

Case Study:

142% More Webinar Registrations with SciLeads

Pine Research Boosts Webinar Sign-Ups

Challenge

Finding prospects for technically complex products and events. Growing webinars attendance.

Method

Targeting tradeshows prospecting and webinars invitations using individual's research profiles and emails from SciLeads

Results

Email opens +18%
Email clicks +150%
Webinar registrations +142%
Conversion rate +135%

Marketing Complex Scientific Products

Pine Research specializes in electrochemistry products for research scientists across industry and academia. For 7 years they have used SciLeads to drive demand, generate leads, prepare for trade shows, and boost webinar attendance.

Finding suitable prospects for Pine Research's technically complex products, content, and webinars was previously done by manual research and slow organic growth.

Using SciLeads Data to Fill the Marketing Pipeline

The Pine Research team used SciLeads across their marketing pipeline:

- **Trade Shows:** finding relevant shows, and relevant people in attendance.
- **Personalized prospecting:** using the individual profiles for each scientist, prospecting could reference recent papers, posters, and talks - improving response rates.
- **Webinar invitations:** finding relevant people to invite to webinars and virtual events, including their contact information to directly invite them.
- **Regular updates:** saved searches on SciLeads let the team be alerted to updates on people and companies matching their ideal customer profile or keywords.

Results: Increased Opens, Clicks, Registrations, and Conversions

Since using SciLeads for their webinars marketing, the team have seen:

- 18% increase in email open rates
- 150% increase in email link clicks
- 142% increase in webinar registrations
- 135% increase in webinar attendance conversion rate

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SciLeads has been **invaluable** to our marketing evolution. Whether it was tradeshow, digital content, or webinars, their platform enabled us to adapt and thrive. The results speak for themselves - I'll be using SciLeads exclusively for future webinar marketing.

Neil Spinner, Pine Research

SciLeads

Empowering 1000+ Companies to Accelerate Growth

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