



SCIENTIAL

Digital Marketing Case Study

INSPHERO

Helping InSphero engage their audience and turn prospects into leads with a newly designed website.



CLIENT PROFILE



Company size

70+ employees



Location

USA and Switzerland



Target audience

Drug development companies, pharmaceutical and academic researchers

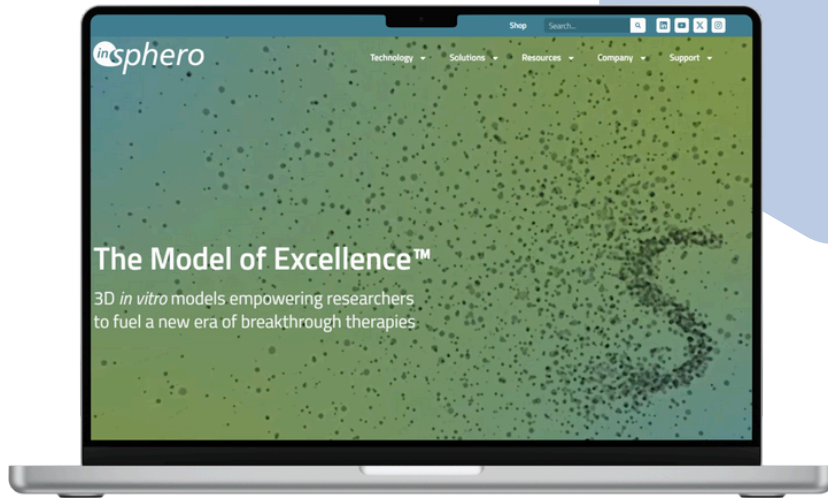
InSphero is a leading biotechnology company that develops and provides advanced 3D cell culture solutions for drug discovery and safety testing. Specializing in organotypic 3D in vitro models, including spheroids and organ-on-a-chip platforms, Their human tissue-like models are used for applications such as liver toxicity, oncology, metabolic diseases, and immuno-oncology.

THE CHALLENGE

While their science was strong, InSphero faced a challenge: their website didn't reflect the innovation behind their work. It was hard for visitors to understand what made their solutions special, and it didn't guide potential customers to take the next step.

They wanted a new, modern website that clearly showed their expertise, highlighted their brand, and made it easy for people to connect with their story. Just as importantly, they needed a site built for today's digital world, optimized for search engines, mobile-friendly, and ready to support their marketing and lead generation efforts.

The goal was to turn interest into action and support their growth in a competitive global market.



OUR APPROACH

After aligning with InSphero's goals, we began with a focused discovery phase to define user needs, brand voice, and key journeys. Our UX designer created wireframes that made their complex offerings, like 3D in vitro models, easy to navigate. Visually, we kept things clean and innovative, with interactive elements to engage users and clarify science-heavy content. We held regular check-in meetings, keeping communication open and the client fully supported throughout. Feedback was reviewed and integrated at every step, allowing us to stay aligned and adapt quickly. This collaborative rhythm helped us deliver a site that felt true to InSphero's brand and met their expectations. Clear CTAs and optimized page flows supported lead generation.

IMPACT & RESULTS

The website features a clean, modern style that reflects InSphero's commitment to advancing drug discovery through their innovative 3D in vitro models and Akura™ technology. Visual elements highlight their scientific credibility while maintaining an approachable, forward-thinking tone. The new website enhances user experience and strengthens InSphero's positioning as the leader in non-animal drug testing solutions.

+50%

focus
keywords
visibility

<1

Second
loading speed

+35%

user
engagement
rate

CUSTOM ANIMATIONS, BANNERS AND ICONS

Conversion-driven banner

Eye-catching animation

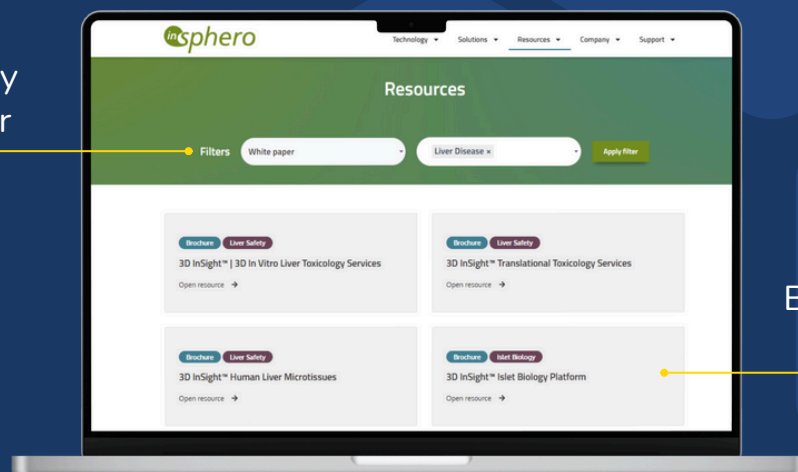
Custom icons



RESOURCES PAGE WITH CONTENT FILTER

User-friendly content filter

Blog, brochures, white papers



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

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