

India-based CDMO for Large Molecules



Company:

A contract biologics (large molecules) development and contract manufacturing company providing services to global biologics organizations in Europe and USA.

Scope for ClientCurve:

- Target Market: USA
- Target Services: Development & Manufacturing portfolio with associated service offerings
- Event-specific campaigns

ClientCurve Approach:

- Our services: Database contact list generation via research, Email campaign, Lead Generation via calling (mostly during client target business hours)
- Organized a 2-member team across Database Research and systematic campaign reach out
- Company list was provided by our client and we generated relevant target contact list for all service offerings and embarked on a systematic approach
- Pandemic introduced a few challenges, and we adapted a change in strategy to focus on big pharma, at which point we took an account-based approach cutting across geographies

Business Challenge:

- To be a complete outsourced partner for lead generation efforts in the target market
- Requirement was for a very well-structured approach to do reach out to prospects in the target market to create awareness and identify prospects to enrich the sales funnel and push the sales cycle for closures

ClientCurve Solution:

- Highly structured approach for reach out to streamline operations
- Proposed / approached large-account-based go-to-market strategy recently for better traction
- Engaged to work for a few conferences (incl. virtual ones) to increase footfall and bring more meetings at the meeting venue (or virtually)

Contract Duration: 12-Months

Business Outcome:

- 75 meetings delivered over a period of 12 months, at an average of ~ 6 per month
- Close to 1,000 companies researched and 3,000 contacts list generated
- Overall conversion rate (meetings delivered to companies profiled) at 10%
- End-to-end responsibility for an International USA West Coast Conference to acquire meetings of participants / delegates – Both Portal & Offline approach

Business Benefits:

- CDA closure has brought in good traction & strengthened the pipeline
Brand awareness created in target geography due to sustained campaign efforts
- 10 CDAs / Conversion 13% (CDA to meetings)
4 RFXs / Conversion 6% (Proposals to meetings)
- Client was keen to achieve enhanced traction within large pharma and with on-going efforts 3 large pharma well-engaged and with multiple stakeholders
- Proposals totaling approx. \$7.25 MUSD generated and pending final decision