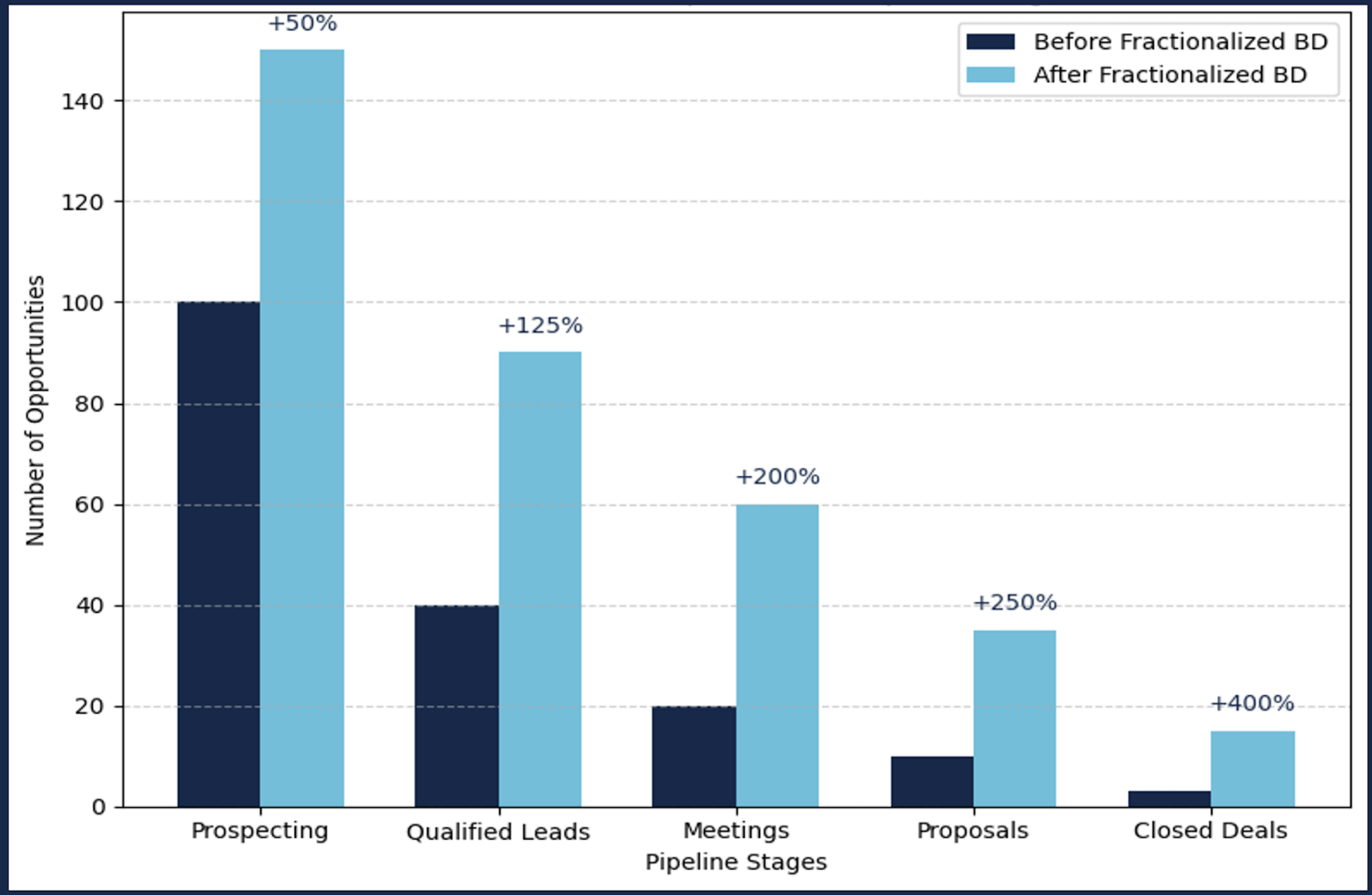
BioAlliance
Analyze ▸ Strategize ▸ Monetize

Fractionalized BD Impact – 5 Clients – 5 Year Timeline

James J. Sarene
Founder & Managing Director

- ✓ 30+ Years Experience
- ✓ Founded BioAlliance Strategies in 2011
- ✓ Life Science Focused
- ✓ Marketing, BD, M&A, Licensing
- ✓ CROs, Biotech, Pharma



"Case Study" - Global CRO - 6 Year Pipeline - RFP - Database Build

BioAlliance
Analyze ▸ Strategize ▸ Monetize

JAMES J. SARENE
Founder & Managing Director

M 704-293-7162
E James.Sarene@BioAllianceStrategies.com

Contact Us

CLIENT OVERVIEW: Global Full-Service CRO in Phase I-IV clinical development and trial management with focus in oncology and rare disease and offices in 100+ countries and a team of 20 BD FTEs.

CLIENT CHALLENGE: Weak global recognition, Ineffective lead generation, inconsistent BD messaging and a small global database of ~3k life science contacts and stakeholders.

SOLUTION: BioAlliance provided a rich database of **40k+ industry contacts**, monthly newsletters, webinars to reach a global audience, enhance brand recognition and generate RFP opportunities.

RESULTS: The "Fractionalized BD" model delivered newsletter emails to **5.1M+** contacts with **921k+** people who opened and read. The client's **Open Rate** increased from **15% to 34%** as well as **1.55M+ Clicks** taking readers to websites, case studies, webinars and other collateral materials. Our reporting identified exact readers of their content, who attended their webinars and who requested further communication for upcoming trial work. These efforts increased their internal database from **3k+** to **6k+** of companies declared **High-Value-Targets**.

RESULTS (CONTINUED): Webinar results recorded & produced **37** webinars with **104 total sessions**, **362k+ registration page views** and **16k+ registrants** for their webinars.

Pipeline / Database Build

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Total
Emailed	407,640	1,204,663	1,292,487	720,445	776,303	765,764	**5,167,302**
Total Opens	61,755	136,472	119,145	123,192	217,447	263,302	**921,313**
Total %	15.1%	11.3%	9.2%	17.1%	28.0%	34.4%	**17.8%**
Clicks		partial year	18,937	43,428	91,395	66,088	**219,848**
Total Clicks			146,627	274,322	718,040	419,627	**1,558,616**
Total Newsletter Distributions	8	24	45	29	25	22	153
Total Webinars Sessions	2	16	17	21	21	27	104
Webinar Page Views			39,851	64,487	31,839	226,280	362,457
Webinar Registrations	106	2,012	3,756	4,577	3,116	2,522	16,089