



Digital Marketing Case Study

NCARDIA

How we helped Ncardia to elevate brand awareness
and generate high-quality leads in the US.



CLIENT PROFILE



Company size
115+ employees



Location
Leiden, Netherlands



Target audience
Biotech companies and institutions developing cell therapy in Europe and the US

Ncardia specializes in the development and commercialization of human induced pluripotent stem cells (iPSC) technology for drug discovery, safety pharmacology, and disease modeling. The company offers a range of products and services, including iPSC-derived cardiac and neuronal cell models, assay development, and custom research services

THE CHALLENGE

Ncardia aimed to enhance its brand awareness in the United States, targeting better quality traffic to boost lead generation and sales. The company was ready to scale its operations and attract new clients and projects. To support their sales team, they needed a robust digital marketing strategy to reach the right audience, build trust and getting sales-qualified leads. To achieve this they would need a marketing campaign that could position them as a leading provider of iPSC technology in a highly competitive biotech subsector.



Sciential is a great partner for our commercial team. They work quickly, and the results of the ad campaigns are excellent. We look forward to continuing this collaboration.

Timothy Keefe
Senior VP Business Development





1
Kick-off



2
Target



3
Launch



4
Analyze



5
Optimize

OUR APPROACH

To address Ncardia's challenges, we implemented a comprehensive digital marketing strategy focused on the following tactics:

- 1. Compelling Creative Content:** We designed and launched visually appealing ads to capture the audience's attention.
- 2. Geofencing Campaigns:** We targeted key biotech regions in the USA to reach potential clients efficiently and cost-effectively.
- 3. Display Ads:** We developed a custom target profile in Google Ads based on the audience's search behavior.
- 4. LinkedIn Automation:** We utilized LinkedIn automation tools to accelerate lead generation with automated messaging and AI.
- 5. LinkedIn Ads:** We ran LinkedIn ads to target and nurture prospects, converting them into leads.

IMPACT & RESULTS

The strategies used for Ncardia led to more visibility in important US-based biotech areas, bringing better traffic to their website. Targeted campaigns also increased the number of leads from Google Ads and LinkedIn. Plus, the digital marketing plan helped Ncardia grow smoothly, keeping engagement steady even during slower times.

21

Biotech
clusters
targeted

10

Number of
sales-qualified
leads per month

8x

Return on
Investment

ARE YOU LOOKING FOR A MARKETING PARTNER WITH EXPERTISE IN LIFE SCIENCES ADVERTISING?

Digital advertising helps you to reach prospects and convert them into leads for your products or services. There are many effective advertising platforms you can use to reach your target audience, whoever and wherever they are.

Our digital advertising experts can execute successful advertising campaigns for your company. We can identify your ideal customer's journey model and targeting tactics. Through rapid experimentation, we are able to deliver winning advertising formulas that get results.

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 advertising platforms & programs:



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