2026 BENCHMARKS: MARKETING TO THE SCIENTIFIC RESEARCH INDUSTRY

Data-driven strategies for reaching researchers and biotech decision-makers.

01. DIGITAL BEHAVIOR & ENGAGEMENT

68.5% DESKTOP DOMINANCE

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Unlike mobile-first consumer trends, researchers rely on desktop to analyze complex reports, data sheets, and sequencing protocols.

3m 45s AVERAGE TIME ON PAGE

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This is nearly triple the B2B average, reflecting the deep engagement scientists have with technical content and citations.

THE 'PRODUCTIVE' BOUNCE RATE (58%–65%)

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High bounce rates are common on researchers land on specific safety sheets or protocols, find their data, and leave once their objective is met.

02. TRAFFIC & ACQUISITION

01
52% ORGANIC SEARCH SHARE
Global traffic is driven by specific technical queries, making SEO more critical than all spend for most niche suppliers.

02
24% DIRECT TRAFFIC (THE TRUST FACTOR)
Scientiste frequently boakmark trasted supplier clies for recurring reegent orders once a brand has been validated in the lab.

05. PPC & FAID MEDIA PERTORMANCE

$4.15 AVERAGE GOOGLE ADS CPC

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AVG. CPC
High-intant technical key nords opinmand premium pricing, cet maliriam a respectable 3.2% sanvarsion rate.

$135.00 COST PER ACQUISITION

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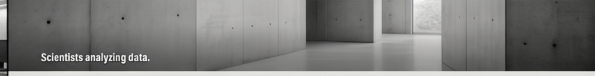
While high, this CPA is often icatified by high-saina ish equipment cales or long-term consumables contracts.

GOOGLE SHOPPING	SEARCH ADS
Strong 4.1% conversion rate for standard roegante/glessware	Higher CPC ($4.15)
Lower CPC ($0.85)	3.2% conversion rate

HIGH INTENT + VALIDATION = LOYALTY



04. CONVERSION & RETENTION METRICS

15%–20% GATED CONTENT DOWNLOADS

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Technical whitepapers and application notes are the highest-performing lead generation assets in this sector.

78% CUSTOMER RETENTION RATE

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Lovarty is driven by the need for experimental rapruauability; orivatiste rarely cwrich bronds once a protocol is validated.

+42 NET PROMOTER SCORE

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This high NPS rofiects gendine professional satisfaction and technical supusel quality, not just inerita.

05. SOCIAL MEDIA & EMAIL CHANNELS

24.5%
EMAIL OPEN RATE
Scientists antively seek industry news and research updates, beating the general B3B open rate average of 21%.

3.4%
LINKEDIN ENGAGEMENT
Quality basts quanhly on saLsit. Linkinfte is the primary hub for serious scientific discourse and professional networking.

PLATFORM	ENGAGEMENT RATE	RECOMMENDED FREQUENCY
LinkedIn	3.4%	3–4 posts per week
Instagram	1.2%	2 posts per week
Twitter/X	0.06%	1–2 posts per day