

Case Study:

2x Opens and 2x Replies for 3Helix with SciLeads

3Helix Increase Email Opens and Replies, and Reduces Ad Costs

Challenge

Reaching the right companies at the right time to generate leads for 3Helix's peptide products.

Method

SciLeads search to find companies and individuals with research interests and funding in the right field, at the right time.

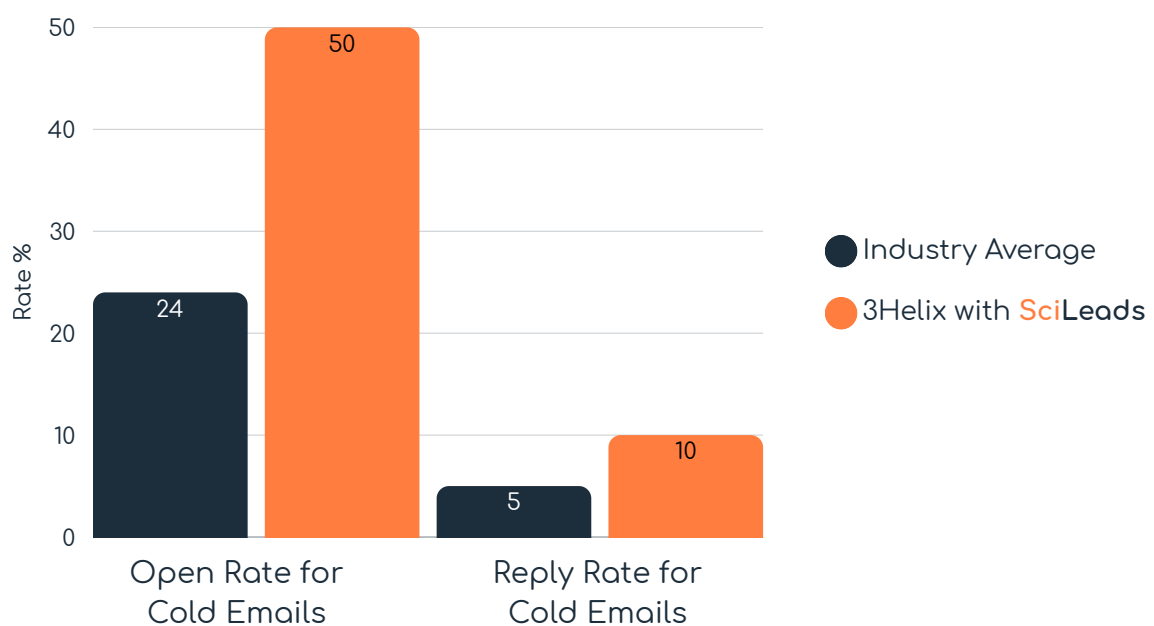
Results

Over 2x industry average email open rates (50-80% vs 23.9%). 1.5-2x higher reply rates. Lower CPC and ad costs.

Lead Gen and Advertising Efficiency for Peptides

3Helix develop peptides for collagen-based diagnostics in life sciences. They have a clearly defined ideal customer profile, but need to find new prospects as the right time — when research interests and funding align with their product offerings.

Using LinkedIn to identify scientist prospects had low success rates. LinkedIn's ads and sales navigator platforms can't differentiate science companies based on the type of research they do. It also can't identify current projects, so even within the right companies it might be the wrong time. This led to broad targeting for ads and emails, with wasted time and money.



Focused Email and Ad Targeting for Scientists

3Helix used SciLeads to identify high intent prospects via 3 methods;

- **Keywords:** they found scientists working on relevant projects that match their product range, based on scientific papers, grants, and conference talks and posters. Negative keywords related to other phases of the projects gave precise targeting.
- **Segmentation:** building specific searches based on industry, company size, and funding status, the team built a detailed map of their market showing target accounts across pharma, biotech, CROs, and academia.
- **Lead lists:** with searches and alerts the team identified individuals working in the right area, with funding. The SciLeads platform allows export of email addresses, or integration into HubSpot or Salesforce, so email marketing and ad targeting can align. This boosts awareness, personalization, and responses.

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“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, Account Representative, 3Helix

Results: Better Opens, Replies, and CPC

With these improvements from SciLeads the team achieved:

- 50-80% email open rates — well above the industry average of 23.9% (Source: [Gartner](#))
- 1.5-2x higher email reply rates than industry benchmarks of ~5% (Source: [Woodpecker](#))
- Lower CPC for ads

Making the changes to their process was easy with SciLeads’ expert support team. Regular strategy discussions, best practice guidance, and fast responses to questions meant the 3Helix team got fantastic results for their outbound sales and marketing.



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About SciLeads

Containing the world's most accurate and comprehensive database of scientific prospects, organizations, activities, and sales signals, SciLeads is on a mission to accelerate growth for everyone looking to sell to scientists.

Learn more at scileads.com

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