

CASE STUDY

SK&A Email Data Drives an Additional 40 Percent of Attendees for Amyloidosis Webinar

Company

The Binding Site Inc., San Diego, Calif.

Industry

Biotechnology

Challenge

The Binding Site Inc. is a privately owned U.K. diagnostics company that specializes in researching, developing and manufacturing innovative, high-quality, immunodiagnostic assays in the fields of multiple myeloma (and other B cell disorders) and investigation of the immune response.

In early 2009, Jamie Arking, marketing manager for The Binding Site, prepared to market a webinar addressing amyloidosis, a rare disease in which amyloid proteins build up in the organs. Arking was faced with the challenge of reaching a niche community of Western U.S.-based healthcare professionals concerned with this disease, which included hematologists, oncologists, pathologists and lab directors. This posed the question: How do you connect with such a specific group by way of email?

Solution

The Binding Site approached SK&A that spring and purchased the contacts of 6,000 hematologists, oncologists, pathologists and lab directors to connect with via email. The email-campaign invite consisted of an outline of the webinar's objectives, the bio of its presenter Belinda Ng, M.D. and a registration link.

"We have an extensive database, but we didn't have a lot of contacts we needed for this audience. SK&A's database is verified, and Shelly Gelber, my sales representative, reminded me of the telephone-verification process and the value of paying for the lists," said Arking. "Shelly was extraordinarily helpful with SK&A products and capabilities."

Results

The webinar had approximately 200 attendees, and 40 percent of them were sourced from the SK&A deployment. "The list was verified and wonderful; it did raise attendance. We reached doctors in one fell swoop. It was well worth the money. A worthwhile program," said Arking.

When comparing SK&A to other data companies, Arking chooses SK&A's data and service over the competition.

"Of all the list companies, SK&A has been the most responsive. Shelly was more responsive than any other list-vendor salesperson I've worked with. He walked me through the process; held my hand," said Arking.

"I would definitely consider using SK&A again," continued Arking. "They're definitely a good resource for emails. If I need to purchase a list, I will certainly go to SK&A first."

"Working with my sales representative, Shelly Gelber, was a pleasure! He was responsive, detail-oriented and always available to answer my questions. The listing I received from SK&A was accurate and up to date, and definitely helped us increase attendance to our online seminar."

Jaime Arking, Marketing Manager, The Binding Site Inc.