Case Study:

3x Higher Cold Email Response Rate with SciLeads

Arima Genomics Boosts Lead Generation

Challenge

Lead generation by cold emails — standing out in inboxes to get a reply.

Method

Personalized, tailored emails using SciLeads data to mention prospects' recent papers and conferences.

Results

17% response rate from initial cold emails, **over 3x** the industry average.
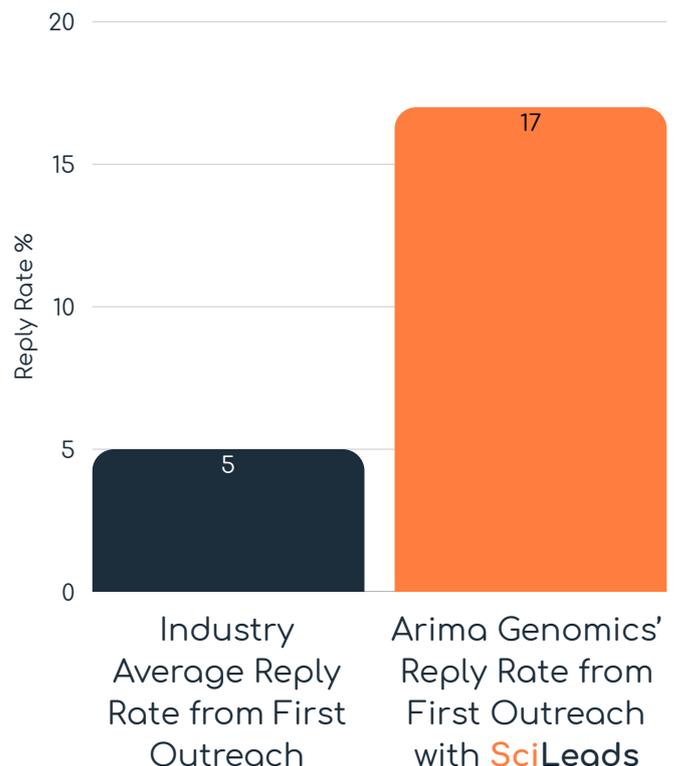
Lead Generation for Genomics

Arima Genomics develops advanced solutions for 3D genomic mapping, which support cancer diagnostics and precision drug discovery and development.

Their lead generation needed to reach key decision-makers in pre-clinical drug discovery and development across biotech, pharma, and academic settings. Ideal customers include researchers in human health, epigenetics, and genome assembly.

Writing Prospecting Emails to Scientists

The Arima Genomics team knew that personalized emails have a much higher response rate, but gathering information to properly do this personalization is difficult.

Using SciLeads the team were able to find prospects who match their keywords across publications, grants, and conference talks and posters. Direct links to all of these matches are provided, so creating highly crafted emails referencing each prospect's most recent paper or talk was simple.

Chart — Reply Rate %

- Industry Average Reply Rate from First Outreach: 5
- Arima Genomics' Reply Rate from First Outreach with SciLeads: 17

To further validate prospects before reaching out, the Arima team integrated SciLeads to their CRM platform, HubSpot. This let them filter out existing customers, enrich prospect data, and focus on new, high-priority leads.

The AI message generator further sped up the process, by writing messages that tie together the scientist's work and Arima's products or value proposition. For example, an AI generated message would congratulate a prospect on their recent publication, before tying it to Arima's products via a shared keyword, then end in a clear call to action.

Results: 3x Reply Rate on First Contact

By implementing the actions discussed:
- Finding ideal customers who closely match their specific keywords
- Personalizing outreach with SciLeads' data on papers, conferences, and funding
- Integrating SciLeads with HubSpot to remove existing customers and enrich data
- Generating personalized emails with SciLeads' AI message generator

The Arima Genomics team achieved a **17% reply rate** on their first cold outreach emails, **more than 3x the industry average** of 5%.

(Source: Woodpecker.io - Cold Email Statistics based on Sending Over 20M Cold Emails)

SciLeads

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