

How a Global Biologics CDMO Drove End-to-End Engagement Using Precision ABM with BambooBox

Target Industry: Large Pharma, Mid-sized pharma and Emerging Biotechs

ICP: Chief Scientific Officer, VP R&D, Chief Operations Officer, VP Manufacturing



In a market where most CDMOs meet comparable scientific and regulatory benchmarks, meaningful differentiation is rare.

But cutting through the noise in a saturated landscape has become the real challenge.





The global CDMO market is experiencing rapid growth, driven by increasing demand for monoclonal antibodies, recombinant proteins, biosimilars, and emerging modalities. Valued at over **USD 24 billion** and expanding at a **double-digit CAGR**, the market reflects a structural shift as biopharma companies increasingly outsource development and manufacturing to accelerate timelines, manage costs, and access specialized capabilities.

Yet CDMO buying decisions are far from straightforward. They involve **large, cross-functional buying committees** across R&D, CMC, manufacturing, quality, procurement, and leadership often spread across geographies. Sales cycles are long, intent signals are fragmented, and meaningful engagement typically begins only after vendors are shortlisted.

The global CDMO player recognized that in this environment, winning was no longer just about capability—it was about **cutting through the noise early**, shaping perception before evaluation, and earning trust across the development value chain.

To do this, the global CDMO player partnered with **BambooBox** to build a **precision-driven ABM program** that combined intent intelligence, creative differentiation, thought leadership, and multi-channel orchestration—designed to engage CDMO and Discovery accounts at scale.

The Challenge

Our client faced several challenges common to enterprise biologics outsourcing cycles:

- **Highly complex buying committees** with multiple technical and commercial stakeholders
- **Long evaluation and decision cycles** spanning several months
- **Limited visibility** into which accounts were actively exploring outsourcing or scale-up
- **Difficulty differentiating** in a crowded global CDMO landscape
- **Need to balance long-term brand credibility** with measurable pipeline outcomes

These factors made an insight-led, account-centric GTM approach essential.

Business Requirements

The defined clear objectives for the program:

- Position our client **as an end-to-end Biologics CDMO partner**
- **Drive high-quality MQLs** and influence opportunities from a defined target account list
- Reach accounts across the **US, Europe**, and APAC through multiple digital touchpoints
- Increase **engagement across multiple stakeholders** per account
- **Identify and prioritize in-market** accounts showing outsourcing and manufacturing intent

