



AMPLION

Amplion Marketing Customer Success Story

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We went from the team having no clue where to start to hyper-targeted marketing activity. We were able to align with sales on ABM target accounts prior to product launches to ensure we used the right messaging and tactics to reach the right audience. Our ABM approach garnered high quality leads that we are able to nurture and convert. This is the first time we've been truly aligned with our sales team and **we're excited about the results we're seeing.**

- VP MARKETING

CUSTOMER



Marketing team at industry-leading life sciences company with large product portfolio of instruments and consumables

CHALLENGE



Recent change in growth strategy requires targeting emerging biopharma, which they have not previously engaged. They will need to develop targeted, inbound ABM programs to generate leads for several key product launches. For this new segment, they lack:

- Process or tools to identify emerging companies that match their ideal customer profile
- Understanding of programs and organizations for messaging
- Leads or prospects to engage in campaigns

SOLUTION



Marketing lead gen team of 3 leveraging the Amplion platform with standardized ideal account and timing profiles specific to technical capability of new and existing product lines.



Ideal customer profile primarily consists of:

- **Technology focus** - cell therapy, gene therapy, vaccines, and chromatography
- **Target organization type** - well-funded Biopharma, global, headcount <500
- **Timing signals** - new program initiation, corporate funding event (private or IPO), new hire of science or medical executive, early stage and pre-clinical research stage

RESULTS



Team immediately identified list of **105 companies with relevant programs**, 86% of which were organizations that previous research did not reveal.



Over first quarter of use, 17 additional accounts were identified based on timing signals, which represent new matching programs, companies emerging from stealth mode, and new funding.



ABM campaign was generated to target top 30 companies, **27 of which were identified using the Amplion Intelligence platform**; contacts were targeted using LinkedIn ads (**1.2% click through rate**) and enrolled in nurturing campaign.



Marketing team was able to execute tactical programs for product launches without hiring additional staff that had been planned, **saving headcount expenses of 28%.**

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