

CLIENT

Leading provider of pharmaceutical AI solutions



INDUSTRY

Pharmaceutical and biotechnology



PRODUCTS

AI-driven drug discovery solutions



TARGET GEO

Global



BUSINESS OBJECTIVE

To effectively penetrate and navigate the organizational hierarchies of the world's top 35 pharmaceutical giants, specifically targeting decision-makers in R&D and Therapy Areas, to craft tailored AI solutions aligned with their specific needs

OUR SOLUTION

Strategic Engagement: Leveraged Executive Leadership Profiling to gain insights into decision-makers in R&D and Therapy Areas

Tailored Demonstrations: Employed Therapy Area Leadership Mapping to adapt product demonstrations, targeting from drug target discovery to complex disease biology

Accelerated Pathways: Utilized Discovery Program Leadership Detection to highlight key figures steering drug discovery and related programs

Holistic Insight: Drafted organizational tree charts encapsulating the entire preclinical discovery hierarchy, supplemented by a detailed data compendium for everyone

OUTCOMES



Precision Engagement: Deeper engagement with top 35 pharmaceutical firms led to 20% more interactions with key decision-makers, projecting a 23% increase in annual recurring revenue



Enhanced Demonstrations: Customized product demonstrations led to a 15% increase in lead conversion rates within target therapy areas



Efficiency: Streamlined the Client's research approach, navigating through pharma organizational complexities more efficiently



Expansion & Trust: Following initial success, the service expansion to an additional 60 firms increased market reach by 30%, reinforcing trust and establishing a foundation for ongoing strategic partnerships