

Case Study:

33% Cold Email Open Rate

Challenge	Method	Results
Increasing open rates for cold emails.	Used SciLeads' Cold Outreach webinar and platform data to craft cold emails.	Consistently achieved open rates of 19-33%.

Targeted outreach using SciLeads

Psomagen provides DNA sequencing and genomic analysis services. After attending SciLeads' Cold Outreach to Scientists webinar, the team applied the recommendations to their HubSpot sequences, using SciLeads to find relevant people, monitor funding and publication alerts, and craft highly personalized outreach.

The approach

Key changes included:

- Writing human, conversational emails in plain text.
- Personalizing outreach based on the scientist's research area using SciLeads search.
- Timing emails around new funding or research updates using SciLeads email alerts.
- Using one clear call-to-action, such as a suggested time to meet.

Open rates boosted to 33%

The new approach quickly achieved **19-33% open rates across HubSpot sequences**. These results earned **internal recognition** from leadership, and the sequences were later shared with the wider team as a **best practice for outreach**.

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Psomagen has had success using SciLeads, especially with their funding updates and Laura Haldane's trainings on email outreach. Their support is superb. We consistently get open rates in the double digits.

Lori Mull, Senior Product Manager, Psomagen



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