

Case Study:

Metabolon Upgrades SciLeads Enterprise Licensing After Achieving More Than 600% ROI in Year 1

<https://metabolon.com>

About Metabolon

Metabolon is a global leader in metabolomics, dedicated to helping researchers and organizations harness the power of metabolomics and multiomics data. Their advanced metabolomics services provide actionable biological insights, enabling breakthroughs in drug development, precision medicine, and disease research.

Metabolon's cutting-edge technology and expertise empower customers to understand the role of metabolites in health and disease, driving discoveries that translate into impactful scientific and commercial outcomes.

Challenge

Finding the right prospects in a specialized field like metabolomics presents a unique challenge. Identifying metabolomics prospects with funding is difficult; finding those with a knowledge of metabolomics and looking to integrate metabolomics data into multiomics projects is even harder. Metabolon needed a solution to:

- Scale their sales and marketing prospecting processes to find timely, relevant prospects in need of metabolomics services.
- Build stronger sales pipelines with researchers who had newly awarded funding and were ready to engage.
- Identify new markets for upcoming product launches and validate product-market fit for new service offerings linked to microbiome and exposome research.

Solution

Metabolon introduced SciLeads to help address these challenges and scale their prospecting efforts. By providing access to all Sales and Marketing employees, SciLeads enabled Metabolon to:

- Quickly and accurately identify researchers with newly awarded funding, including those actively working in multiomics research.
- Leverage detailed researcher and organization profiles to target prospects with personalized, relevant outreach campaigns.
- Identify emerging opportunities in new markets and assess demand for new service offerings, validating product-market fit and supporting strategic growth.

With unlimited searches and weekly exports, Metabolon were able to rapidly generate targeted prospect lists aligned to their business goals, saving time and focusing efforts on high-value individuals.

Outcomes

- More than **600%** ROI in the first year of implementation.
- Almost **\$2m** of new pipeline was generated using SciLeads.



“SciLeads has helped us establish routine around the more challenging aspects of prospecting. We find new leads every week and are in contact with them within minutes. As our suite of multiomics solutions increases, so too does our prospective audience, and SciLeads guarantees we’re able to reach new potential customers, fast.”

Paul Wright

Commercial Marketing Director,
Metabolon

Conclusion

SciLeads has empowered Metabolon to streamline their sales and marketing processes, scale their outreach efforts, and achieve measurable success in a highly specialized field. With access to timely and relevant prospects, Metabolon's Sales and Marketing teams can focus their efforts on building meaningful connections and driving growth.