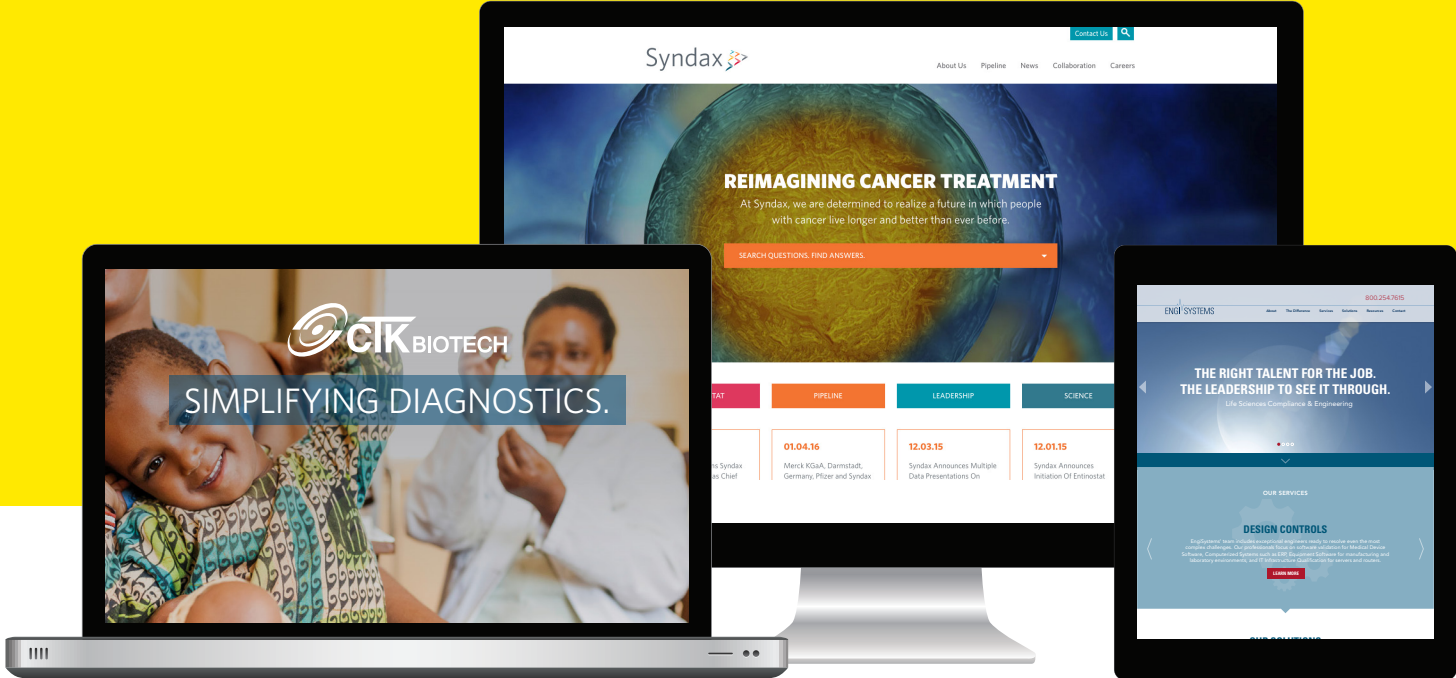


BIOTECH CASE STUDIES

NEW WEBSITE LAUNCHES

BEFORE & AFTER



Biotech

As a professional marketing agency with experience working on B2B biotech websites, we believe that dynamic designs aren't just for startups and consumer facing brands. B2B biotech websites can be professional, functional, and engaging, all at the same time. At Bop Design, we produce websites and marketing materials that build brand awareness, client acquisition, media visibility, investment engagement and buyout opportunities. Every design that we create is custom and original, but we have singled out our best designs from Bop Design biotech clients.



CTK Biotech

CTKBiotech.com

CTK Biotech manufactures diagnostic tests for various diseases. Bop Design created a website to better position CTK as a global market leader. The new website is more prominent on search engines for targeted keyword phrases (HIV rapid test, malaria test, hepatitis test, etc.). The website equips CTK Biotech to grow its overall business by giving them the marketing tools to properly position the brand, communicate their diagnostic offerings and increase new engagements with both international and U.S. clients.

Post Launch Results

- Pageviews: 114%+
- Pages/Session: 104%+
- Session Duration: 47%+
- Bounce Rate: -27%

* Results are based on 9/26/2014 – 12/27/2014 traffic compared to 6/25/2014 – 9/25/2014 traffic.



