

Case Study:

Better Science Tradeshows ROI

StressMarq improves conference ROI using SciLeads Conferences Data

Challenge

Maximizing ROI from scientific conferences and tradeshows to generate leads for bioreagents products.

Method

Prioritizing the best events, prospects, and personalizing outreach using SciLeads' tradeshows data.

Results

Better pre-event responses, sales conversions, conference planning, and overall ROI.

Improving Events ROI

StressMarq Biosciences provides antibodies and bioreagents to scientists in neurodegenerative disease research.

Trade shows and conferences are a key part of their sales and marketing strategy to generate demand, leads, and sales. Picking the best events, and getting the best value from them, is critical due to the high cost of attending and exhibiting. The team also wanted a way to engage and connect with prospects from the events they didn't attend.

Scientific Conferences Data

Using the conferences and tradeshows data in SciLeads the team could research, plan, and focus their efforts to get the best return.

- **Identifying the best events:** by matching their technical keywords against talks and posters at hundreds of events, the team could quickly see which events had the most relevant audiences.
- **Identifying key prospects:** the team could also find specific attendees who match their ideal customer profile, based on their publications, talks, posters, and recent funding in the specific research area.
- **Improved outreach:** the wealth of detail about prospects work meant that pre- and post-event prospecting could be highly personalized and specific to their research, to boost reply rates.

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“SciLeads has been a game-changer for our sales and marketing efforts; particularly in conference preparation. The pre-conference data enables us to identify and connect with key researchers before an event, increasing engagement and ultimately boosting sales.”

Christina Korgiopoulou, StressMarq Biosciences

Results: Better Events Results and ROI

Using SciLeads the StressMarq Biosciences team saw:

- More pre-event engagement, leading to better ROI.
- More sales conversions from highly targeted outreach.
- More efficient conference planning, making it easier to choose the best events to invest in.

To improve your ROI from conferences and tradeshows, visit scileads.com/get-started/

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Contact Us

By Email: laura@scileads.com

By Phone: +44 2895 929005 / +1 415 663 5194

LinkedIn: [@SciLeads](https://www.linkedin.com/company/scileads)

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