

# 20% Uplift in Conversion Rate for a Leading Life Sciences Organization

## Key Challenges



- Lack of domain knowledge to create effective AI/ML lead scoring models
- Inefficient, manual and static rule-based process for lead generation
- Manual need to arrange data from multiple sources for desired results
- Data integration with Salesforce systems for real-time updates

## Business Solution



Incedo Lighthouse™ AI-powered 'System of Insights'

- AI/ML based Target List Generation for effective lead evaluation and targeting
- A 360-degree prospect dashboard for intuitive and powerful account view
- A seamless, one-click central platform to access Salesforce data
- Unified access to critical research data for making informed strategic decisions

## Business Impact



**20%**

**Uplift in Conversion Rate: 65% prospects reached proposal stage**

**Operational efficiency gains with improvement in prospect prioritization**

**Improved on-the-go decisioning with near real-time dashboards**



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