

## Case Study:

# Average response rate grows from 3% to 25% overnight using SciLeads

## Challenge

Identifying qualified leads in niche technical markets.

## Method

Using SciLeads funding, tradeshow, and publication insights to build targeted prospect lists and engage with prospects in a mutually beneficial way.

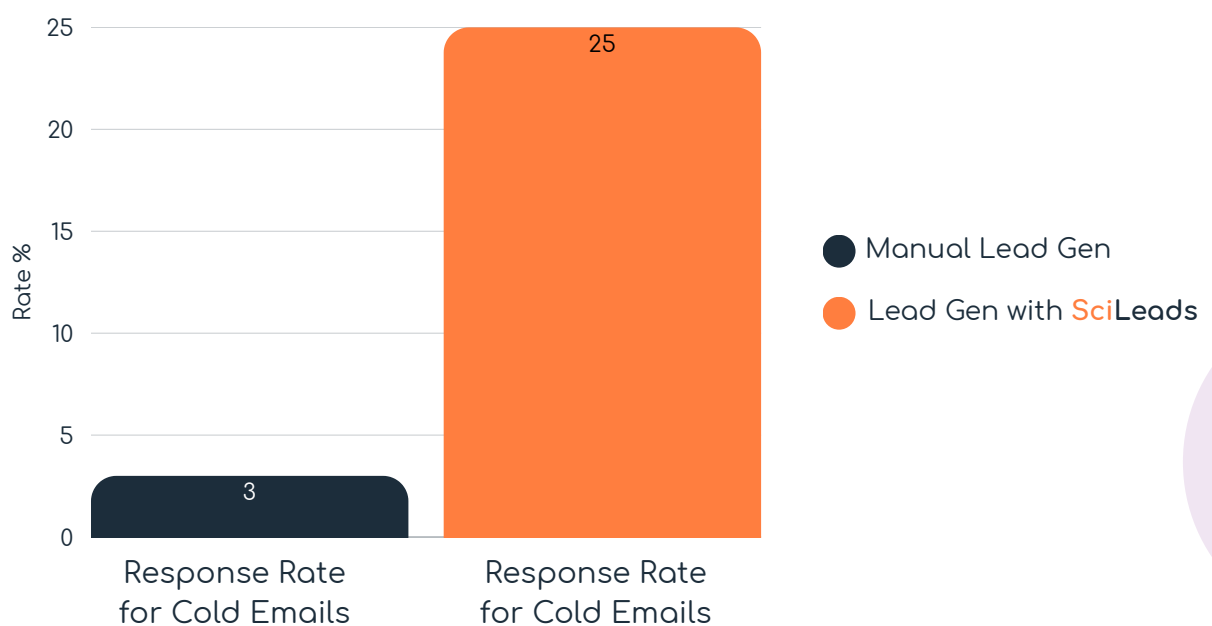
## Results

Average response rate to email campaigns improved from 3% to 25% overnight.

## Improving efficiencies at Hinallea Imaging

Hinallea Imaging provides intelligent food-inspection solutions as a service, powered by an AI-enabled hyperspectral imaging platform.

Their biggest challenge was identifying qualified leads in niche, technical markets. Hinallea also wanted to improve efficiencies across sales, marketing, and business development by reducing the time involved in manually searching for information in order to target their key customers.



## Better Sales and Marketing Research, Faster

Hinalea used the SciLeads **funding, publication, and tradeshow data** to create targeted prospect lists and engage with them in a mutually beneficial way. As a result, the team enjoyed short term and long term value from the platform, including;

- **Reducing hours of manual effort** with instant access to information via the SciLeads platform.
- Improving their **average response rate to email campaigns from 3% to 25% overnight.**
- Drastically improving **outreach efficiency, productivity, and pipeline quality.**
- **Identifying qualified leads** in their niche market.

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SciLeads is an essential part of our workflow. Since adopting SciLeads, we have seen measurable improvements in our outreach and pipeline quality, with our average response rate for email campaigns improving from 3% to 25% overnight. The support from SciLeads has also been exceptional: responsive, knowledgeable, and consistently proactive.

**-Business Development Team, Hinalea**



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## About SciLeads

Containing the world's most accurate and comprehensive database of scientific prospects, organizations, activities, and sales signals, SciLeads is on a mission to accelerate growth for everyone looking to sell to scientists.

Learn more at [scileads.com](https://scileads.com)

## Contact Us

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