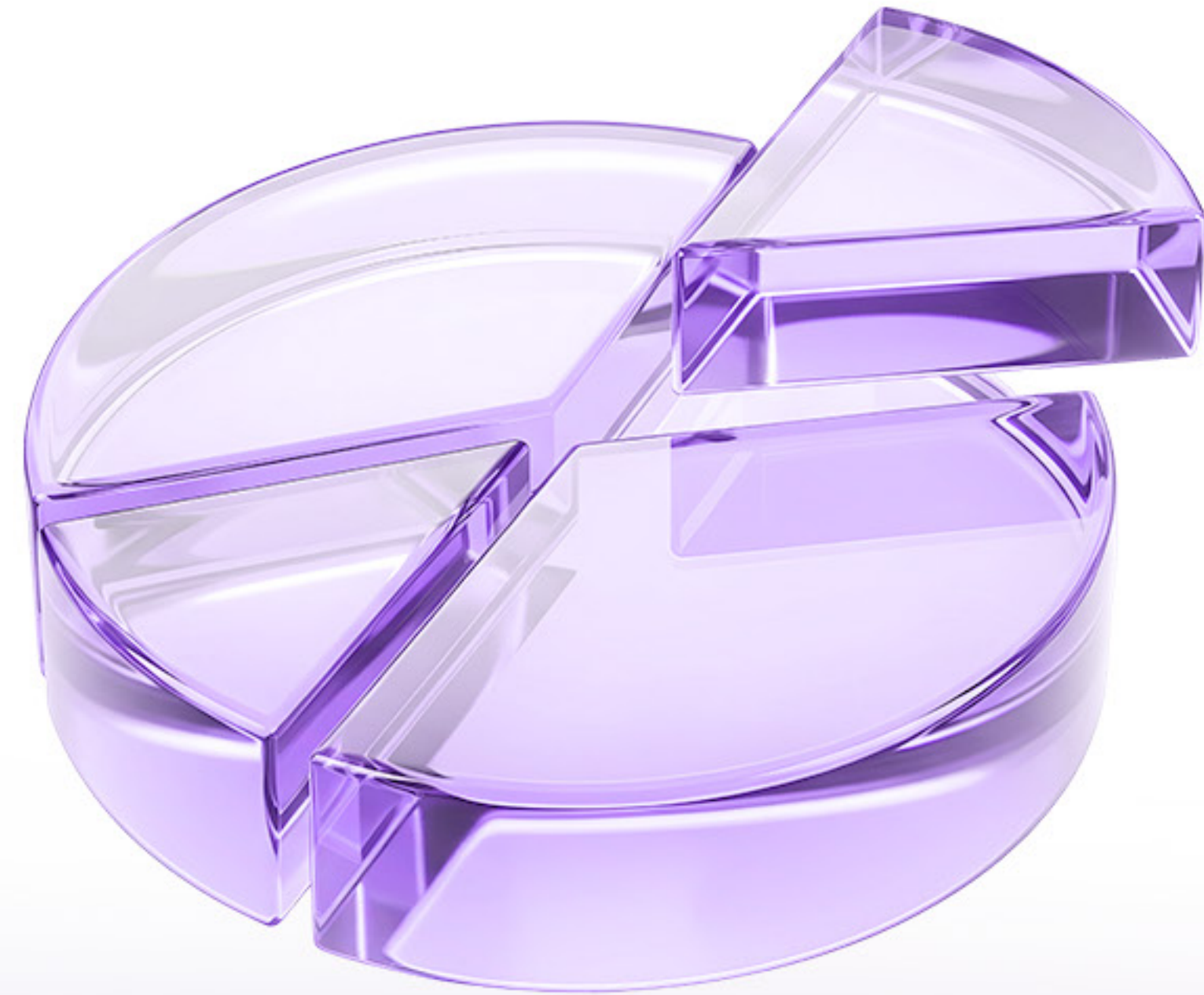
Marketing & Technology Imperatives

To meet these goals, they required an ABM engine capable of:

- Unifying account, intent, and engagement data
- **Orchestrating full-funnel journeys** across awareness, consideration, and conversion
- Activating multi-channel campaigns across LinkedIn and Google
- Measuring both sourced demand and influenced demand

BambooBox's **AI-first ABM platform** became the foundation for this integrated GTM motion.

Strategy & Execution



Foundational ABM Strategy & Positioning

Before campaign activation, BambooBox worked closely with the global CDMO player to build a strong strategic foundation. This included understanding the biologics CDMO market dynamics, competitive positioning, and their unique strengths across contract development and manufacturing.

Based on this, a clear positioning framework was established—one that emphasized speed, quality, regulatory readiness, and their ability to support biologics programs from early development through manufacturing. This strategic clarity informed all messaging, journeys, and activation decisions.



ABM Program Design & Orchestration

The ABM program was designed as a 1-to-many, full-funnel campaign to engage priority biopharma and biotech accounts across key global markets, including the US and Europe. The strategy focused on scalable reach, stage-aligned messaging, and intent-driven activation to move accounts from awareness to conversion.

Program design highlights:



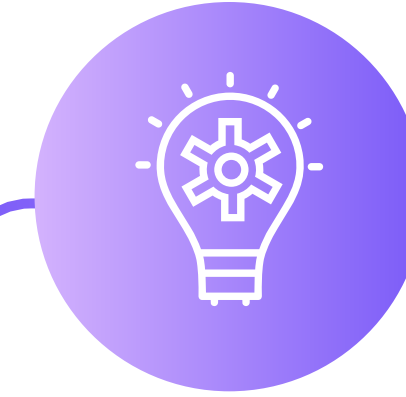
1-to-many ABM approach

built on a focused Target Account List



Three-stage funnel framework

- **Top-Of-Funnel (TOFU):** Awareness and credibility building
- **Middle-Of-Funnel (MOFU):** Engagement and consideration
- **Bottom-Of-Funnel (BOFU):** Conversion and sales activation



Channel strategy

- **LinkedIn Ads:** TOFU and MOFU campaigns for engagement and document downloads; BOFU campaigns for meeting request lead capture
- **Google Ads:** BOFU-focused Search and Performance Max campaigns for high-intent lead capture, particularly across biologics development and manufacturing



Dynamic account segmentation

using third-party intent signals and first-party engagement data to prioritize high-probability, in-market accounts

1. Breaking the Clutter Through Distinctive Visual Storytelling

In a market where most CDMO brands look and sound alike, our client chose to differentiate creatively. The insight: **Very few CDMO players use artistic storytelling to elevate the narrative of molecules.**

This led to “The Art of Science” as a strong visual language and focusing on how Scale meets speed as the content narrative/ The campaign was built on three ideas:

- **Science meets art:**
Artistic interpretations combined with real scientific visuals—microscopy images, molecular structures, water colour themes and crystalline forms—conveying that science is crafted, not just engineered. This helps give a fresh perspective to the imagery that is usually used in the industry.
- **Visually memorable differentiation:**
Distinctive visuals designed to stand out instantly across LinkedIn feeds, digital ads, and industry touchpoints, improving recall in a saturated market.

