



SCIENTIAL

Digital Marketing Case Study

# 3D HISTECH

Helping 3D HISTECH engage their audience and turn prospects into leads with a newly designed website.



# CLIENT PROFILE



**Company size**  
200+ employees



**Location**  
Hungary



**Target audience**  
Clinical pathologists,  
researchers and universities

3DHISTECH is a pioneering medical technology company from Hungary, specializing in high-performance digital pathology solutions for clinical diagnostics, education, and research. As a global leader in digital slide scanning systems, image analysis software, and integrated laboratory solutions, 3DHISTECH enables efficient pathology workflows and high-resolution virtual microscopy.

## THE CHALLENGE

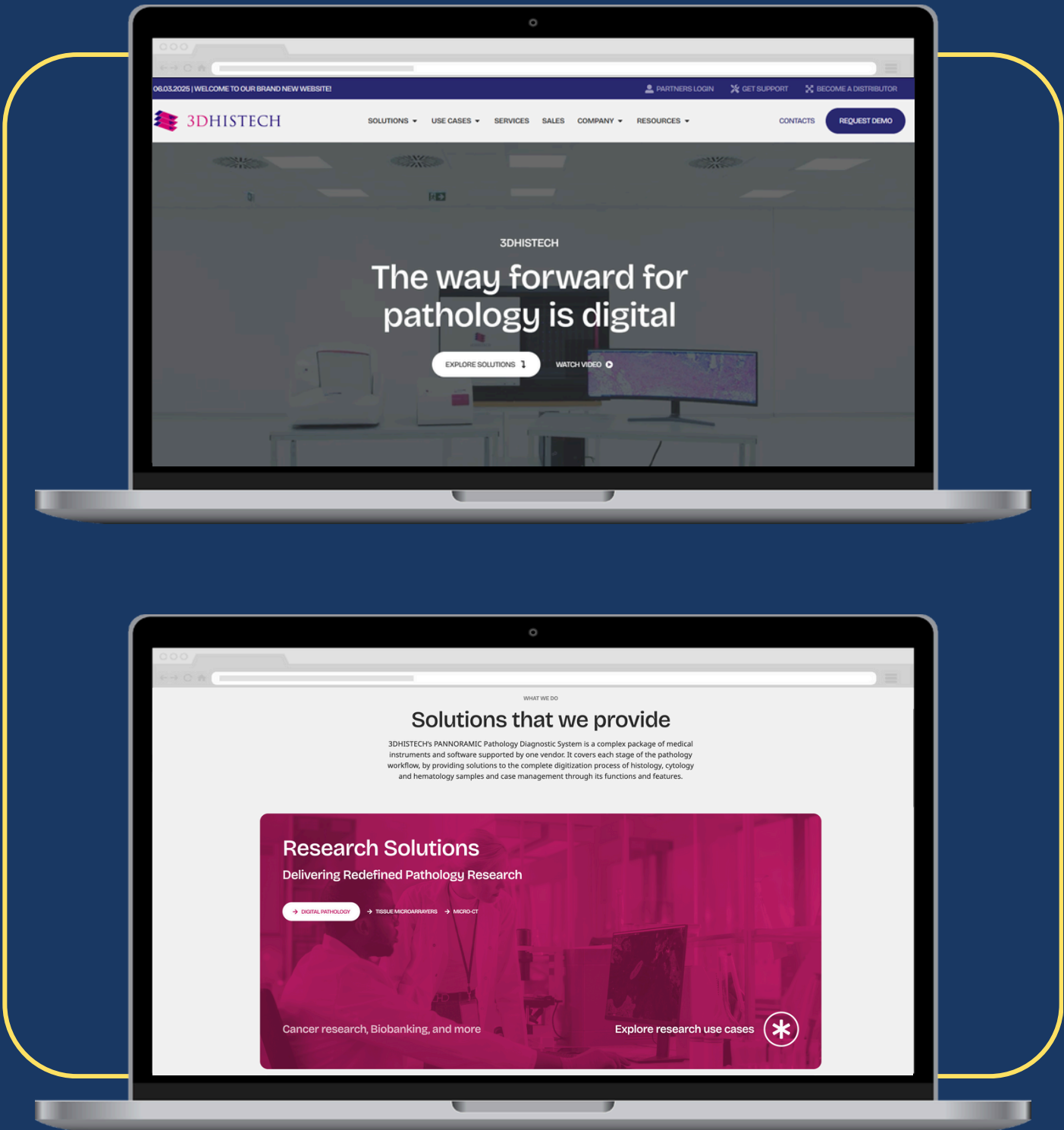
The goal was to build a website that not only reflects the company's expertise but also effectively communicates its value to the target audience. The challenge lay in structuring the content in a way that highlights the company's solutions while ensuring visitors immediately recognize how these offerings address their specific needs.

## OUR APPROACH

We placed significant emphasis on planning the website's structure, carefully mapping out where each page and topic should be positioned to align with relevant keywords. Beyond simply presenting solutions, we focused on making them relatable to the audience. By introducing a dedicated section for use cases, we ensured that visitors could see themselves in the scenarios presented—making it easier for them to connect with the services offered and quickly find what they need.

# IMPACT AND RESULTS

Our web development team delivered a bold, modern website that stands out visually and meets all functional and strategic requirements. Thanks to a well-executed strategy, we achieved a **4x increase** in completed inquiry forms, reflecting a significantly improved alignment between the site's content and user intent.



# LOOKING FOR A LIFE SCIENCES MARKETING PARTNER WITH EXPERTISE IN WEB DEVELOPMENT?

We assist companies in executing successful campaigns by providing expertise in life sciences, digital marketing, and creative concepts. From awareness to conversion and from web development to advertising, we offer specialized services for life sciences companies that can help them achieve their marketing and sales goals.

## Our Track Record



100+

Clients successfully served.



#1

Digital marketing agency in life sciences.



10+

Years of digital marketing experience.



30+

Life sciences and digital marketing experts.

Our trusted web development platforms & programs:



## CONTACT US

[www.scientialmarketing.com](http://www.scientialmarketing.com)  
[team@scientialmarketing.com](mailto:team@scientialmarketing.com)