

## AMPLIFICATION & OUTREACH REPORT

### A. ARTICLE DETAILS

- I. **Article Title:** Bladder adenocarcinoma: Role of KRAS mutations in differentiating primary versus metastatic
- II. **Author(s):** Dr Zaibun Nisa
- III. **Article Type:** Case report
- IV. **Scope:** Oncology
- V. **Targeting Focus:** Clinical Oncology, Medical Oncology, Radiation Oncology, Surgical Oncology, Cancer Research
- VI. **Journal of Publication:** The Gazette of Medical Sciences
- VII. **Publication Date:** 03 October 2024
- VIII. **DOI (if available):** <https://www.doi.org/10.46766/thegms.oncol.24092401>
- IX. **Article Link:** <https://www.thegms.co/oncology/oncol-cr-24092401.pdf>

### B. PODCAST STATUS

- Podcast Published**
- Podcast Under Process
- Podcast Not Yet Produced

#### If published:

- **Podcast Link:** <https://www.thegms.co/podcasts/bladder-adenocarcinoma/>
- **Podcast Release Date:** 25 February 2025
- **Platforms Distributed:** Science of Healing - The Gazette of Medical Sciences Podcast | Spotify | Apple Podcasts | Amazon Music

## C. REPORTING DETAILS

### I. Reporting Period

- **From:** 21 April 2025
- **To:** 05 May 2025

### II. Prepared For: Dr Zaibun Nisa

### III. Date Issued: 08 May 2025

## D. GLOBAL OUTREACH SUMMARY

### I. Geographic Reach:

- **North America:** USA, Canada
- **Europe:** UK, Germany, France, Italy, Netherlands, Switzerland
- **Asia:** India, China, Japan, South Korea, Singapore
- **Oceania:** Australia
- **Latin America:** Brazil, Mexico, Argentina, Chile
- **Africa:** South Africa, Nigeria, Egypt, Kenya
- **Middle East:** UAE, Saudi Arabia, Israel

### II. Scholarly Contacts: 1,29,483

### III. Outreach Campaigns Conducted: 5

Outreach is conducted using curated researcher contacts from recent academic publications and scholarly sources, delivered through phased campaigns across 20+ countries.

## E. PERFORMANCE METRICS

### I. Outreach Campaign Distribution

Campaign	Total Contacts
Campaign 1	26,127
Campaign 2	25,118
Campaign 3	21,412
Campaign 4	32,717
Campaign 5	24,109
<b>Total</b>	<b>1,29,483</b>

### II. Campaign-wise Engagement Metrics

Campaign	Email Delivery			Engagement Metrics	
	Total Outreach	Email Opens	Not Opened	Article Link Clicks	Podcast Link Clicks
<b>Campaign 1</b>	26,127	12541	13,586	4766	2634
<b>Campaign 2</b>	25,118	8289	16,829	4808	4227
<b>Campaign 3</b>	21,412	14774	6,638	5023	2659
<b>Campaign 4</b>	32,717	6871	25,846	1580	1512
<b>Campaign 5</b>	24,109	13983	10,126	2657	3775

*Note: Engagement metrics may exceed recorded email opens due to repeated user interactions, access across multiple devices, and extended reach through content sharing beyond the initial recipients.*

### III. Overall Engagement Metrics Summary

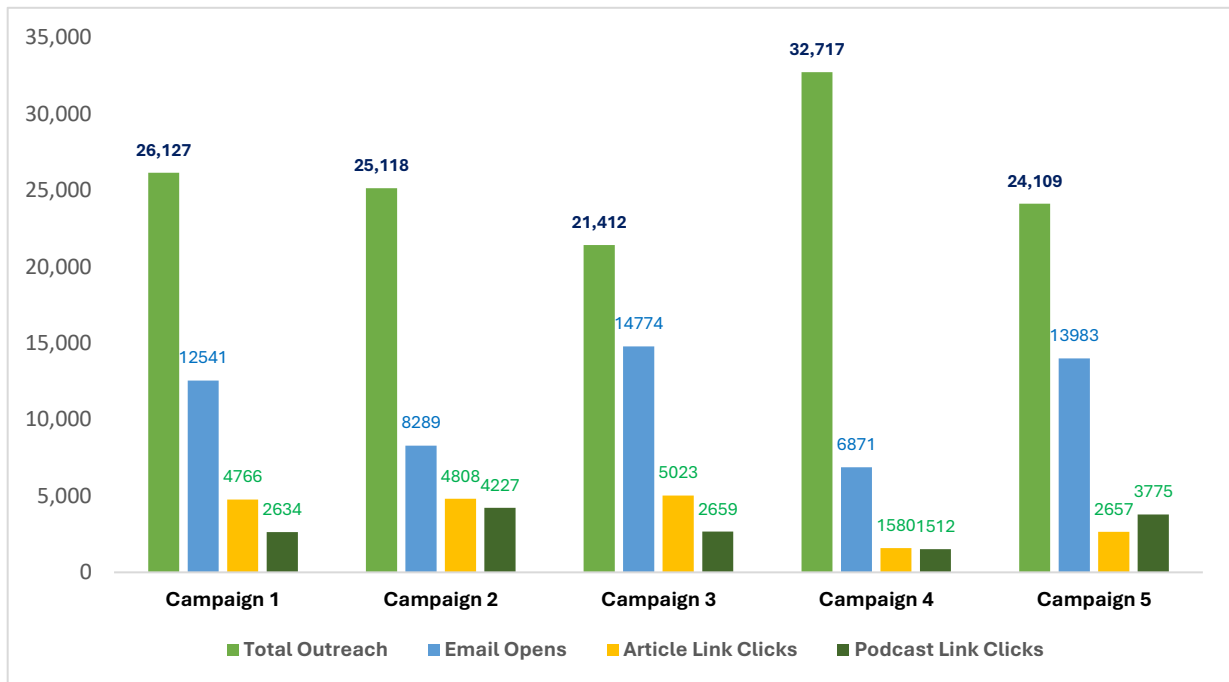
Total Email Opened	Article Link Clicks	Engagement %	Podcast Link Clicks	Engagement %
56458	18833	33%	14807	26%

