

Case Study:

How Pine Research Maximized Webinar Engagement and Tradeshow Lead Generation with SciLeads (142% increase)

<https://pineresearch.com>

About Pine Research

Pine Research specializes in electrochemistry research products, supporting scientists and engineers with cutting-edge instrumentation and software. Over the past seven years, Pine Research has partnered with SciLeads to drive new demand for their products using scientific data for lead generation, trade show preparation, and drive engagement for all digital content, including webinars and livestreams.

Challenge

Building an audience for a specialized and technically complex topic such as electrochemical research was difficult via traditional inbound lead generation - finding relevant people who would be interested in the educational content Pine Research were creating required lots of manual desk research and slow organic growth. Furthermore, identifying ideal topics for webinars and tradeshows took extensive research, reading papers and conference agendas to identify the best fit for Pine Research's solutions to be well received. This challenge was compounded by changing landscapes due to travel restrictions during the COVID-19 pandemic.

- **Pre-COVID:**
Pine Research focussed on tradeshows and conferences, and needed support identifying the best-value events to attend, and identifying the best prospects to approach.
- **During COVID:**
Pine Research shifted to digital marketing, increasing both the number of live webinars and livestreams they hosted and the amount of on-demand webinars they published.
- **Post-C OVID:**
Pine Research required a blended approach, optimizing both in-person and digital event prospection without increasing the effort required to perform both tactics efficiently.

Solution

SciLeads equipped Pine Research with a powerful, out-of-the-box solution for targeted prospect and tradeshow identification. By searching for niche and technical keywords, Pine Research was able to identify contacts with overlapping interest and expertise in Electrochemical research topics, and prioritize trade shows with the greatest number of delegates aligned to target personas.

Below are some examples of how SciLeads supported Pine Research over time:

Pre-COVID:

- SciLeads delivered highly targeted, data-mined lists for relevant conferences, dramatically reducing trade show preparation time.
- The prospect lists were then utilized for pre-meeting prospecting, scheduling calls and meetings with delegates ahead of the event.

During COVID:

- SciLeads enabled Pine Research to identify all relevant target prospects and contact information to send precise, segmented email invites for webinars and virtual events.
- This targeted approach helped Pine Research become a leader in digital marketing within the electrochemistry research industry.

Post-COVID:

- SciLeads' Saved Searches feature allowed Pine Research to refine its outreach strategy.
- Instead of relying on static lists, SciLeads helped Pine Research create dynamic, real-time audience segments based on recent engagement, guaranteeing the most recent and relevant contacts were always included in marketing messages.
- This approach also meant tradeshow prospection and digital marketing lists were continually up to date so each tactic was focused on the execution, and less on the preparation.

SciLeads

Tradeshows Calendar

Show tradeshows for year 2024 Filter Name Filter Location Clear

| STATUS | NAME | DATE | LOCATION | |
|----------|--|----------|---------------------|------------------------------------|
| UPCOMING | French Association of Cytometry (AFC) | 17th Dec | Marseilles, France | <button>Register Interest</button> |
| UPCOMING | Interdisciplinary Anti-Infectious Chemotherapy | 15th Dec | Paris, France | <button>Register Interest</button> |
| UPCOMING | Antibody Engineering and Therapeutics (AET) | 11th Dec | San Diego, USA | <button>Register Interest</button> |
| UPCOMING | American Society for Cell Biology (ASCB) | 15th Dec | Leiden, Netherlands | <button>Register Interest</button> |
| UPCOMING | IEEE IEDM | 18th Dec | London, UK | <button>Register Interest</button> |
| UPCOMING | Dutch Life Sciences | 11th Dec | Harrogate, UK | <button>Register Interest</button> |
| UPCOMING | Digital Pathology & AI Congress Europe | 15th Dec | Paris, France | <button>Register Interest</button> |

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"SciLeads has been invaluable to our marketing evolution. Whether it was tradeshow, digital content, or webinars, their platform enabled us to adapt and thrive. The results speak for themselves—I'll be using SciLeads exclusively for future webinar marketing."

"My company (Pine Research) has been a customer of SciLeads for about 7 years and counting, and the partnership has been extremely beneficial. Interestingly, since we began our relationship before covid and have continued into this post-covid marketing world, we've observed the evolution of marketing strategies that SciLeads has brilliantly adapted to and helped keep us relevant to our customer base."

"SciLeads was revolutionary for our workflow and efficiency by providing data mined lists for each relevant conference. Our collective preparation time for tradeshow was cut dramatically thanks to SciLeads."

"As we navigate the future we are still finding tremendous value from SciLeads [...]. I changed my marketing strategy after consultation with Laura Haldane of SciLeads. [...] My webinar email list dropped by 1/3rd [...] however, I observed an 18% increase in number of emails opened, 150% increase in email links clicked, 142% increase in webinar registrations, and 135% increase in conversion rate (observed attendees compared to number of emails sent)."

"Needless to say, moving forward I am going to exclusively use this strategy for marketing my future webinars, and I am grateful to SciLeads for how their platform enables these efforts."

Neil Spinner

Electrochemical Engineer, Pine Research



Results

The impact of SciLeads on Pine Research's webinar marketing strategy was significant:

- 18% increase in email open rates
- 150% increase in email link clicks
- 142% increase in webinar registrations
- 135% increase in webinar attendance conversion rate

Conclusion

SciLeads has continued to support Pine Research's digital marketing outcomes for more than 7 years, helping the team to adapt to socio-economic changes quickly and stay ahead of the competition for highly engaging digital marketing efforts.

[Watch Neil's Testimonial Here:](#)



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Scientific Webinar

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