



Callbox Drives NAM Lead Gen for Life Sciences Brand

THE CLIENT



LOCATION
Indiana, USA



HEADQUARTERS
Indianapolis, Indiana



PROGRAM TYPE
Lead Generation & Appointment Setting



INDUSTRY
Life Sciences

TARGET LOCATION

NAM

TARGET INDUSTRIES

Hospitals and Health Systems, Academic Medical Centers and Research Institutions, Government Health Agencies, Pharmaceutical and Biotech Companies, Public and Private Health Insurance Providers, Clinical Research Organizations (CROs), Digital Health and Telemedicine Platforms, Specialty Clinics (Oncology, Cardiology, Neurology, etc.)

TARGET CONTACTS

Chief Medical Officer (CMO), Head of Clinical Research / R&D Director, Director of Hospital Procurement, VP of Regulatory Affairs, Head of Public Health Programs, Pharmacy Director / Head of Formulary Management, Director of Digital Health / Innovation Lead, Medical Affairs Manager / Scientific Liaison

TARGET BUSINESS SIZE

Employee Size: Small to Medium (1-200 employees) and above
Revenue Range: \$50K- 49M, \$50M and above

ABOUT

The Client is a global life sciences company focused on developing and delivering advanced therapies across oncology, infectious diseases, immunology, cardiometabolic, and rare conditions. Their portfolio encompasses biologics, vaccines, gene therapies, and digital health solutions, all powered by AI and real-world data.

With operations across Europe and Asia, the Client supports healthcare systems worldwide through innovative, scalable, and patient-centred solutions.

THE CHALLENGE

The Client set out to expand their human health solutions into North America, targeting hospitals, research centers, and health agencies. Despite global success, the company faced two key challenges: low brand visibility among U.S. and Canadian decision-makers, and an inefficient lead generation process that produced low-quality leads and missed high-value contacts.

With limited local outreach experience and no structured targeting, their internal efforts failed to engage senior prospects like CMOs and R&D heads. To address this, the Client partnered with Callbox to develop and execute a focused lead generation strategy aimed at raising awareness, connecting with the right stakeholders, and building a qualified sales pipeline across the region.

HIGHLIGHTS

- Successfully completed a 12-month ABM Lead Generation and Appointment Setting program for a life sciences firm.
- Increased brand awareness and engagement through multiple channels.
- Enabled the Client to build valuable connections with key decision-makers, enhancing their sales outreach and marketing effectiveness.

RESULTS WITHIN 12 MONTHS



97 Sales Appointments



88 Marketing Qualified Leads



893 Social Media Connections

To help the Client refine its marketing efforts and boost its sales pipeline, Callbox deployed a tailored Account-Based Marketing (ABM) program focused on Lead Generation and Appointment Setting.

- Account-Based Multi-Channel Lead Management, leveraging Voice, Email, Chat, Web, and Social Media.
- Sales Enablement and support, including Product Training, Account Setup, and Back-office Sales Support
- Access to cutting-edge Tools & Subscriptions for the Smart Engage and HubSpot CRM
- Strategic Account Management, incorporating Strategy Building, Reporting, and Product Knowledge

The Goals

Callbox aimed to:

1. Launch a targeted, multi-channel program to boost brand awareness and reach more qualified prospects.
2. Identify prospect needs through personalised discovery calls.
3. Set meetings with interested prospects, seamlessly connecting them with the Client's sales team.

The program unfolded in three main stages:



Account Research and Selection

- In collaboration with the Client, Callbox utilized an AI-powered Ideal Customer Profile (ICP) to hone in on the Client's target accounts.
- The Client also submitted specific criteria such as industries, annual revenues, and employee size to determine its best-fit accounts.
- The Callbox team then compiled a list of potential target accounts, which the client reviewed and approved.



Account and Prospect Profiling

- The Client provided detailed buyer persona profiles encompassing thorough demographic and firmographic descriptions to engage prospects in the outbound program effectively.
- The program primarily focused on engaging key positions, including the Chief Medical Officer (CMO), Head of Clinical Research / R&D Director, Director of Hospital Procurement, VP of Regulatory Affairs, Head of Public Health Programs, Pharmacy Director / Head of Formulary Management, Director of Digital Health / Innovation Lead, and Medical Affairs Manager / Scientific Liaison.
- The master contact list was segmented based on these buyer personas and categorized by industry and business size.



Multi-touch, Multi-channel Outreach

The Callbox team developed a customized lead nurturing strategy, delivering tailored messages that resonated with different decision-maker groups. Using an AI-powered approach, they created nurture paths that integrated phone, email, web, and LinkedIn interactions within a flexible outreach framework.

Callbox's proprietary CRM, Smart Engage, streamlined the coordination of all outreach activities, ensuring the Client stayed updated on the program's progress and results.

RESULTS

The 6-month Lead Generation and Appointment Setting Program generated 97 Sales Appointments, 88 Marketing Qualified Leads, and 893 Social Media Connections.

Call

USA	+1 888.810.7464
UK	+44 207.442.5066
AUSTRALIA	+61 2 9037 2248
COLOMBIA	+57 601 508 4456

NEW ZEALAND	+1 888.810.7464
SINGAPORE	+44 207.442.5066
MALAYSIA	+61 2 9037 2248
HONG KONG	+57 601 508 4456

EMAIL

info@callboxinc.com
sales@callboxinc.com

