

## ABOUT CLIENT : Strategic Lead Generation Partnership in Clinical Trial Intelligence and Campaign Management

### CLIENT

Leading provider of clinical trial intelligence and solutions



### INDUSTRY

Pharmaceutical, Biotech, Medtech, and CROs



### PRODUCTS

Clinical trial data and analytics, investigator and site intelligence



### TARGET GEO

Global



### CONTEXT

The client, a leader in the clinical trial intelligence space, was facing significant challenges in their lead generation efforts. They were struggling with two primary issues. Firstly, their current supplier was unable to provide high-quality Marketing Qualified Leads (MQLs) for their own suite of clinical trial and analytics products. This resulted in lower engagement and conversions, impacting their sales pipeline and revenue growth.

Secondly, the client was not meeting the lead quality standards expected by their sponsor clients. These sponsors, for whom the client conducted various promotional activities such as roundtables, webinars, and in-person events, required leads that were highly targeted and qualified. The inability to deliver such leads was affecting the client's credibility and the effectiveness of their marketing campaigns.

The client needed a strategic partner who could address these dual challenges by providing high-quality, actionable leads and optimizing their marketing campaigns to enhance engagement and conversions.

### BUSINESS OBJECTIVE

The primary objective was to establish a strategic partnership to support the client's marketing initiatives with qualified actionable leads. This included:

#### 1. Generating High-Quality MQLs for Client's Products:

- Enhance lead generation efforts for the client's clinical trial and analytics products.
- Utilize advanced data analytics and targeted marketing strategies to improve the quality and quantity of MQLs.

#### 2. Supporting Sponsor Client Campaigns:

- Deliver high-quality leads that meet the expectations of sponsor clients.
- Optimize outbound marketing programs including webinars, in-person events, and roundtables to maximize lead generation and campaign effectiveness.
- Implement enhanced analytics services to provide detailed insights and predictive modeling for better campaign performance.

By addressing these objectives, the client aimed to boost engagement, increase conversions, and establish a more effective and credible marketing process, ultimately driving growth and enhancing their market position.

## OUR SOLUTION

### Comprehensive Lead Generation Strategy:

- **Market Analysis and Segmentation:** Detailed market analysis to identify key players and segment prospects based on targeted criteria.
- **Customized Messaging:** Personalized communication strategies, utilizing data enrichment to craft compelling messages tailored to specific audience segments.
- **Multi-Channel Campaign Execution:** Including email, LinkedIn, webinars, and in-person events, ensuring wide-reaching and effective engagement.
- **Ongoing Data Enrichment:** Continuously updated and refined the prospect database with new insights and intent signals, maintaining accuracy and targeting precision.
- **Analytics-Driven Optimization:** Employed advanced analytics to monitor campaign performance, implementing real-time adjustments to optimize lead generation efforts.
- **Collaboration and Reporting:** Provided regular progress updates and comprehensive reports, including detailed insights and actionable recommendations for continuous improvement.

## OUTCOMES



**Boosted Targeted Leads:** Increased the number of targeted leads by achieving close to 100% registrations for campaigns, translating to a 25% increase in conversion rates.



**Elevated Customer Engagement:** Achieved unparalleled lead quality, resulting in a 20% increase in stakeholder satisfaction and a 15% rise in exhibitor revenues.



**Enhanced Marketing Efficiency:** Improved marketing operations, leading to a 28% reduction in customer acquisition costs.



**Amplified Demo Meetings and Conversions:** Averaged 8 to 9 additional demo meetings with 3 wins quarterly, showcasing effective lead nurturing strategies.



**Pipeline Velocity and Revenue Impact:** Improved pipeline velocity by \$150k - \$250k quarterly and projected a 34% increase in revenue within the first year.

## OUR METHODOLOGY

- **Initial Setup Phase:** Market mapping and analytics setup. Tailored communication planning.
- **Segmentation and Targeted Communications:** Advanced segmentation. Multi-channel strategic communication campaigns.
- **Reporting and Decision Support:** Advanced reporting tools. Real-time insights and informed decision-making
- **Dynamic Data Enrichment:** Maintained prospect database with up-to-date intent indicators. Precision targeting
- **Ongoing Monitoring and Updating:** Monitored market shifts. Refined strategies based on real-time feedback.