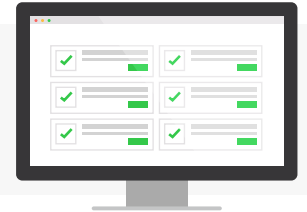


## Case Study: Beckman-Coulter, Inc.

“ It All Comes Down to the Strength of Opportunities ”

— Patrick O'Donnell, Director of Global Marketing Operations at Beckman-Coulter Life Sciences



### The Never-Ending Refrain: More Qualified Leads!

For more than 80 years, Beckman Coulter has been dedicated to empowering discovery and scientific breakthroughs as a trusted partner to life science researchers in academic and commercial laboratories. Beckman Coulter's instruments, systems and tests help streamline processes to enhance efficiency, reduce costs and speed the delivery of results.

With a broad and deep product and services portfolio that had to be marketed to a variety of global life sciences customers, and the always-pressing need to generate more qualified leads, marketing executives at Beckman-Coulter turned to Biocompare for help.

### Biocompare Product Listings Provide Extensive Exposure

Patrick O'Donnell, Director of Global Marketing Operations at Beckman-Coulter Life Sciences, said that the company took advantage of the Product Listings program in Biocompare's comprehensive Product Directory, where life scientists come to quickly and easily research and compare the features, specifications, and companies behind more than 7 million product listings from over 400 global suppliers. Leads are generated when the user clicks on the request information or request quote buttons and fills in their information.

“Our main objective was to increase the qualified leads we give to our sales team,” O'Donnell said. “Our corporate website is our main lead generation source, and the product listing on Biocompare helps to boost our multichannel marketing efforts.”

O'Donnell said they began to list a number of their products

on Biocompare and were pleased and surprised with the quality of the results. He explained how lead management and measurement worked at Beckman-Coulter: Marketing generated opportunities and the sales team had the option to accept or reject those opportunities, depending on how strong they were. Once accepted, leads were put into the company's CRM system and tracked through the sales cycle, which can take as long as six months for some products.

### Positive, Measurable Marketing ROI

In less than eight months of exposure through Biocompare's Product Directory, O'Donnell said Beckman-Coulter gained a total of 155 leads.

“Seventy percent of those leads were accepted by the sales team into the sales funnel,” O'Donnell said—a high percentage of qualified leads. “These leads represented about \$6.9 million in funnel opportunity, and \$1 million in revenue was won from it.”

“It all comes down to the strength of the opportunities,” O'Donnell stated. “How serious are these people that are requesting quotes through Biocompare. We concluded the Product Listings are working very well for us.”

Given their recent success on Biocompare, Beckman-Coulter has been adding more products to the listings.

In summarizing the overall relationship, O'Donnell said the Biocompare team is very passionate about their business and their product. “They are very accommodating. They work hard to demonstrate the value of their products and services.”