

Zymo Research Supercharges Sales with Quartzy



PRODUCT LINES

DNA/RNA
Epigenetics
Microbiomics

SIZE

80 employees

LOCATION

Irvine, California

Challenge

Capitalizing on emerging industry trends towards digital purchasing channels to grow product sales and expand their customer base.

Solution

Drove greater awareness of Zymo products and advantages over competitor alternatives via customized email and content marketing campaigns to Quartzy's 200,000 buyers.

Increased brand presence and product promotion throughout the customer buying process powered by Quartzy's proprietary customer profiles and automated buyer targeting program.

Energized go-to-market strategy with Quartzy sales forecasts and consumer behavior reports.

Outcome

400% growth in product sales

33% increase in customer base

READY OR NOT, THE WORLD IS CHANGING. With 26% year over year growth¹, more and more laboratories are consolidating their supply purchasing online via multi-brand distributors. Today, the vast majority of lab managers and scientists expect their buying experience to be as convenient as what they're used to in their personal lives. This has pushed both new and experienced players in the scientific supply industry to rethink and fundamentally change how they bring their products to market. One such company leading the way in navigating this digital-first transition is Irvine-based Zymo Research.

¹ Bird, C. (2018). 2018 Mid-Year Survey of Laboratory Product End-Users. San Antonio, TX: Frost & Sullivan

FOUNDED IN 1994 by Dr. Larry Jia in a garage in Southern California, Zymo Research got its start manufacturing products for yeast-based research. Since then, Zymo Research has grown into a leader in Sample Collection, DNA/RNA extraction and purification, Epigenetics and Microbiomics delivering its high-quality products and services to biopharmaceutical scientists across the globe. One of the secrets to their success has been an unwavering belief in the critical role customer service plays and the importance of responding quickly to the changing needs and behaviors of those customers. Their motto “The beauty of science is to make things simple” is a mantra that echoes throughout both the products they produce and their approach to doing business.

Embracing A New Way to Sell

In their quest to keep things simple and remain competitive, Zymo Research partnered with Quartzy as a new digital channel partner to expand their online customer base and drive growth in sales through Quartzy’s expansive nationwide community of nearly 200,000 scientists. A leading provider of lab supply management software and one of the most expansive multi-brand distributors in the nation, Quartzy understands the buying needs and behaviors of more than 13,000 life science companies across the United States. And with tens of millions of dollars in supplies across 1,000s of vendors moving through its system, Quartzy is peerless in its ability to analyze and predict consumer buying patterns today and in the future.

“Prior to Quartzy, we were really striving to increase our reach to more labs and scientists, and make the buying process as seamless as possible” says Shea Biondi, Marketing Manager at Zymo Research who led the joint marketing efforts on behalf of the company. Looking for ways to leverage their current sales channels more effectively, Biondi and her team saw an opportunity to work with Quartzy to reach out to likely customers across the lab management platform’s extensive user base.

“When going to market, suppliers have a lot of avenues to get their products in front of labs, but there’s a lot of competition and brand loyalty,” says Dr. Adam Regelman, Founder and COO of Quartzy. “Quartzy opens up a world of opportunity for the vast majority of suppliers

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Marketing Manager, Zymo Research

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Derek Gregg

Business Development Manager, Quartzy

that they normally could only dream of.” That opportunity lies in the data Quartzy collects on the purchases taking place through its online shop. Quartzy can analyze instances where Zymo’s products would be under consideration by a buyer or serve as an equivalent substitute for what a customer was buying and figure out where exactly it was Zymo was missing out on opportunities to make an additional sale or secure a new customer.

Finding Success With Quartzy

Combined with aggregate customer purchasing and behavioral data, Quartzy was able to propose several new marketing campaigns to help Zymo win more of those lost opportunities. “What’s unique about Quartzy is their ability to target customers based on purchasing patterns,” adds Biondi. “Quartzy can cross-match competitor products with ours to tell us where we could be optimizing our sales strategy. We have roughly 1,000 SKUs on Quartzy and we can see projected demand for all of them.”

The first campaign focused on converting Quartzy users from non-Zymo buyers of DNA purification products to Zymo customers. Using purchasing trends to model ideal Zymo customers and building out a prospect list, Quartzy sent offers for free kits and free samples to encourage adoption. While both product offers showed strong performance, the free kits had a dramatic impact producing a nearly 30% conversion rate. The kits had an even greater impact on buyer behavior too, as they appeared in the Quartzy user’s supply inventory and order history which made it easier for them to develop a habit of reordering from Zymo on subsequent orders. As a result, Zymo Research has seen a 400% increase in sales for its products and grew customers on the platform by nearly 33% in the first couple months of the campaign.



Coming on the heels of their previous success, Quartzy and Zymo incorporated their learnings from the first campaign to launch a second one targeted at getting customers to switch their RNA extraction products to Zymo as their primary supplier. While the campaign is still ongoing, early results are off to a strong start with a sizable uptick in reorders for Zymo’s Direct-Zol product.

"We are impressed with the results and the boost in sales we've experienced through these campaigns," says Biondi. "Because the platform can easily cross-match with a competitor's products and closely track purchasing behaviors, working with Quartzy is helping us better understand customer demands along with how they respond to our marketing and pricing."

An Ideal Channel Partnership

In addition to the business success Zymo Research has enjoyed through these campaigns, the process of working with Quartzy as a strategic partner has also been extremely convenient for Biondi and her team. "Our approach in serving our supplier partners is the very same one we take with our members. We are obsessive about making the process as effortless as can be," adds Derek Gregg, the business development manager who led the project on behalf of Quartzy. "The approach we took with Zymo Research for example was not about how we could sell them a marketing campaign they had to buy into, but how we could both work with them to create a stronger long-term relationship that could develop into greater opportunities. Also, how we could do that in a way that let them focus on growing their business while we handled the background research and execution needed to surpass even their most ambitious growth objectives."

As for what was needed from Zymo Research to create these successful campaigns, Quartzy only required information on competing products and SKUs along with alternative products to be aware of that Zymo indirectly competes with. Quartzy specialists used this information to match Zymo products with other requested products on the platform. Quartzy's product support team was able to then tie Zymo and competitor products together on the platform so that Quartzy could automate its offers and tailor recommendations to instances where Zymo's products were a true match since it was critical to offer products that wouldn't compromise a science team's sensitive experiments. Quartzy's vetting process for alternative products is well known in the industry and its product support team's reputation for accuracy help give scientists the confidence to try Zymo since scientists are often cautious accepting new products or alternatives, even if they are appropriate. This greatly increased the odds of customer satisfaction and return business for members opting into a Zymo offer. When it came to convincing labs to try Zymo and to stick with them, Quartzy proved to be an ideal partner.

Zymo Research and Quartzy continue to collaborate and prepare future product marketing campaigns to expand the reach of additional product lines across the United States. With Quartzy's diverse platform, buying insights, and its unmatched user base extending to so many different labs across both industry and academia, Zymo's Quartzy-powered digital sales strategy is guaranteed to help them stay far ahead of the competition.

We'd love to partner with you. Call us to get started.