Case Study:

How 3Helix Optimized Lead Targeting and Advertising Efficiency with SciLeads

https://3helix.com

About 3Helix

3Helix are a peptide manufacturer, specializing in the development of next-generation biomaterials and collagen-based diagnostics for life science applications. 3Helix have a clearly defined ideal customer profile, but with labs frequently changing their research projects, they needed a data solution to help them identify relevant prospects with buying intent to help their team reach the right decision makers at the right time.

Challenge

Finding and engaging relevant leads in the life sciences sector presented several hurdles:

- Highly Specific and Evolving Target Audience:
  Labs frequently change research projects, making it difficult to maintain accurate targeting. They might be reaching the right person, but they could be focused on other things making timing outreach when there is a good product-fit extremely challenging.

- Inefficiencies in Traditional Platforms:
  Platforms like LinkedIn struggle to differentiate between life science companies and fail to provide precise targeting capabilities. Specifically, identifying which organizations have specific instruments in their labs to help determine if there is a good need for 3Helix products.

- Costly Advertising Waste:
  Without accurate lead identification, ad spend could be misallocated to the wrong audiences by advertising to the right people but at the wrong time.

- Need for Cross-Platform Lead Utilization:
  3Helix required a solution that could integrate lead data across multiple marketing channels, including ads and email campaigns.

Solution

By leveraging SciLeads' advanced search functionality, 3Helix was able to:

- **Pinpoint the right leads using keyword filters tied to scientific publications.** With advanced search functionality, 3Helix were able to build comprehensive searches and alerts that were inclusive of all relevant keywords and keyword combinations, and exclude negative keywords associated with different stages of project pipelines or tangential solutions.

- **Segment searches based on industry, company size, and funding status.** 3Helix were able to build a comprehensive market map, identifying all target accounts across CROs, Pharma, and Academia, and build new customer acquisition campaigns.

- **Generate precise lead lists,** ensuring outreach happens at the right time when labs are actively working in relevant research areas. Using alerts as new activities were recorded on target prospects, 3Helix were able to contact prospects instantly with relevant, contextual cues to maximize response rates.

- **Export data in an easy-to-use format,** allowing seamless integration across advertising, email, and retargeting campaigns. 3Helix integrated SciLeads data across all channel marketing tools to improve message targeting and personalization.
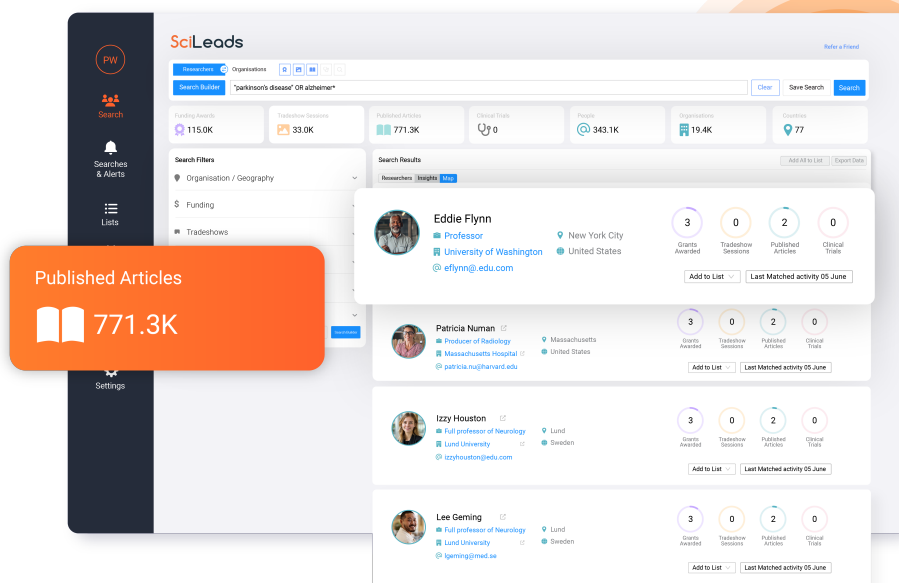
Results

- Email open rates: 50-80%, well above industry averages.

- Reply rates: 1.5x - 2x higher than standard benchmarks.

- Ad campaign efficiency: Lower cost per click (CPC), reducing spend while expanding audience reach.

"SciLeads' search function is incredibly robust, allowing us to target our desired audience like no other service can. It saves us time in generating leads, money by preventing wasted ad spend, and provides exportable data that integrates seamlessly across marketing channels. Simply put, SciLeads ensures we reach the right people at the right time."

Anthony Kolton
3Helix

Conclusion

SciLeads has transformed 3Helix's marketing efficiency, allowing the team to target highly relevant leads, reduce ad costs, and improve engagement rates across multiple channels.

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