

Case Study:

Arima Genomics Achieves 17% Response Rate to Cold Emails with SciLeads Insights

www.arimagenomics.com

About Arima Genomics

Arima Genomics develops advanced solutions for 3D genomic mapping, enabling researchers to decode gene regulation and chromatin architecture. Their tools support breakthroughs in cancer research, structural variation analysis, and therapeutic discovery, driving progress in precision medicine and drug development.

Challenge

Cold email outreach is a common but difficult strategy in the biotech industry. Competition is fierce — B2B decision-makers receive an estimated 4 to 20 unsolicited emails daily, making it incredibly difficult to stand out. Response rates hinge on cutting through the noise with relevant, contextualized messaging. Arima Genomics faced the task of building scalable, personalized campaigns that reached key decision-makers, encouraged them to respond, and aligned with their research interests.



Solution

Arima Genomics turned to SciLeads to enhance their outreach strategy.

Personalized Prospect Data

Using SciLeads, Arima Genomics accessed detailed researcher and organization profiles, including recent publications, grant awards, conference participation, and organizational updates like new investments and press releases. This data provided the context needed to craft highly tailored emails, enabling Arima Genomics to connect directly with prospects' current work and interests.

Utilizing the timeline of activities to find the most recent publication dates and upcoming conferences the prospect was likely to be attending ensured outreach occurred when researchers were active and open to discussing interesting topics.

AI-Powered Personalization

SciLeads' AI tools further streamlined the process, drafting personalized cold emails that referenced

the researcher's activities and contextualized them within Arima Genomics's solutions ensured their prospects received relevant, timely, and engaging messages that encouraged the recipient to respond. For example, messages would congratulate a prospect on their recent publication before introducing Arima Genomics and their relevant solutions designed to advance their specific research. The AI-driven emails included a clear reason for contact and actionable next steps, from a virtual meeting, to scheduling face-to-face time at an upcoming tradeshow — saving time while maintaining a human touch.

CRM Integration

Integrating SciLeads data with Arima Genomics' CRM platform (HubSpot) allowed them to filter out existing customers, enrich prospect data, and focus exclusively on new, high-priority leads. This scalable approach enabled Arima to manage hundreds of personalized emails efficiently while avoiding redundant outreach.

Results:

Arima Genomics achieved a **17% response rate** to their initial cold emails, significantly higher than the typical 9% rate for 1–3 email sequences and nearly equaling the 20% averages seen in extended campaigns of 4–7 emails.

(Source: Woodpecker.io - [Here's What We've Learned From Sending 20M Sales Emails](#))

By combining high-quality data with AI-driven email personalization, Arima Genomics achieved exceptional results often associated with multi-email campaigns — all in their first outreach. This streamlined approach saved valuable time and resources while driving impactful engagement with researchers and decision-makers.

Conclusion

SciLeads enabled Arima Genomics to transform cold email outreach into a powerful, data-driven strategy. By integrating AI tools and comprehensive researcher insights, Arima Genomics maximized the efficiency and impact of its campaigns, achieving meaningful engagement in a highly competitive field.

For more information about how SciLeads can accelerate your sales prospecting efforts, visit www.scileads.com/get-started

