

NanoString: Driving Biotech Insights Through eBooks

NanoString Technologies, a leader in life science tools, partnered with *Drug Discovery News* to create two educational eBooks focused on spatial biology and gene expression analysis. The first eBook, *“Unlocking New Dimensions with Spatial Biology,”* guided researchers in navigating spatial biology technologies. The positive reception of this eBook led to the development of a second, *“Drug Development with Gene Expression You Can Count On,”* which explored the nCounter platform’s role in drug discovery. Both eBooks reinforced NanoString’s position as a trusted leader in the biotech space.

NanoString Technologies is a pioneer in life science tools, offering solutions for translational research and molecular diagnostics. With platforms like GeoMx, CosMX, and nCounter, NanoString empowers researchers to explore complex biological systems. The company sought to create educational resources that would help researchers make informed decisions about technology selection in their field.



The development of both eBooks followed a consistent, streamlined process designed to ensure high-quality, impactful deliverables:



Kickoff meeting

Collaborated with NanoString to define the content scope, objectives, and key messages for each eBook.



Outline development

Prepared detailed outlines for each eBook, presenting the proposed structure and focus areas to the client for approval.

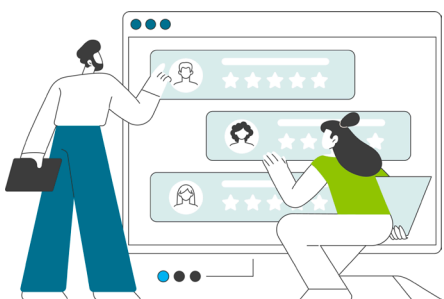


Content creation

Over the course of 4-6 weeks, DDN developed three key content pieces for each eBook:

- Educational overviews tailored to each topic (spatial biology or the nCounter platform)
- Infographics for clear, visual comparisons or applications
- Research case studies demonstrating real-world use

Collaborated closely with design teams to ensure visually appealing and accessible layouts.



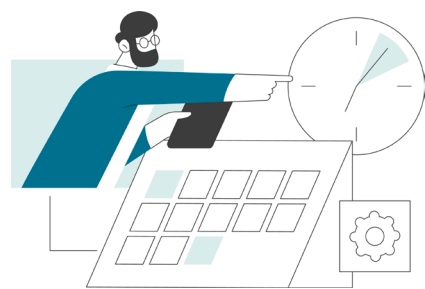
Client feedback and revisions

Incorporated client feedback over two rounds of edits, refining content and design to meet NanoString’s expectations.



Final approval and delivery

Both eBooks were completed on schedule and finalized to provide NanoString’s target audiences with engaging and informative educational resources.



Timelines

- eBook 1: January 25th to April 17th
- eBook 2: July 18th to October 21st



Outcome

Both eBooks were successfully completed on schedule and exceeded NanoString’s expectations. The client praised the quality and design of the deliverables, stating:



“This eBook looks lovely. It looks really great!”

- Senior Global Marketing Manager, Nanostring