

Case Study:

600% ROI and \$2m New Pipeline with SciLeads

Metabolon

Challenge

Finding highly specific ICPs, at the right stage in their research, with funding.

Method

Rolling out SciLeads access to all sales and marketing staff to get detailed profiles on individual prospects and target companies.

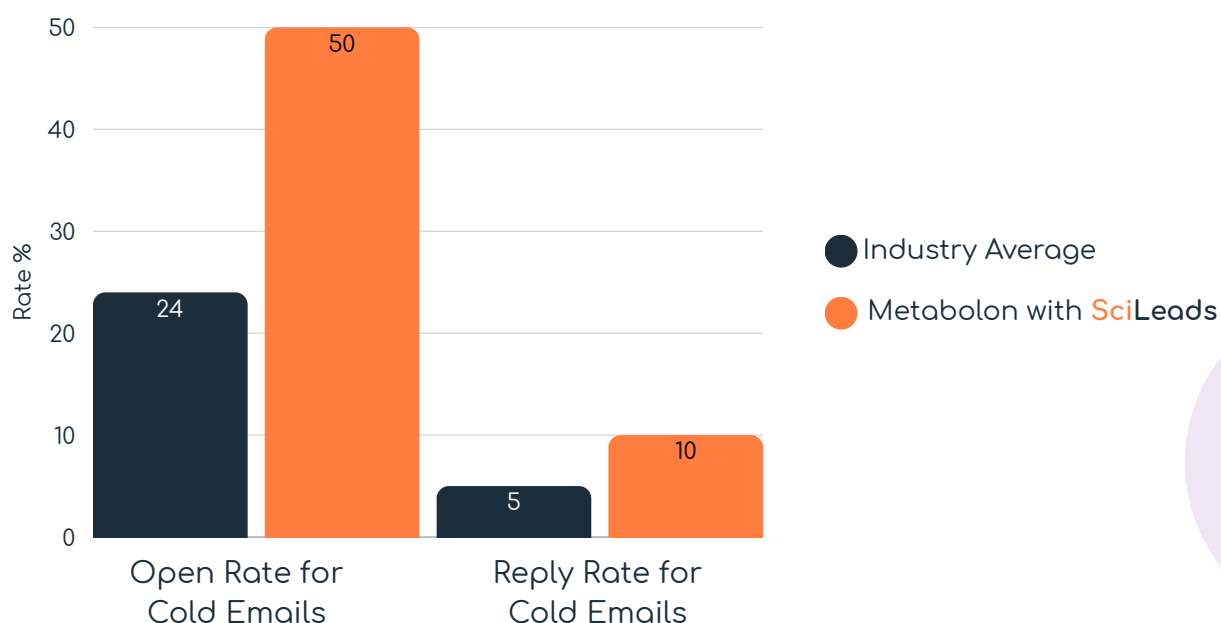
Results

Almost \$2m of new pipeline and a 600% return on investment within 1 year of using SciLeads.

Growing Sales Pipeline in Metabolomics

Metabolon provides leading software and services in metabolomics to support drug development and research. Finding prospects who match their ideal customer profile, and have funding, is difficult due to their highly specialized product offering.

The Metabolon team wanted to find relevant prospects, at the right time in their research, to grow their sales and marketing pipelines. They also wanted to identify new markets to promote new products, and validate product-market fit during product development.



Better Sales and Marketing Research, Faster

With the SciLeads platform rolled out to all sales and marketing employees, the Metabolon team were able to:

- Find scientists with new funding in their field, quickly and accurately.
- Get detailed profiles on individuals and organizations to tailor their prospecting and boost reply rates.
- Spot new opportunities and markets, and assess demand to validate product-market fit.

The unlimited searches and exports meant each team member could refine and focus their results continually, to generate lists of prospects to fit with specific events, products, and campaigns.

“

SciLeads has helped us establish routine around the more challenging aspects of prospecting. We find new leads every week and are in contact with them within minutes. As our suite of multiomics solutions increases, so too does our prospective audience, and SciLeads guarantees we're able to reach new potential customers, fast.”

Paul Wright, Commercial Marketing Director, Metabolon

Results: \$2m Pipeline and 600% ROI

With SciLeads the Metabolon team identified highly specialized ideal customer prospects, at the right time in their research projects.

This brought them almost \$2m of new pipeline, and overall they saw a 600% return on investment in 1 year of using SciLeads.



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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

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