

Callbox Amplifies Lead Targeting for a Life Sciences Innovator



THE CLIENT


LOCATION
United States


HEADQUARTERS
New Jersey, United States


PROGRAM TYPE
Lead Generation and Appointment Setting


INDUSTRY
Life Sciences

TARGET LOCATION
All over the US

TARGET INDUSTRIES
Pharmaceutical R&D & Drug Development, Biotechnology, Clinical Research Organizations (CROs), Medical & Laboratory Device Manufacturers, Genomics & Molecular Diagnostics Firms, Healthcare & Hospital Research Centers, Academic Research Institutions & University Labs, Regulatory & Compliance Agencies

TARGET CONTACTS
VPs, Directors & Heads of R&D, Clinical Trial & Research Directors, Chief Scientific Officers (CSOs), VPs & Directors of Drug Development, Lab Managers & Procurement Directors, Regulatory Affairs Managers, University & Hospital Research Directors

ABOUT
The Client is a biopharmaceutical and medical technology company specializing in drug development, laboratory automation, and diagnostic equipment. Their solutions help pharmaceutical firms, biotech companies, and healthcare providers enhance research, improve patient outcomes, and streamline laboratory operations.

THE CHALLENGE

The Client sought to expand its market reach and engagement but faced challenges identifying key decision-makers across diverse industries. They aimed to optimize outreach strategies while ensuring personalized engagement at scale. However, existing methods lacked precision, resulting in lead generation and client acquisition inefficiencies.

To address these issues, the Client needed a more targeted solution to refine audience segmentation, enhance program effectiveness, and drive higher conversion rates.

HIGHLIGHTS

- Generated high-value sales opportunities in the U.S. life sciences industry with a structured ABM approach.
- Connected key decision-makers across multiple industries, strengthening brand presence and market positioning.
- Enhanced lead qualification and conversion, delivering a steady flow of qualified leads.

RESULTS WITHIN 3 MONTHS


51 Marketing Qualified Leads


37 Sales Appointments


248 Social Media Connections

Callbox implemented a comprehensive Lead Generation & Appointment Setting program which included:

- Account-Based Multi-Channel Lead Management via Voice, Email, Chat, Web, Social Media, and Webinar
- Sales Enablement & Support, which included Product Training, Account Setup, and Back Office Sales Support
- Tools & Subscriptions to the Smart Engage and HubSpot CRM
- Account Management with Strategy Building, Regular Reporting, and Product Knowledge

The Goals

1. Implement a targeted, multi-channel program to increase brand visibility and engage more prospects.
2. Identify prospect needs and uncover new business opportunities through discovery calls.
3. Facilitate and coordinate meetings with qualified prospects for the Client’s sales team.

The process consists of three key stages:



Account Research and Selection

1. The Client specified their target industries, locations, and decision-makers.
2. Callbox refined the Client’s ideal customer profile, which served as a basis for identifying qualified accounts.
3. The Client provided a self-compiled list of potential contacts for targeted outreach. Callbox strategically integrated additional names and relevant contact information into the Client’s database to augment the reach of the marketing program.



Account and Prospect Profiling

1. The Client provided buyer persona profiles of the prospects they wanted the outbound program to target, which consisted of detailed demographic and firmographic segmentations.
2. The program’s target personas were VPs, Directors & Heads of R&D, Clinical Trial & Research Directors, Chief Scientific Officers (CSOs), etc.
3. The master contact list was segmented based on these personas and grouped according to industry type.



Multi-touch, Multi-channel Outreach

Employing an AI-assisted approach, they crafted nurture paths integrating phone, email, web, and LinkedIn engagements, all within an adaptive outreach system.

With Callbox’s proprietary CRM, Smart Engage, all outreach activities were smoothly coordinated, keeping the Client updated on the program’s progress.

RESULTS

The Client generated 51 marketing-qualified leads in three months and secured 37 sales appointments, significantly improving their lead qualification process. Additionally, they expanded their digital presence with 248 new social media connections, further strengthening their market position across the US.

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