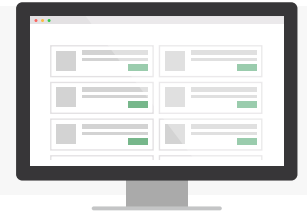


Case Study: Connecting Leads to Conversions

“ We are directly tracking leads from biocompare.com to top-line revenue,” says Lon Nelson, Senior Director of Marketing and Commercial Analytics, Americas, for Leica. ”



When Leica partnered with Biocompare in 2007 to drive its conversions-to-sales and reach its scientific audience, the leader in microscopic instruments began using Biocompare's product directory.

Leica is a world leader in providing innovative microscope, camera and software solutions for imaging an analysis of micro-, macro- and nanostructures. Its microscopes and scientific instruments are used in applications including industry and manufacturing, life science, forensics, materials and earth science, and education.

Leica started with a trial the first year—and then progressed to a full, integrated marketing program with Biocompare. That includes online product listings that have yielded a valuable return-on-investment and are helping Leica achieve its sales conversion goals.

“Biocompare's online product listings allow us another valuable channel to reach prospective buyers who are ready to purchase,” says Lon Nelson, Senior Director of Marketing and cCommercial Analytics, Americas, for Leica.

Nelson says Leica can measure the success the company has experienced by partnering with Biocompare.

“For the years we have partnered with them, we have seen a many-fold return on our marketing investment,” Nelson says. “We are directly tracking leads from Biocompare.com to top-line revenue.”

