

Meetings.bio helped Genialis increase revenue by generating 15 new sales opportunities per month

EXECUTIVE SUMMARY

In the second half of 2019, Meetings.bio helped Genialis significantly improve its lead generation process. This resulted in a year-over-year revenue increase of 68% and tripled the number of new sales opportunities per month from 5 to 15.

ABOUT GENIALIS

Genialis is a computational precision medicine company that focuses on identifying new ways to treat disease. Blending computational biology and bleeding-edge AI-based technology, Genialis merges and models data at the intersection of clinical and translational medicine. Genialis has a highly multidisciplinary team of over 20 scientists and engineers in the US and Europe, and works primarily with biopharma, pharma and biotechnology customers.

OBJECTIVES AND CHALLENGES

Genialis' primary commercial objectives for 2019 were to **1)** increase the number and quality of leads in its sales funnel, **2)** ensure prospects were qualified in terms of budget, authority, need, and urgency (BANT framework), and **3)** keep marketing and sales costs low.

Genialis was unsatisfied with its previous lead generation efforts. These primarily consisted of exhibitions at meetings and conferences, smaller events dedicated to 1:1 meetings, and scatter-shot outbound prospecting. This workflow suffered from:

- **Low ROI:** Booths at conferences and meetings are expensive and have a low conversion rate, which yields a low ROI.
- **Misaligned incentives:** Dedicated 1:1 events are expensive, but more importantly, the participants often have misaligned objectives, which yields fewer qualified opportunities.
- **Irregular inflow of poorly qualified leads:** Unpredictable deal-flow creates challenges for both operations and strategic planning. And if sales leads are not prepared to adopt a solution to their problem, what's the point?

SOLUTION AND RESULTS

Genialis worked with the Meetings.bio founders to help improve the lead generation process and achieve its commercial goals for 2019. The Meetings.bio team analyzed Genialis' market positioning, product and service offerings, ideal customer profiles, and buyer personas. After an initial analysis, Meetings.bio designed and executed monthly cold email campaigns and targeted, conference-specific email campaigns to set up teleconferences or face to face meetings at the events.

As a result, in the second half of 2019, Genialis tripled the monthly average of new sales meetings, from 5 to 15, increased its revenue in 2019 by 68% compared to 2018, and helped close its largest deal to date.

FUTURE PLANS

“I am grateful to the Meetings.bio team for the work they’ve done for us. The boost in revenue in 2019 was critical for us to hit our growth targets. With their systematic yet tailored approach, we had many more high-quality introductory meetings. Even when these don’t convert to a sale, we learn a ton from so much access to decision-makers in our target markets.

Doing business in the life sciences and biotech industries requires a deep understanding of these markets. The Meetings.bio team gets it, and this enables a personalized approach to outreach that resonates with its audience. Most of the prospects we met were a good fit for our offering, and others we could learn from and triage quickly.

Going forward, we consider Meetings.bio an integral part of our sales and business development efforts!”

Rafael Rosengarten, CEO @ Genialis

“Meetings.bio gets you in front of your customers with insane efficiency. They figure out the right people to talk with, and deliver that meeting directly to your calendar.”

Rafael Rosengarten, CEO @ Genialis

IF YOUR SALES APPROACH ISN'T HITTING YOUR COMMERCIAL TARGETS,
OR YOU'D LIKE TO SCALE YOUR COMMERCIAL EFFORTS, LET'S TALK!

SCHEDULE A CALL

www.meetings.bio | info@meetings.bio | (407) 885 9383