### Engagement Analytics

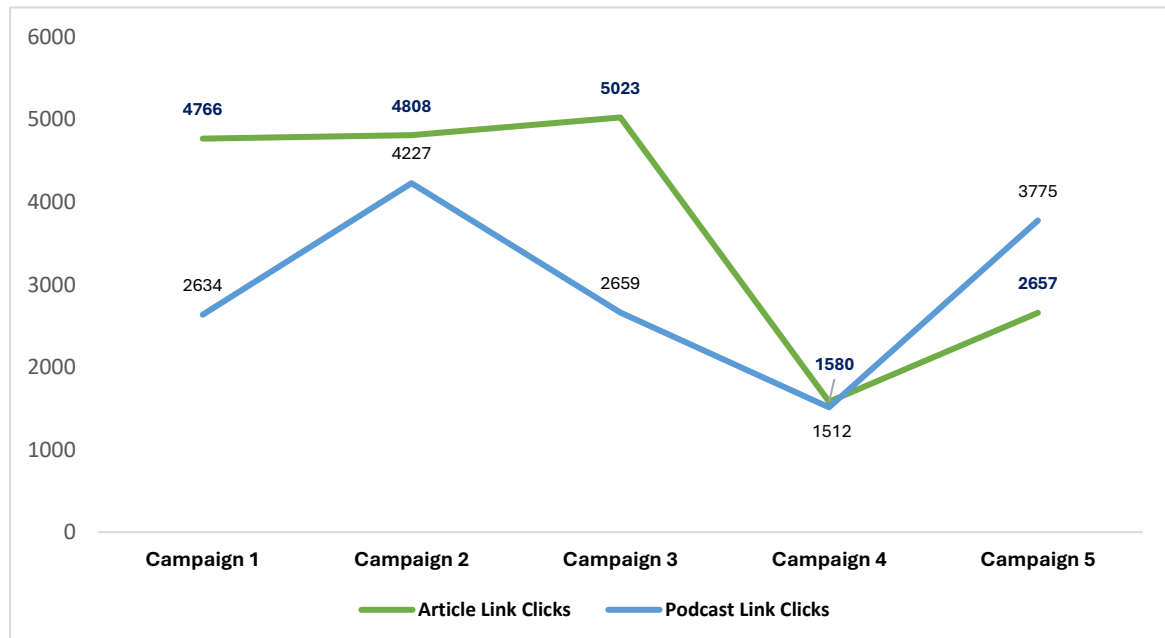
*From 56,458 email opens, 18,833 recipients engaged with the article (33%), while 14,807 interacted with the podcast (26%), indicating higher audience engagement with article content compared to podcast interactions in this campaign.*

## F. GRAPHICAL ANALYTICS

### I. Campaign Engagement Overview



### II. Engagement Trends: Article vs Podcast Link Clicks



## G. ANALYTICS OVERVIEW

The campaign data reflects varied engagement patterns across outreach phases, with noticeable differences in email open rates and post-open interactions. Campaigns 1, 3, and 5 demonstrate relatively higher audience responsiveness, while Campaign 4 shows a lower open rate, indicating limited initial engagement in that phase.

In contrast to previous trends, article link clicks are comparable to or exceed podcast interactions in several campaigns. For example, Campaign 2 recorded 4,808 article clicks and 4,227 podcast interactions, while Campaign 3 generated 5,023 article clicks compared to 2,659 podcast interactions, suggesting stronger engagement with article content among certain audience segments.

Campaign 4 reflects overall lower engagement levels, with both article and podcast interactions remaining limited relative to total outreach, indicating variability in campaign performance.

Overall, the data highlights that audience engagement patterns differ across campaigns, with both article and podcast formats contributing to research visibility. While podcast engagement remains significant, article interactions show comparable or higher performance in multiple campaigns, indicating a balanced content consumption behavior.

## H. OUTREACH ACTIVITIES CONDUCTED

- Targeted academic email campaigns
- Newsletter distribution
- Podcast dissemination
- Website promotion
- Academic network sharing

## I. TRACKING & MEASUREMENT METHODOLOGY

All engagement metrics are tracked using campaign-specific tracking systems and secure, trackable links. Data is monitored using industry-standard tracking and analytics frameworks.

Each campaign uses unique links to measure:

- Article Link Clicks
- Podcast Link Clicks
- Engaged Interactions
- Not Read (non-engagement)

## J. REPORT STATEMENT

This report summarizes the engagement generated through structured academic outreach campaigns and podcast dissemination for the above-mentioned article.

## K. CERTIFICATION

Certified by:

The GMS Outreach & Podcast Division

The Gazette of Medical Sciences