Allofill

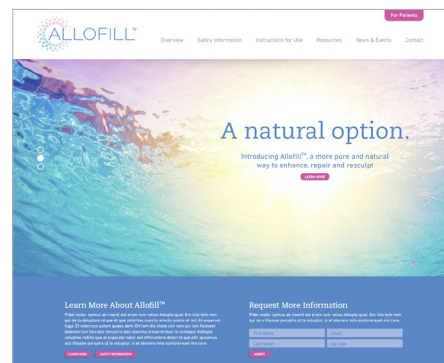
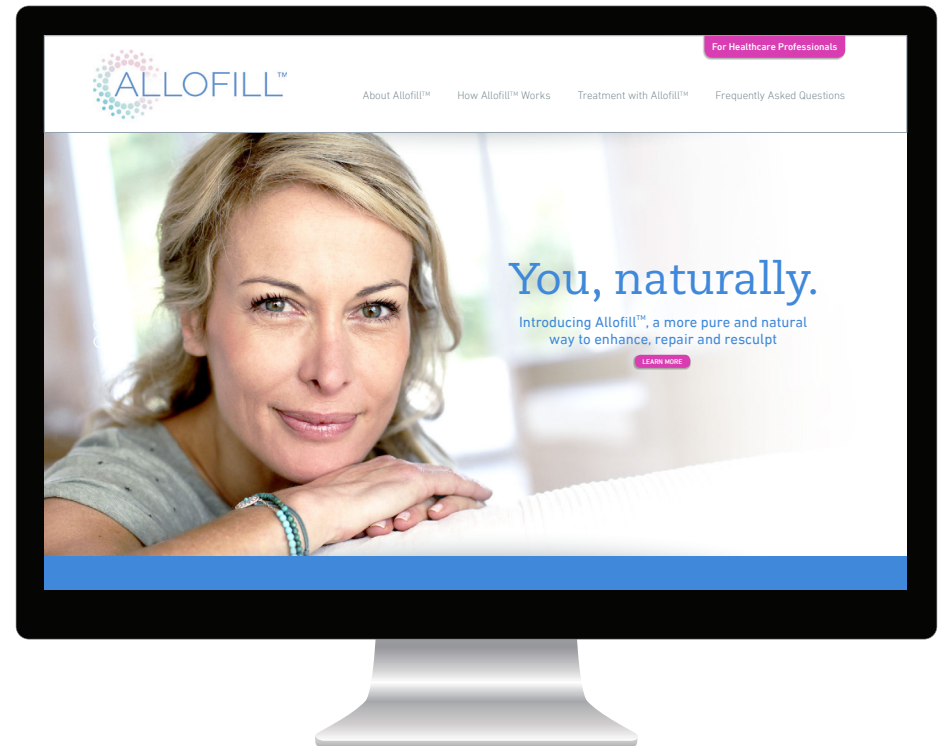
Allofill.com

Allofill is made from naturally occurring fat tissue and can be used to fill soft-tissue defects. Before the product was launched, Bop Design was hired to create a website design that resonated with both patients and doctors and channels them to the appropriate area of the website. The new website serves as a “living” resource center for patients, plastic surgeons, contract sales people and distributors looking for product sheets, marketing literature, etc.

Post Launch Results

- Percent (%) New Sessions: 84%
- Avg. Session Duration: 1 min, 3 seconds
- Pages/Session: 1.98

* Allofill did not have a website prior to working with Bop Design, so pre-launch statistics do not exist. Results are based on average numbers post-launch of 10/3/2014.



