

# A Decade of High-Quality Leads and Effective Campaigns



COMPANY NAME:

**DeNovix**

CUSTOMER NAME:

Rachael Kelley

JOB TITLE:

**Marketing Specialist**

RELATIONSHIP LENGTH:

**10+ Years**

COMPANY WEBSITE:

**denovix.com**

## PROGRAM DETAILS

DeNovix Inc. has partnered with Biocompare for nearly a decade, with Marketing Specialist Rachael Kelley working closely with the Biocompare team for the past three years. The collaboration has focused on enhancing product listings and running targeted email campaigns. Biocompare's platform has consistently delivered high-quality leads and impressive engagement rates, outperforming most other marketing partners. The flexibility, communication, and willingness to listen from the Biocompare team, particularly account manager Tim Marzec, have been instrumental in optimizing DeNovix's marketing efforts.

## RESULTS ACHIEVED

- Biocompare email campaigns consistently deliver higher click-through rates and website conversions compared to other partners.
- Ability to target by research interest, geography, and place of employment ensures relevant and engaged audiences.
- Biocompare has accommodated rescheduling needs, ensuring timely promotion of products and applications.
- Detailed insights provided by the Biocompare team have helped optimize product listings and improve performance within their categories.

## PROGRAM INSIGHTS

DeNovix's collaboration with Biocompare has been marked by excellent communication and flexibility. The high-quality leads generated through Biocompare's targeted email campaigns have set a benchmark for other marketing efforts. The ability to tailor campaigns to specific audience segments has been particularly valuable, leading to consistently strong engagement rates. The Biocompare team's responsiveness and willingness to provide detailed data and suggestions for improvement have further solidified the partnership's success.

*"My favorite thing about Biocompare is the high quality of leads they deliver. Compared to most other marketing partners we work with, our Biocompare email campaigns tend to receive higher click-through rates and more website conversions."*

**Rachael Kelley, Marketing Specialist, DeNovix**