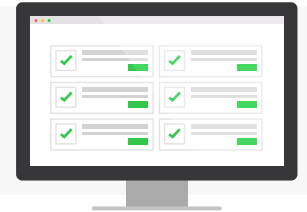


Case Study: DeNovix Inc.

“ Multichannel Strategy Helps Grow Market Share ”

– Kevin Kelley, Business Director at DeNovix Inc.



DeNovix Inc., founded in 2012 and headquartered in Wilmington, DE, is an instrumentation company that designs, manufactures and sells laboratory equipment including spectrophotometers, fluorometers and integrated spectrophotometer/fluorometer systems that meet the demands of today's evolving life science research.

Business Director Kevin Kelley says DeNovix operates in a highly competitive market, historically dominated by one company. DeNovix uses a multichannel marketing strategy to build brand awareness and generate leads, and in 2015, DeNovix added Biocompare to its marketing mix.

“We had the right team and the right product, but one of our biggest issues as a new company was building our brand name and establishing trust with customers,” Kelley said.

He said DeNovix wanted to market in places where they knew scientists were looking, which meant that Biocompare became an essential component of their marketing program.

Featured Products, Display Advertising, Bench Tip Articles

DeNovix takes advantage of Biocompare's Featured Product offering. Designed to provide maximum exposure for a product, each Featured Product is promoted for three months on Biocompare's homepage and for one year within the Featured Product section.

“We found the Featured Product was a good value-add for putting our products and brand in front of scientists when they are searching,” Kelley said.

Kelley said they receive a steady stream of sales leads from Biocompare, without lag. Leads with full contact information and other valuable data such as a prospect's buying time frame are passed to DeNovix in a daily spreadsheet, and can be acted on before the leads get stale or prospects give up and turn to another product or company.

“We get more leads from Biocompare than we do from our other campaigns,” Kelley said.

DeNovix has also taken advantage of Display Advertising on Biocompare and content marketing opportunities such as Bench Tip articles. Kelley said they are planning another article for this year to increase exposure even further.

Biocompare Customer Ratings Help Promote Products

Kelley mentioned that the customer ratings feature is another reason DeNovix works with Biocompare. “Biocompare's customer ratings are thorough and include detailed application information. We want our customers to write reviews on Biocompare because customers trust the opinions of their peers.”

Kelley said that the team at Biocompare is excellent to work with. “They are very responsive. They make prompt changes to product listings when we need them. They continually put new ideas in front of us and at the same time continue to find new ways to be a valuable resource to scientists. If Biocompare wasn't doing an excellent job for DeNovix, we wouldn't be working with them, because there are a lot of marketing options out there.”

Often, that's what marketing comes down to: making the right channel choices in an era when many channels are available. Traditional print, digital and social media, conferences—DeNovix has a sophisticated, multichannel marketing program. For Kelley, Biocompare has been one of the right choices.

“We've made a serious dent into in the market share of the leader. Biocompare definitely helps scientists discover our products and that's an important part of the plan moving DeNovix in the right direction,” he says.