Syndax

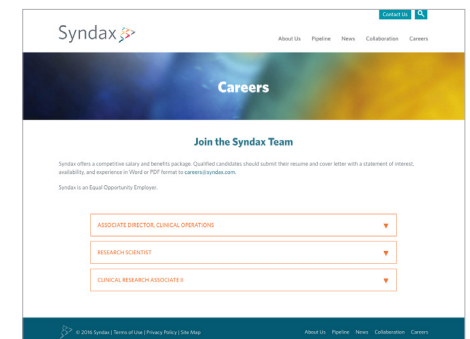
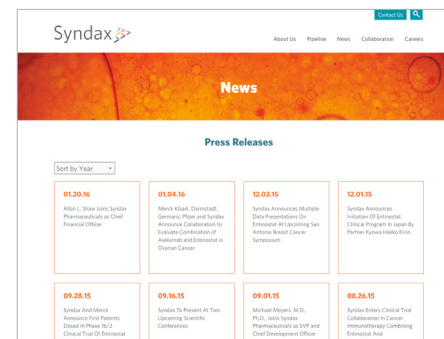
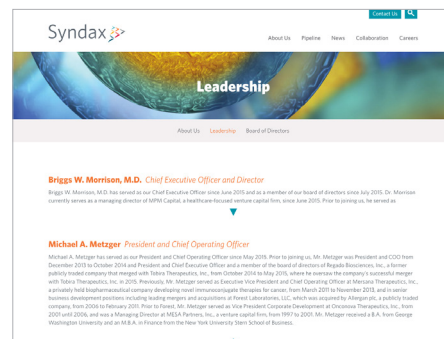
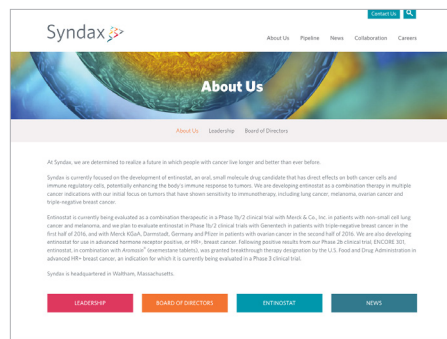
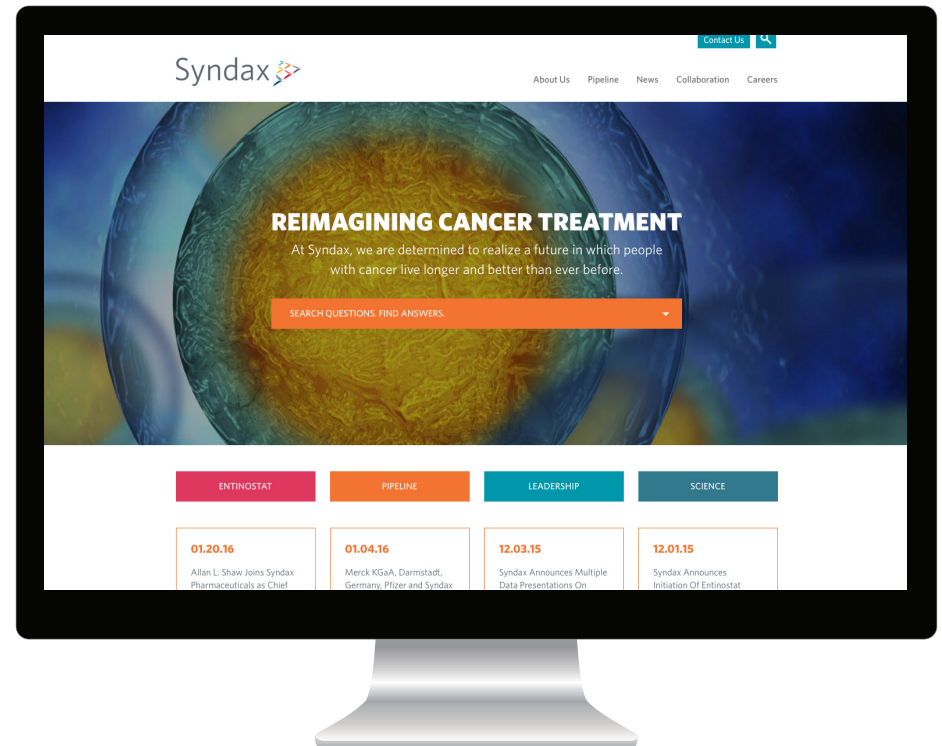
Syndax.com

Syndax is currently developing entinostat, an oral, small molecule drug candidate that has direct effects on both cancer cells and immune regulatory cells – potentially enhancing the body’s immune response to tumors. Bop Design created a new website for Syndax that showcases the biotech firm as a technology-driven and a forward thinking entity. The new website is a comprehensive resource center for prospective clinical trial patients, business partners, etc. The website channels website visitors to the relevant portion of the online resource in a timely, intuitive manner.

Post Launch Results

- Pages / Sessions: 17%+
- Avg. Page/Session: 3.17
- Avg. Session Duration: 8%+
- Avg. Session Duration: 2 minutes, 25 seconds

* Results are based on 1/18/2016 – 2/7/2016 traffic compared to 12/28/2015 – 1/17/2016 traffic.



