

TetraScience takes an organized approach to prospecting on LinkedIn



Location: Boston, MA | No. of Employees: 51-200
Industry: Computer Software



“LinkedIn is the world’s business network, and as such, we see Sales Navigator as an essential tool for executing our account-based marketing strategy.”

Dave Van Everen
Vice President of Marketing at TetraScience

Challenge

- TetraScience offers life sciences researchers the world’s first and only R&D Data Cloud. The company’s cloud-native solution enables large pharma and biotech companies to harmonize and make better use of experimental data, expediting breakthroughs in research and development.
- The company sought to bring its platform to more researchers, and to capitalize on digital transformation within the life sciences industry. “There’s a lot of momentum and executive support right now for using cloud technology to accelerate the pace of innovation and discovery in labs,” says Dave Van Everen, Vice President of Marketing at TetraScience.
- TetraScience needed a way to not only identify personas, but also to pursue aligned buyers through an account-based marketing (ABM) strategy. The company turned to LinkedIn to cultivate leads, identify the hierarchy of prospective accounts, and deliver relevant, valuable information to executive decision-makers about its platform and solutions.

Solution

- Using LinkedIn Sales Navigator, TetraScience targeted economic buyers at life sciences companies. The company took a “top-of-the-funnel” approach to promoting its solutions, to attract a broad scope of potential leads. “Using the account search functionality, we’re able to use the advanced search filters to find accounts that are right within our wheelhouse. This is effective when tasked with a certain geography or account size,” says Jeff Maibor, Sales Operations Manager at TetraScience.
- Sales Navigator was then essential to organize leads and contextualize them within the hierarchy of prospect companies. “Figuring out the company hierarchy is really important,” says Jeff. “We take inbound leads and add context. What company do they work for? Who’s their manager? Who do they work with? Most important, who’s the economic buyer? When you understand them, then you can have a conversation and eventually, get to the right person.”
- TetraScience was able to take data from multiple prospecting sources and use LinkedIn as its standard for data truth. The company’s sales teams sorted, verified, and shared prospect data to pursue economic buyers with clear purpose and intention, while growing reputation and awareness among the life sciences community.



Results

- Fresh from receiving its Series B funding, TetraScience was able to rapidly expand its sales channel through LinkedIn. Over the last year, 74% of the deals in the company's CRM were influenced by Sales Navigator and they were able to see a 5.3x increase in deal sizes won.
- "LinkedIn Sales Navigator is an everyday tool for us," says Dave. "It's something we use to identify and connect with the people we think are going to be most interested in our solution, and the ones who will benefit most from it."

5.3x

Increase in deal sizes won

41.5k

Leads saved on Sales Navigator

Clean, relevant target lists are invaluable

- As an up-and-coming company (founded 2014), TetraScience is still building out and developing its network. Traditionally, this means relying heavily on public directory information and paid lists, which are scattershot and not always accurate. The company found itself using outdated information, which hindered efforts to pursue high-value prospects.
- LinkedIn Sales Navigator and its Lead Lists provided TetraScience account reps the tools needed to clean up, organize, share and validate prospect data. “Everyone keeps their LinkedIn up-to-date. It’s a very robust network of people,” says Jeff. “LinkedIn [Sales Navigator] is a more precise tool for targeting certain personas and mapping out a company’s hierarchy.”
- Lists also helped refine TetraScience’s prospect pool even further. “LinkedIn is the best way to create targeted lists. Using keyword functionality, I am able to identify prospects using specific technologies that we aim to work with—in TetraScience’s case, I usually search for people using LIMS or ELN platforms, or specific technologies from certain vendors or integration partners. This ensures that I am only reaching out to relevant prospects and saving time not reaching out to irrelevant people.”

Connect at the decision-making level

- TetraScience targets decision-makers conscious of the need for cloud-native tools. The company relies on LinkedIn to identify those individuals and any peripheral relationships they may already have, to effectively execute ABM strategies. “Understanding where people fit within an organization gives us the ability to identify economic buyers with extreme precision and focus,” says Dave.
- LinkedIn helps TetraScience attract inbound leads from target companies—then, contextualize those individuals within their organization to build a more complete network. This network mapping effect gives TetraScience insight into how to better reach decision-makers, while also maintaining a strong, meaningful presence among other members of the company—individuals likely to advocate for its technologies.

Keeping communication consistent

- In pursuing an ABM strategy with a buyer-first approach, TetraScience account managers used LinkedIn to engage with members in their network. Often, this meant coordinating with multiple individuals at the same company—or collaborating with other account reps. TetraScience relies on custom list sharing to ensure seamless interactions no matter the individuals involved.
- “We have a team of different account managers, so it’s good to know who they’re working with and who they’ve spoken to,” says Jeff. “With LinkedIn Sales Navigator, they can actually share that information with everyone. I would definitely say the team sharing features is my favorite feature.” This inclusive approach to account management facilitates a more seamless experience with TetraScience, no matter who they’re communicating with, where they are in the sales funnel, or what their role is.



“Our sales team knows LinkedIn because they’re on it. There’s no resistance to using it. They like it because they know they can rely on the network and the data that comes with it.”

Jeff Maibor
Sales Operations Manager at TetraScience