



FDAnews provides timely, personalized news with deep archival resources, eMail newsletters and an eCommerce storefront. They deliver paid and free content based on a wide range of user preferences for topic, format, timing, and price.

Challenge

FDAnews is the premier provider of domestic and international regulatory, legislative and business information for professionals in industries regulated by the U.S. Food and Drug Administration. Through its Web site, FDAnews provides free e-newsletters and daily news, while generating revenue from online advertising, content subscriptions, printed materials and conference registrations.

A major goal of the redesign was to deliver specialized content to highly focused user segments. While FDAnews.com enjoyed strong traffic, site information was not targeted to such vastly different business areas as drug research, business development or regulatory compliance.

A new design, leveraging Usability recommendations and site analytics, would allow FDAnews to continually improve its streamlined navigation to funnel visitors to purchase targeted, relevant content, while also providing readership data for advertisers and sponsors.

Response

First, ePublishing conducted a usability review and recommended a streamlined navigation structure. Collaborating with FDAnews' staff, ePublishing created eight virtual “Centers of Interest”, each targeting a specific user group such as “Drug Clinical Trials,” “Drug Regulation” and “Drug Manufacturing.” FDAnews.com also offers six specialized newsletters.

eMail and advertising systems were integrated with editorial tools, allowing editorial and marketing staff to promote paid content and events, cross-sell and upsell, and track results, all from a single administrative hub requiring no technical programming skills.

Result

With the streamlined site navigation delivering subscribers to targeted Centers of Interest, users can easily locate paid and free content and related products. The ability to generate special promotions, unique landing pages, and viral marketing tactics allows FDAnews to target content and capture subscribers who also buy archived articles, conferences, books, and white papers.

Major Features

- Editorial Workflow
- Content Management
- E-Commerce
- Store & Shopping Cart
- Centers Of Interest Portals
- Integrated E-mail Newsletters
- Polls
- Events Calendar
- White Papers
- Webinars
- Search Engine Optimization
- Advanced Analytics

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