

COMMERCIAL GROWTH

Unlocking AI-Driven Pharma Opportunities for Precision Engagement

SECTOR

Pharmaceutical and
biotechnology

GEOGRAPHY

Global

CLIENT

Leading provider of
pharmaceutical AI
solutions

ENGAGEMENT

AI-driven drug
discovery solutions

THE OUTCOME

23%

Projected increase in annual recurring revenue

From deeper engagement with top 35 pharmaceutical firms

15%

Increase in lead conversion rates

Within target therapy areas

30%

Increase in market reach

Following expansion to an additional 60 firms

THE SITUATION

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.

WHAT COGNITION DID

- **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.

THE RESULTS

- **Precision Engagement.** Deeper engagement with the 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 pharma organizational complexities more efficiently.
- **Expansion & Trust.** Following initial success, service expansion to an additional 60 firms increased market reach by 30%, reinforcing trust and establishing a foundation for ongoing strategic partnerships.