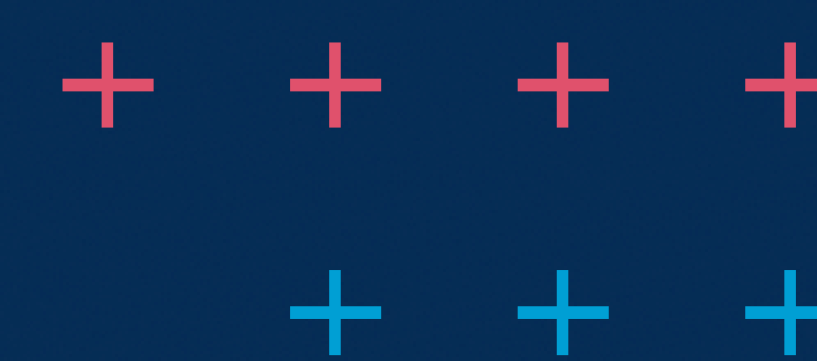


CASE STUDY

How Opentrons achieved a 10,000% increase in leads in a competitive industry



Pivoting + Winning with Lead Generation and Enhanced Creative

Background:

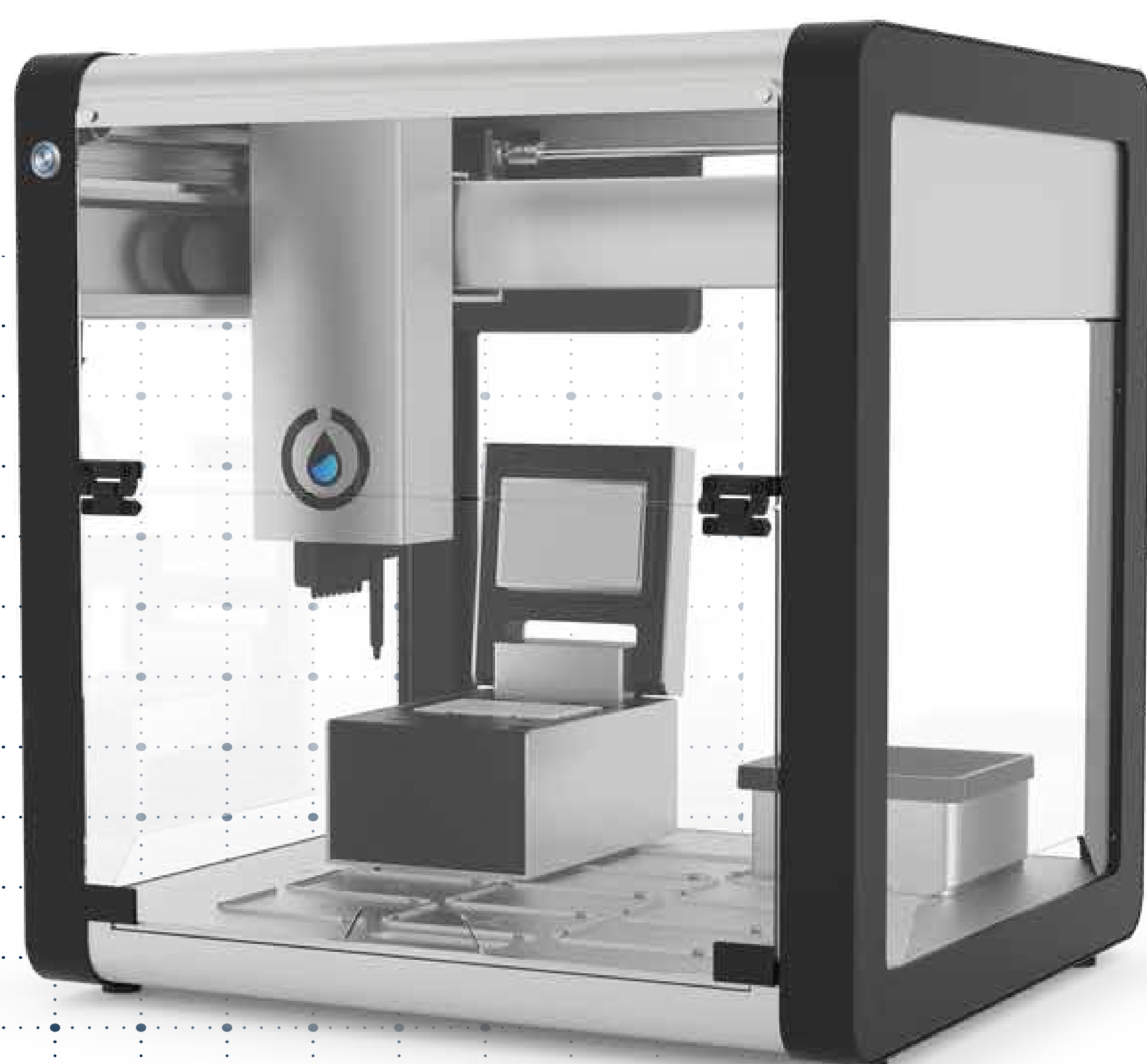
Opentrons rose to their top position in the robotics industry, through their persistence and fearless execution. In one year, they've forever transformed how scientists and academics approach life sciences and healthcare research with their innovative automation.

