



# SCNTL - ABM TOOL FOR LIFE SCIENCES BRANDS

The first account-based marketing tool  
exclusively for life sciences companies

# SCNTL: ACCOUNT-BASED MARKETING FOR LIFE SCIENCES

SCNTL is the first ABM tool built specifically for life sciences companies. It connects commercial teams, data, and content so you can run focused campaigns that reach the right accounts across biotech, medtech, pharma, and healthcare.

Commercial teams use SCNTL to plan, launch, and measure account-based programs with precision. From target account selection to content activation, SCNTL gives your marketing and sales teams a shared system to manage engagement and track progress.

## Who is SCNTL for?

- **Marketing and commercial teams** that need to target specific accounts instead of broad audiences.
- **Sales leaders** who want better visibility into account engagement and campaign performance.
- **Growing biopharma and outsourcing partners** aiming to connect digital marketing with revenue outcomes.

## How does it work?

Identify and prioritize target accounts based on objective data.  
Deliver personalized content and ads through connected channels.  
Measure engagement and pipeline impact across key target accounts.

## What your team gains

- A unified ABM dashboard built for niche markets.
- Real-time visibility into account performance.
- Clear proof of marketing's impact on sales outcomes.

## How can I request a demo?

Request a demo at [team@scientiamarketing.com](mailto:team@scientiamarketing.com).

# INDUSTRY CHALLENGES

Before diving into ABM strategy and execution, it's worth understanding what slows teams down. Most life sciences marketing runs into the same challenges: goals that don't align across teams, limited visibility with the right accounts, and messaging that doesn't land with scientific buyers. These issues shape how campaigns perform and show why a focused, account-based approach is often the shift that makes the difference.

## **Sales and marketing run on different data**

Life sciences companies rely on complex account lists, but marketing often targets the wrong audiences. Without shared data, teams waste budget and lose alignment on key accounts.

## **Limited visibility across long sales cycles**

Campaigns run for months before results show up in CRM. Without clear account-level tracking, it's hard to see what's working or where deals stall.

## **Generic marketing misses scientific buyers**

Researchers, clinicians, and technical buyers need content with depth and context. Broad campaigns fall flat when they fail to reflect the buyer's scientific priorities.

## **Multiple stakeholders, one disconnected effort**

Each deal involves multiple roles — from R&D to procurement. Without coordinated ABM tools, it's nearly impossible to reach and engage all decision-makers effectively.

# INTRODUCING SCNTL: THE FIRST ABM TOOL BUILT FOR LIFE SCIENCES

After years of misalignment between sales and marketing, SCNTL brings both teams onto the same page. It's built for the way life sciences companies actually sell — long cycles, complex accounts, and technical buyers who need depth.

## **Built for B2B life sciences companies**

SCNTL is focused on the buying pathways of the scientific market. It uses data signals from publications, clinical trials, and company profiles to help you target accounts that match your technology and commercial focus. Creating unparalleled targeting focus, and reaching your most ideal clients.

## **Sales and marketing in sync**

Everyone works from the same account data and activity signals. Sales can see marketing engagement in real time, and marketing knows which accounts are moving toward deals.

## **Generic marketing misses scientific buyers**

You can track how each campaign affects awareness, engagement, and pipeline. SCNTL makes ROI visible and helps prove the value of marketing in every deal.

## **Value over volume**

Instead of chasing impressions, SCNTL directs spend toward accounts that are your ideal clients. Every campaign is focused on outcomes that matter, from targeted visibility to building shortlist preference.

# WHAT OTHERS SAY ABOUT SCNTL

See what life sciences marketing and sales leaders are saying about using SCNTL to run focused, measurable ABM programs.



The visibility across sales and marketing changed how we plan outreach.  
We know which accounts are moving and why.

- Director of Business  
Development, CRO



We used to run broad campaigns and hope for the best. Now, every ad and post ties back to our target accounts.

- Head of Digital  
Marketing, Medtech Firm



SCNTL finally gives marketing a clear seat at the revenue table. We can show how campaigns drive real deals.

- VP of Commercial  
Strategy, Biotech Company



# MEET SCIENTIAL

We are Europe's leading digital marketing agency specializing in the life sciences sector. Our unique marketing framework empowers companies to execute successful campaigns by leveraging our expertise in both digital marketing and life sciences market insights. From brand awareness and lead generation to creative concepts and data analytics, our interdisciplinary team of over 20 experts consistently delivers excellence, helping life sciences companies achieve their marketing goals. Operating from our headquarters in the heart of Europe's life sciences ecosystem in the Netherlands, we have successfully served over 100 clients.

## Our Track Record



100+

Clients  
successfully  
served.



#1

Digital marketing  
agency in life  
sciences.



15+

Years of digital  
marketing  
experience.



30+

Life sciences and  
digital marketing  
experts.

Our trusted digital marketing  
platforms:



**CONTACT** [www.scientialmarketing.com](http://www.scientialmarketing.com)

**US:** [team@scientificmarketing.com](mailto:team@scientificmarketing.com)