

Case Study:

How StressMarq Biosciences Boosted Conference Engagement and Sales with SciLeads

<https://stressmarq.com>

StressMarq Biosciences

StressMarq Biosciences is dedicated to advancing the frontiers of neurodegenerative disease research. Their mission is to empower scientists and researchers with the highest quality bioreagents and research tools, enabling groundbreaking discoveries and innovative solutions for diseases such as Alzheimer's, Parkinson's, and ALS. Their sales and marketing teams rely on events and tradeshows to generate new demand for their reagents, and require specific researcher targeting to prioritize conferences and maximize commercial impact.

Challenge

StressMarq came to SciLeads with several challenges optimizing conference participation:

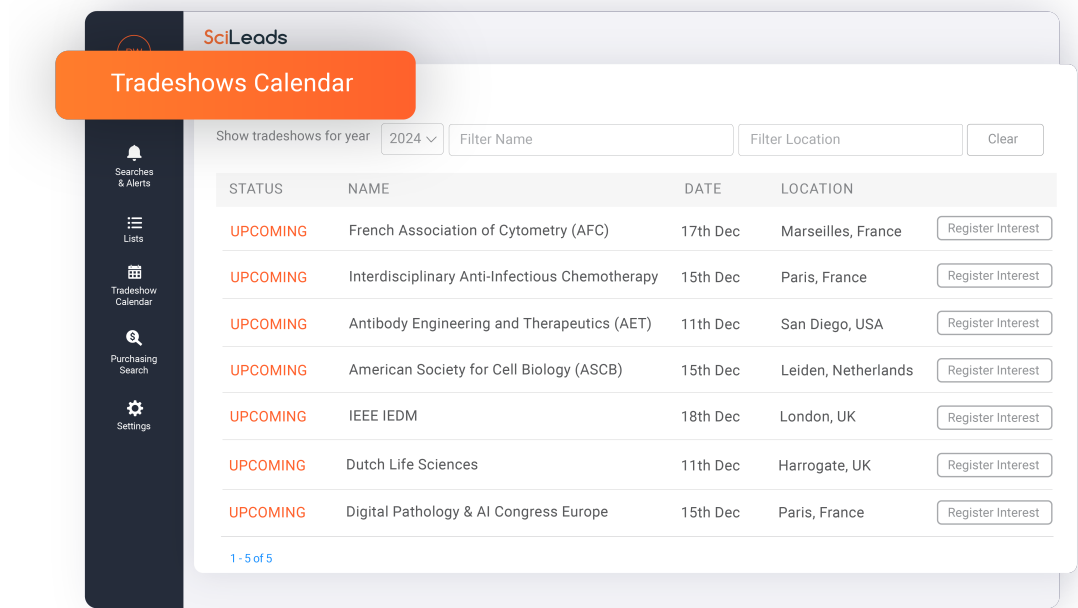
- **Identifying High-Value Events:**
With hundreds of relevant industry events taking place each year, StressMarq Biosciences needed help identifying the best events to participate in for maximum return on investment.
- **Pre-Event Outreach Limitations:**
Traditional event marketing made it difficult to pinpoint and engage key researchers before a conference. Without targeted pre-event data, Sales and Marketing teams were missing out on making meaningful connections before their events started.
- **Generating demand from non-attended events:**
It wasn't possible to attend every event, meaning opportunities were being missed to connect with potential buyers. StressMarq Biosciences needed a way to use event attendance information to target new prospects online and start new conversations.

Solution

SciLeads was introduced to grant Sales and Marketing users access to an extensive tradeshow and contact database. StressMarq were able to

- **Identify key researchers** ahead of events, ensuring targeted outreach. By using the advanced Search Builder, the StressMarq team were able to combine keywords, exclude negative keywords, and identify all relevant researchers they wanted to engage with, and a list of the most popular events attended by those researchers.

- **Implement high-impact pre-event prospecting.** SciLeads alerted StressMarq Biosciences to new event lists as they were added to the SciLeads portal, giving their teams a starting point for pre-event meeting scheduling, and using known event attendance to make new connections and start new conversations. With new event lists being added frequently, this tactic allowed continual pre-event prospecting, increasing booth traffic and scheduled meetings.
- **Boost sales opportunities** by focusing on the most relevant contacts, Sales and Marketing teams improved their successful outreach, generating more inquiries and building a larger pipeline directly from utilizing SciLeads data for strategic event prospecting.



Results

- Stronger pre-event engagement, leading to higher conference ROI.
- Increased sales conversions from targeted attendee outreach.
- More efficient conference planning, ensuring time was spent with the right audience.



“SciLeads has been a game-changer for our sales and marketing efforts, particularly in conference preparation. The pre-conference data enables us to identify and connect with key researchers before an event, increasing engagement and ultimately boosting sales.”

Christina Korgiopoulou
StressMarq Biosciences

Conclusion

By leveraging SciLeads, StressMarq has transformed event planning into a strategic sales tactic, ensuring higher engagement, more meaningful connections, and increased sales opportunities.