This project case study provides a glimpse into a major challenge they've overcome, why their new strategies have been so effective, and why they'll continue to be a leader in the future.

The challenge:

In 2022, Opentrons approached and developed a partnership with WebMechanix. The goal they hoped to achieve from the collaboration was to increase the number of leads they received per year.

Throughout our collaboration, we were constantly reminded that the goal was not only to increase leads, and to ensure we were targeting valuable audiences that could eventually be converted, but to also create collateral that better explained the benefits of what they were trying to sell.



The numbers
tell the story:

2900%

INCREASE

in opportunities

10,000%

INCREASE

in leads

185%

INCREASE

in lead to
opportunity ratio

The solution:

Opentrons and WebMechanix actively collaborated throughout this entire process, so we knew their target audiences early on. We also examined their leverage points and historical campaign data, understanding how they've already influenced their prospects through their creative. Because Opentrons was so heavily involved, we were able to troubleshoot and progress quickly — they were just as eager as we were to see our plans come to fruition!

We soon discovered the thing Opentrons had been missing out on: they weren't taking advantage of lead generation forms and weren't clearly conveying the true value of their product through their creative.

With this knowledge, we first changed how they were utilizing LinkedIn:

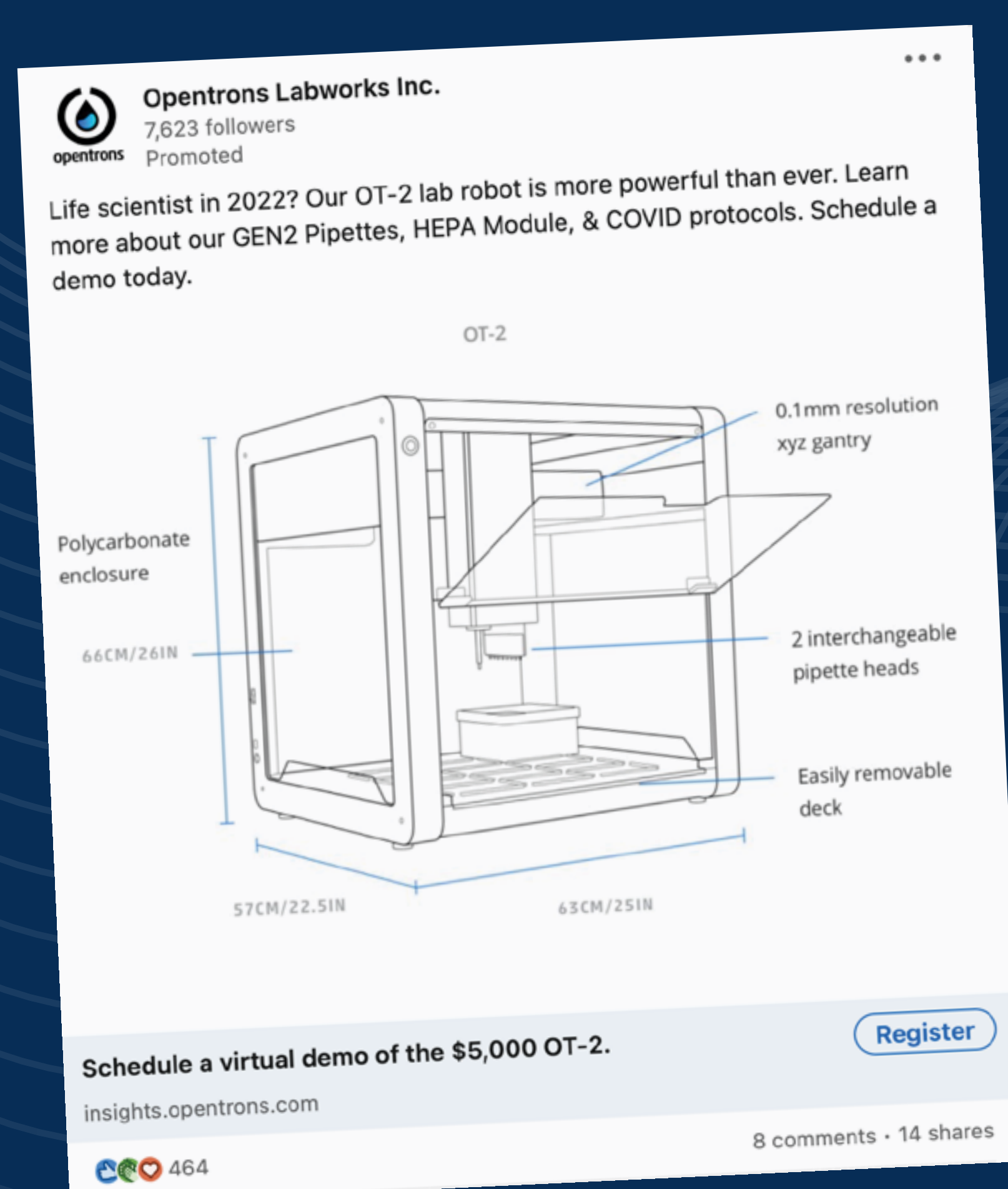
- Narrowed + refined target LinkedIn audiences by job titles
- Identified pain points of the new audience
- Started using LinkedIn lead generation forms to drive audiences to ads

