

Case Study:

33% More Email Clicks

ATCC - American Type Culture Collection

Challenge

Finding relevant people and driving engagement with digital marketing content for biological standards and cell line products.

Method

Using the SciLeads database to find relevant, active scientists. Careful scheduling and segmentation to avoid fatigue.

Results

3x more sends over 2 years.
33% higher click rates.
6% better open rates from SciLeads emails than others.

Growing Engagement in Biology Consumables

ATCC is a non-profit providing biological standards and cell lines to researchers across the life sciences. Email marketing is a key channel for the organization to nurture and engage customers and prospects, and drive repeat business.

Over a 2 year period the marketing team made strategic changes to their email marketing across scheduling, suppression, subject lines, copy, design, segmentation, and finding new contacts with SciLeads.

All of these changes **grew total sends by 3x**, while open rates doubled. Emails to SciLeads contacts specifically saw a **6% higher open rate** than average, and **33% higher click rates**.

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A couple of years of focused effort can completely change the trajectory of a program, and this one is just getting started.

SciLeads contacts had 6% better open rates and 33% better click rates over 2025 than our full email file. Definitely helped pull our email results in a much better direction.

Willie Deutsch, Marketing Operations Manager, ATCC



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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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