

## Case Study:

# \$100k in Sales in the First Year

CellScale Biomaterials Testing secures new sales with SciLeads

Challenge	Method	Results
Lead generation for niche precision instrumentation in biomaterials R&D.	SciLeads search and filters to isolate scientists active in biomaterials R&D - plus SciLeads scientific context to personalize outreach.	1,162 leads added to CRM 16 meetings booked 3 POs totalling \$100k in the first year of SciLeads use.

## Lead Generation for Analytical Instruments

CellScale Biomaterials Testing provides precision test machines to characterize biomaterials properties. Generating leads and finding the right scientific buyers working in this niche was slow and manual, requiring deep scientific knowledge to verify their relevance.

By using the detailed search and filtering options in SciLeads, the CellScale team were able to find researchers active in biomaterials research and development. Ultimately 1,162 new leads were added to their CRM which were not found through their previous methods.

## Personalized Outreach to Research Scientists

The SciLeads data on specific publications, presentations, and grants connected to each individual allowed them to deeply personalize their outreach and introduce the right products and case studies for each prospect.

This secured them 16 meetings, and 3 orders totalling \$100k so far at the time of writing.

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The support has been great from SciLeads, especially when getting off the ground. I sent out 1,400 emails in the first 12 months, resulting in 3 POs totalling \$100k - a great return on investment.

**Shannon Farrell, Technical Sales at CellScale**