We found that the new audience (again, all scientists and academics) had pain points that directly connected to what Opentrons offered.

On the creative side, we immediately noticed that their ads were too technical without actually conveying the benefits of Opentrons's product. The ads only focused on illustrating the features instead of explaining how they would help the audience if they were to invest in the brand.

We changed this by making new creative with visuals and language that was succinct, disruptive, and 100% transparent with the product's benefits.

The Opentrons team couldn't believe the results that poured in from our "Target, Create, Refine + Conquer" approach.



The current results:

- Increased spend by 96% but still within budget
- Total percent of change: 10,000%

While that 10,000% feels sweet right now, we're continuing to shift and scale our efforts with Opentrons in the upcoming quarters. We're hoping to increase the total percent of change by this time next year.

The bottom line:

There aren't many success stories like Opentrons'. Why? Because the Opentrons team is one of the special ones that wholeheartedly believe the best innovation happens through collaboration and determination.

This case study is just an ounce of proof of why Opentrons will continue to dominate the scientific field for years to come. They have some of the brightest minds on their team, and we can't wait to see what they do next.

What's your next move?

Want to change the game like Opentrons has? Looking to go beyond the status quo?

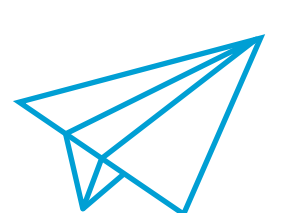
We can help! We'll walk through some options — and even if we're not a fit, we'll try to point you in the right direction.



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