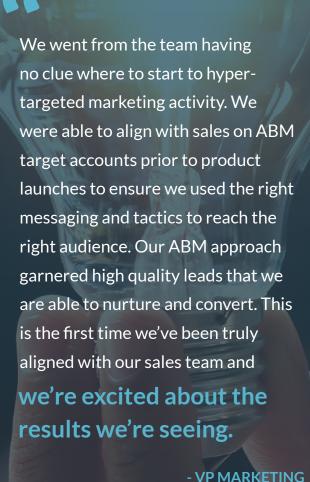


Amplion Marketing Customer Success Story



CUSTOMER



Marketing team at industry-leading life sciences company with large product porfolio 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%.