EngiSystems

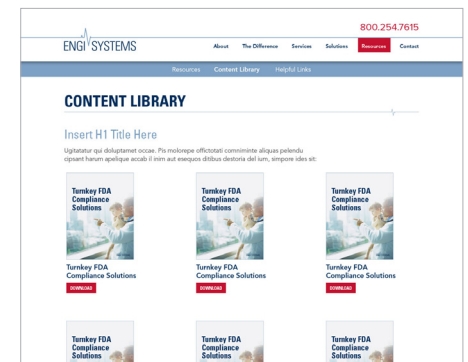
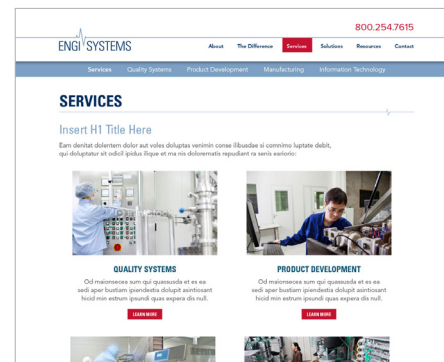
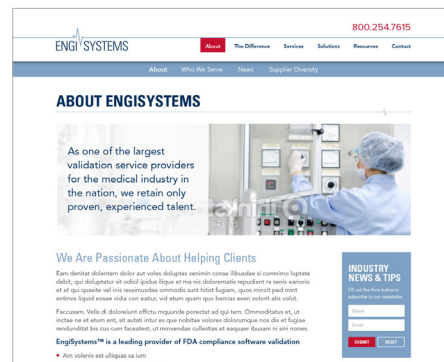
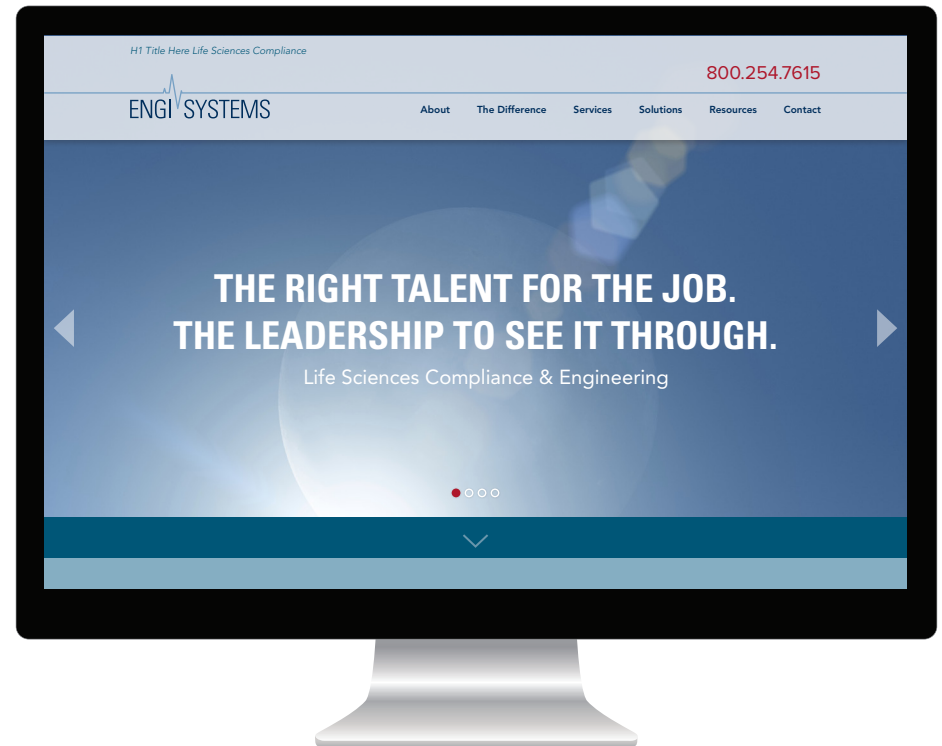
EngiSystems.com

EngiSystems provides compliance and engineering solutions for Life Sciences companies, specifically companies in the medical device, biotech, and pharmaceutical industries. Bop Design created a new website for EngiSystems to accurately showcase the company's experience working with Life Sciences and extensive compliance solutions. The new website highlights what differentiates EngiSystems and long-term benefits of partnering with the company. The website positions EngiSystems as an experienced leader and authority in Life Sciences Compliance and Engineering.

Post Launch Results

- Percent (%) New Sessions: 81%
- Avg. Session Duration: 1 min, 3 seconds
- Pages/Session: 1.62

* EngiSystems did not track website data prior to working with Bop Design, so pre-launch statistics do not exist. Results are based on average numbers post-launch of 4/20/2015.



About Bop Design

BOP DESIGN[®]

Bop Design understands that in order to grow your business, a holistic approach is required. Compelling design, content marketing, SEO (search engine optimization), SEM (search engine marketing) and social media are all valuable lead generation tools, but they need to be combined into a highly focused, cohesive strategy that targets your desired market.

We believe that every business, regardless of its size, deserves cost-effective design and comprehensive marketing solutions. We work primarily with business services firms—usually ones with fewer than 100 employees—that are serious about growing.

START YOUR WEBSITE PROJECT TODAY!

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