

AMPLIFICATION & OUTREACH REPORT

A. ARTICLE DETAILS

- I. **Article Title:** Energy Dynamics in the Metabolic Syndrome: Underpinnings of an Evolving Global Catastrophe
- II. **Author(s):** Dr. K. E. Thorp, Elise M. Thorp
- III. **Article Type:** Review
- IV. **Scope:** Endocrinology
- V. **Targeting Focus:** Diabetes & Metabolism, Obesity & Nutrition, Reproductive Endocrinology, Cardiometabolic Health, Translational Medicine
- VI. **Journal of Publication:** The Gazette of Medical Sciences
- VII. **Publication Date:** 08 June 2024
- VIII. **DOI (if available):** <https://www.doi.org/10.46766/thegms.endocrinol.24051901>
- IX. **Article Link:** <https://www.thegms.co/endocrinology/endocrinol-rw-24051901.pdf>

B. PODCAST STATUS

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

If published:

- **Podcast Link:** <https://www.thegms.co/podcasts/energy-dynamics-metabolic-syndrome/>
- **Podcast Release Date:** 29 September 2025
- **Platforms Distributed:** Science of Healing - The Gazette of Medical Sciences Podcast | Spotify | Apple Podcasts | Amazon Music

C. REPORTING DETAILS

I. Reporting Period

- **From:** 04 November 2025
- **To:** 17 November 2025

II. Prepared For: Dr. K. E. Thorp

III. Date Issued: 20 November 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: 1,53,288

III. Outreach Campaigns Conducted: 6

Outreach is conducted using curated researcher contacts from recent academic publications and scholarly sources, delivered through phased campaigns across 25+ countries.

E. PERFORMANCE METRICS

I. Outreach Campaign Distribution

Campaign	Total Contacts
Campaign 1	28,125
Campaign 2	26,772
Campaign 3	24,650
Campaign 4	26,270
Campaign 5	22,721
Campaign 6	24,750
Total	1,53,288

II. Campaign-wise Engagement Metrics

Campaign	Email Delivery			Engagement Metrics	
	Total Outreach	Email Opens	Not Opened	Article Link Clicks	Podcast Link Clicks
Campaign 1	28,125	16313	11,813	7178	9624
Campaign 2	26,772	12583	14,189	3901	7676
Campaign 3	24,650	15776	8,874	4575	9939
Campaign 4	26,270	10771	15,499	5278	6247
Campaign 5	22,721	8861	13,860	1595	6735
Campaign 6	24,750	15098	9,653	5435	9209

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

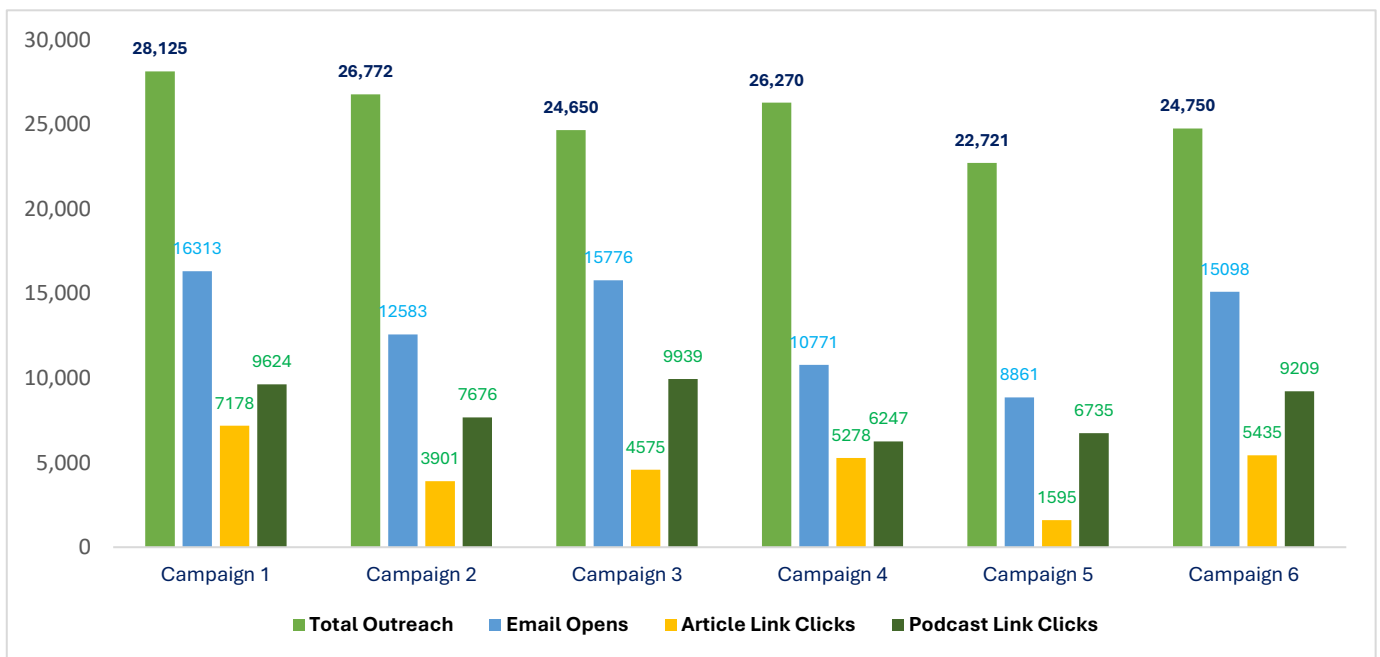
Total Email Opened	Article Link Clicks	Engagement %	Podcast Link Clicks	Engagement %
79401	27961	35%	49430	62%

