



Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Psomagen

Serving the biotechnology industry, Psomagen provides the best quality sequencing services for all applications and all species, from plasmid sequencing to population-level whole-genome sequencing.



Susan Chung

Senior Manager of Sales
and Marketing

Industry

Biotechnology

Website

psomagen.com

Challenges and Scope

ICP: Pharmaceutical Companies.

Product: Personal Genome Services.

CIENCE Technologies coordinates the lead generation efforts for Psomagen. After researching appropriate industries and clients, they conduct orchestrated outbound marketing campaigns.

Why CIENCE

“The CIENCE team that we work with are extremely responsive and flexible. They have been great at communicating in a timely manner. They are constantly optimizing the content and their process so that the contact with the potential client is as efficient as can be.” – Susan Chung, Marketing Manager of Psomagen

Psomagen and CIENCE first began their relationship in November 2018 when Susan identified a need for accurate lead generation in their highly specialized and scientific field.

RESULTS

CIENCE began send-out on behalf of Psomagen in November 2018. Over the entire length of this partnership, CIENCE has produced over 9,378 leads and gained an average of 11 set appointments per month. A benefit that comes with a long-term relationship with CIENCE is the constant optimization of processes wherever possible.

CIENCE's Evaluation

Overall Score		★ ★ ★ ★ ★
Scheduling		★ ★ ★ ★ ★
Cost		★ ★ ★ ★
Quality		★ ★ ★ ★ ★
NPS		★ ★ ★ ★ ★



548 Market St #99737
San Francisco CA
94104-5401 US

+1 (949) 424-2906
hello@cience.com
www.cience.com