

DEMANDBASE

THERMO FISHER SCIENTIFIC EXPERIENCES 18.7% GROWTH IN REVENUE WITH DEMANDBASE WEB ANALYTICS

ThermoFisher
SCIENTIFIC

18.7%
increase in revenue

8.3%
increase in "add to
cart" conversions

50%
growth in average
deal size

THE CHALLENGE

Thermo Fisher Scientific is the world leader in serving science. Through their premier brands—Thermo Scientific, Applied Biosystems, Invitrogen, Fisher Scientific and Unity Lab Services—they offer an unmatched combination of innovative technologies, purchasing convenience and comprehensive support.

The digital marketing team at Thermo Fisher Life Sciences Solutions Group wanted to understand which companies were visiting their website and what actions were being taken. This would enable them to understand the efficacy of their digital marketing programs, which in turn would inform how their commercial strategy would move forward.

THE SOLUTION

By connecting Demandbase Web Analytics into Thermo Fisher Life Sciences Solutions Group's existing web analytics solution, the digital marketing team was able to capture account-specific information such as company name, city, country, revenue, employees, industry and audience segment for their website visitors. They were also able to assess who downloaded collateral from the site, which were the top performing content assets and what were the most commonly used search terms by each customer.

THE RESULTS

With this information, Thermo Fisher Life Sciences Solutions Group was able to convert site metrics into actionable insights. The digital marketing team is now able to create content and marketing programs that are geared to engage with accounts coming to their website. This has proven to be a competitive advantage resulting in accelerated sales cycles.

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“Demandbase has become a critical component of our business. We now capture critical buying signals and actually predict purchase behavior for prospects based on website visit patterns.”

Ben Boily
Associate Director of Account Based Marketing, LSG Commercial Marketing
Thermo Fisher Scientific

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