expertise: 26 journals • 20 society partners



Reach and credibility among neurologists



Enhanced content and audience targeting for increased traffic



Trusted industry-compliant publications



Rapid outcomes for clients with limited resources and expertise



Reports to measure success

## Solutions and outcomes

More than  
**50%**

of HCPs prefer articles with enhanced content



Increase of  
**54%** on last year\*

To engage this digital audience, Wiley put together the following Article Discovery Package:

**Free-to-access ePrint** published in *Movement Disorders*



**High reach**

**87K** unique visitors monthly on WOL

**Content enhancements**

Audio article, video abstract and infographics



**HCP-friendly formats - Visually engaging, concise and shareable**

Articles with video have **447%** higher Altmetric attention scores and **111%** higher full text views<sup>†</sup>

**Wiley-led marketing activities**

boost traffic and engagement<sup>‡</sup> with all content hosted on dedicated WOL article discovery page



**Credible and discoverable environment, agile execution**

**“An innovative and agile solution through one partner boosting visibility, access and engagement with key articles among relevant specialists.”**

\* **Source:** Wiley Online Library (WOL) online survey 2021; <sup>†</sup> Wiley analysis of the Altmetric Attention Score and key WOL usage metrics throughout 2018; <sup>‡</sup> SEO, SEM, social media, banners and emails.