Engagement Analytics

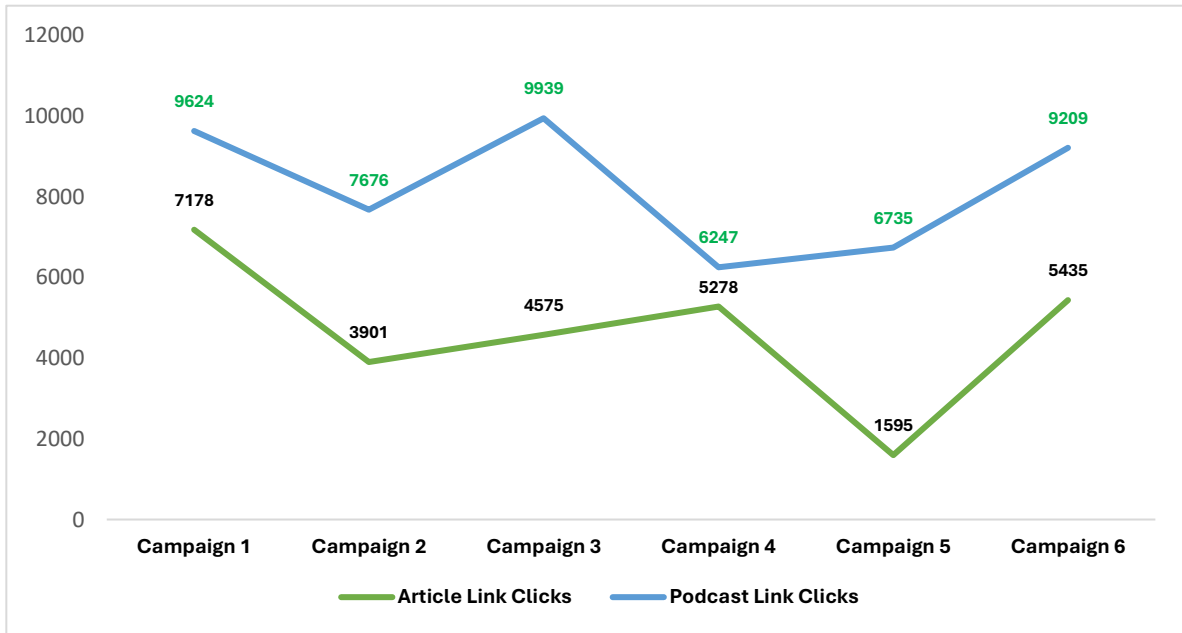
From 79,401 email opens, 27,961 recipients engaged with the article (35%), while 49,430 interacted with the podcast (62%), indicating higher audience engagement with podcast content compared to article access.

F. GRAPHICAL ANALYTICS

I. Campaign Engagement Overview



II. Engagement Trends: Article vs Podcast Link Clicks



G. ANALYTICS OVERVIEW

The campaign data reflects consistent engagement across multiple outreach phases. Email open rates vary across campaigns, with Campaigns 1, 3, and 6 demonstrating comparatively higher audience responsiveness.

Among engaged recipients, podcast interactions consistently exceed article link clicks in most campaigns. For example, in Campaign 3, 15,776 email opens resulted in 9,939 podcast interactions compared to 4,575 article clicks, indicating stronger preference for audio-based content.

While Campaign 2 and Campaign 5 show relatively lower article engagement, podcast interactions remain substantial, reinforcing consistent audience interest in podcast dissemination.

Overall, the data indicates that a significant portion of recipients not only open outreach communications but actively engage with shared content, with podcast formats demonstrating higher interaction levels across campaigns.

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