

## Case Study:

# Generating 30 leads from just 300 emails

## Challenge

Improving open rate.  
Discovering new leads in niche market.

## Method

Used SciLeads to tap into smaller, niche companies otherwise overlooked.

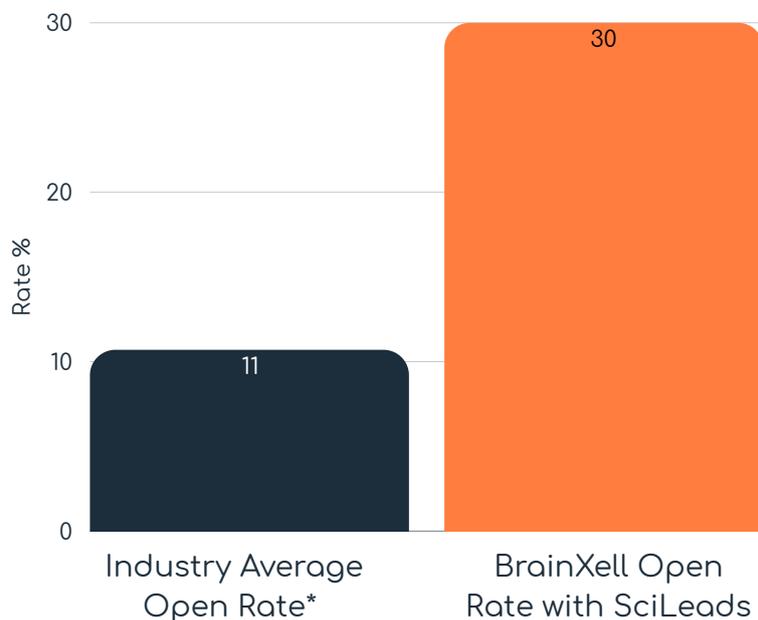
## Results

30% open rate and 30 leads from 300 emails. Engaged 3 smaller companies leading to significant revenue opportunities.

## Uncover hidden opportunities with SciLeads

BrainXell provides high-purity, iPSC-derived human neurons and glia for R&D, with a focus on drug discovery.

Their biggest challenge was identifying qualified leads in their niche market. By using SciLeads, they were able to boost their **open rate to 30%**, achieve a **high click-through-rate**, and generate over **30 leads from just 300 emails**.



## Unlock Hidden Leads

Beyond short-term campaign success, BrainXell has also seen substantial long-term value from the platform.

Using SciLeads advanced search filters, the team were able to discover three smaller, Cambridge-based companies that would have otherwise been overlooked. By targeting these companies, and tailoring their outreach, they successfully converted multiple leads into significant revenue opportunities.

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We've seen substantial long-term value from SciLeads, along with a significant increase in revenue from the leads we've discovered through the platform.

**Matt Mandeville, Senior Business Development Manager,  
BrainXell**

# SciLeads

Empowering 500+ Companies to Accelerate Growth

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