SciLeads | AMSTERDAM SCIENTIFIC INSTRUMENTS

Case Study:

300 Prospects, 50 Leads, 4 Commercial Conversations

Challenge	Method	Results
Generate high-quality leads and meetings at IUCr without exhibiting or having a booth.	Combined SciLeads conference data with an AI-powered workflow to identify and engage 300 prospects.	Generated 150 email opens including 50 engaged prospects, leading to meetings and 4 serious commercial conversations.

Amsterdam Scientific Instruments

ASI is a Netherlands-based company specializing in advanced detector technology for scientific research. ASI serves scientists working in fields such as crystallography, materials science and electron microscopy; supporting worldwide breakthroughs in research and innovation.

Conference Campaigns to Commercial Conversations

ASI wanted to maximize commercial opportunities at the International Union of Crystallography (IUCr) tradeshow without the expense or presence of an exhibition booth. Using SciLeads conference data and an AI workflow, ASI narrowed 1,400 attendees down to 300 relevant prospects for targeted email outreach. The campaign generated 150 email opens and 50 engaged prospects, including 4 serious commercial conversations.



> Even without a booth at IUCr, I had six or seven face-to-face meetings booked in every day. Usually, if I didn't have any of this prep work and didn't have all of this stuff ready, I would have felt like I was constantly missing out.

Zoltan Gal, Commercial Lead, ASI

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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