

Outcomes-Based Lead Generation for Pharma & Biotech

Engage scientific, regulatory, and commercial decision-makers across the drug development spectrum



Lead Generation Solutions – Pharma and Biotech

About Us

- 24 years specialized experience in Pharma and Biotech
- 500+ Global data intelligence specialists
- ISO 27001 certified for data security
- 97% Client retention rate

Delivering qualified leads aligned to our clients' specific ICPs

- Clinical Research Professionals
- Drug Development Specialists
- Regulatory Affairs & Compliance Experts
- Medical Affairs & KOL Management

Strategic Engagement Across the Pharma Value Chain

Precision Lead Generation for Every Stage of Drug Development We've successfully delivered campaigns across the entire drug development spectrum, ensuring senior-level engagement for initiatives ranging from scientific discovery to regulatory innovation, manufacturing strategy, and commercial excellence. Our lead generation programs span the full spectrum of life sciences, from emerging biotech to global CDMOs and established manufacturers.

Full Spectrum Campaign Capabilities

Discovery

- Platform Science
- Translational Research

Development

- Clinical Operation
- Data Management

Regulatory

- Global Submissions
- Compliance

Manufacturing

- Tech Transfer
- Supply Chain

Commercial

- Market Access
- Business Development and Licensing

Lead Generation Channels

- **Event-Based Lead Generation** – includes:
 - Webinars
 - Roundtables
 - Global Summits / Conferences
- **Content Marketing Lead Generation** – includes:
 - Whitepapers
 - Reports
 - Blogs
 - Case Studies
 - Thought leadership pieces

Our Approach

focused on delivering qualified leads from right people at the right companies



Ideal Customer Profiling (ICP)

We work closely with clients to apply a data-driven, analytical approach that ensures campaigns target the right people within the right organisations — resulting in every lead being pre-qualified and highly relevant.



Market Mapping

We size and segment the market to provide strategic direction for campaign planning, ensuring focus, clarity, and alignment with commercial objectives.



Collaborative Content Development

Campaign content and messaging are shaped together to align with your goals and voice.



Strategic Multi-Channel Outreach

We engage prospects through coordinated outreach across email, LinkedIn, and other channels.



A/B Testing & Optimization

Campaigns launch with A/B testing at the front end, and ongoing analytics guide real-time refinements to improve performance.

Commercial Options – Outcome-Based Model:

| Lead Type | Cost | Purpose |
|------------------------|---------------------------------------|--|
| Webinar Registrations | \$35–\$60 per qualified registration | Engage top- and mid-funnel prospects through expert-led sessions. |
| Content Downloads | \$35–\$60 per qualified registration | Drive demand with whitepapers, case studies, and other gated content. |
| In-Person Events | \$50–\$100 per qualified registration | Capture high-intent leads via curated, face-to-face experiences. |
| Product Demos/Meetings | \$120–\$200 per confirmed meeting | Connect with decision-makers ready for one-on-one sales conversations. |

Disclaimer: Campaign performance and approach may vary depending on the subject matter and target ideal customer profile (ICP).

Explore a Pilot Campaign

Let's deliver 20–50 qualified leads for your upcoming webinar, round table, content initiative, or product campaign.

Schedule a Call