This creative approach helped them cut through category noise while reinforcing scientific credibility.

2. Segment-Aligned Thought Leadership Focused on Outcomes

In the CDMO space, decision-making is driven by **outcomes and risk mitigation**, not just technical capabilities.

Our clients target audience spans **Big Pharma, mid-sized biopharma, and emerging biotech**, each with distinct priorities across the development lifecycle.

BambooBox designed a thought-leadership-led content approach that:

- Emphasized **benefits and outcomes** such as speed to clinic, regulatory confidence, scalability, and cost efficiency
- Addressed the differing needs of:
 - **Emerging biotech:** de-risking early development and accelerating milestones
 - **Mid-sized pharma:** scaling programs efficiently and preparing for late-stage trials
 - **BigPharma:** global compliance, supply continuity, and commercial readiness
- Mapped messaging to **multiple personas** across R&D, CMC, manufacturing, quality, and leadership
- Positioned our client as a **strategic CDMO partner for biologics.**
- This ensured consistent relevance across diverse buying groups while building credibility and influence.

3. Multi-Channel Precision ABM Journeys

Multi-channel ABM programs drive 2–3× higher engagement compared to single-channel campaigns.

The program leveraged a tightly integrated multi-channel approach:

- **LinkedIn** for persona-based engagement and thought leadership amplification
- **Google Search and PMax** for capturing active outsourcing and manufacturing intent
- **Retargeting** to reinforce messaging among engaged accounts across platforms

Every touchpoint was guided by intent signals and engagement behavior, ensuring relevance at scale.

Intent-led account prioritization using signals across high-value Biologics topics such as Monoclonal antibodies (mAbs), Recombinant proteins, Biologics manufacturing and scale-up.

4. Intent-Led Cohorts and Hyper-Targeted Activation

- We built **intent-led cohorts** using signals across key biologics topics such as monoclonal antibodies, recombinant proteins, and manufacturing scale-up. These cohorts enabled **hyper-targeted ads and messaging** aligned to active areas of interest, ensuring high relevance across accounts and personas.
- Embedded within BambooBox's ABM workflows, this intent-driven activation helped our client engage priority biopharma and biotech accounts earlier and position itself as a **trusted Biologics partner** well before formal evaluation began.

5. Volume of Content Delivered

- **89 creatives developed across LinkedIn and Google**, tailored to different regions and funnel stages
- **12 long-form content assets**, including whitepapers and dedicated landing pages, used to drive engagement and lead capture
- **Existing assets refreshed and adapted** through content and design updates to align with the campaign theme and messaging

6. Sales Intelligence & SDR Activation

- Qualified leads were generated through **form fills** across LinkedIn and Google campaigns
- All form-fill leads were **verified and qualified by the Marketing team** before sales handoff
- The **engaged-to-SDR call workflow was not enabled** as part of this program, but constant tracking of the engagement was followed so we do not lose track of the account.
- This enabled SDRs and AEs to enter conversations with context, timing, and precision.

The Impact





1 Early Engagement Across Priority Accounts

The program drove meaningful engagement across our client's target account list, including activity from **large global biopharma and innovation-led biotech organizations**, expanding visibility beyond single contacts into broader buying groups.

2 Funnel Movement

- **134% growth in accounts moving from TOFU to MOFU** over a 3-month period.
- **Reduced the cost per conversion by almost 63%** all the while ensuring a **higher CTR of 3% and above**.
- **70+ accounts converted into BOFU-stage (Potential Opportunities)** and qualified as MQLs through ongoing multi-channel engagement.
- **20+ accounts advanced within BOFU, progressing from Potential Opportunities** to Active Opportunities in the course of the campaign across the different motions of discovery and development

3 Improved Demand Efficiency & Engagement Quality

- **1.7k accounts from TAM engaged with our LinkedIn ads** over the course of the campaigns
- Higher relevance and conversion efficiency from generic and intent-led keywords
- Optimized landing experiences contributed to healthier full-funnel movement
- Budget reallocation toward high-performing segments improved overall efficiency

4 Expanded Buying Group Visibility

Through continuous engagement and data enrichment, our client gained visibility into **multiple stakeholders per account**, reflecting the true complexity of LM-CDMO buying committees across scientific, manufacturing, and leadership roles.

5 Elevated Positioning as a Strategic LM-CDMO Partner

Thought leadership and precision ABM reframed our client's market perception—from a **service provider to a strategic partner capable of supporting biologics programs end-to-end**, across development and commercial manufacturing. Elevated positioning in all the three areas of drug discovery, development and manufacturing for biologics.

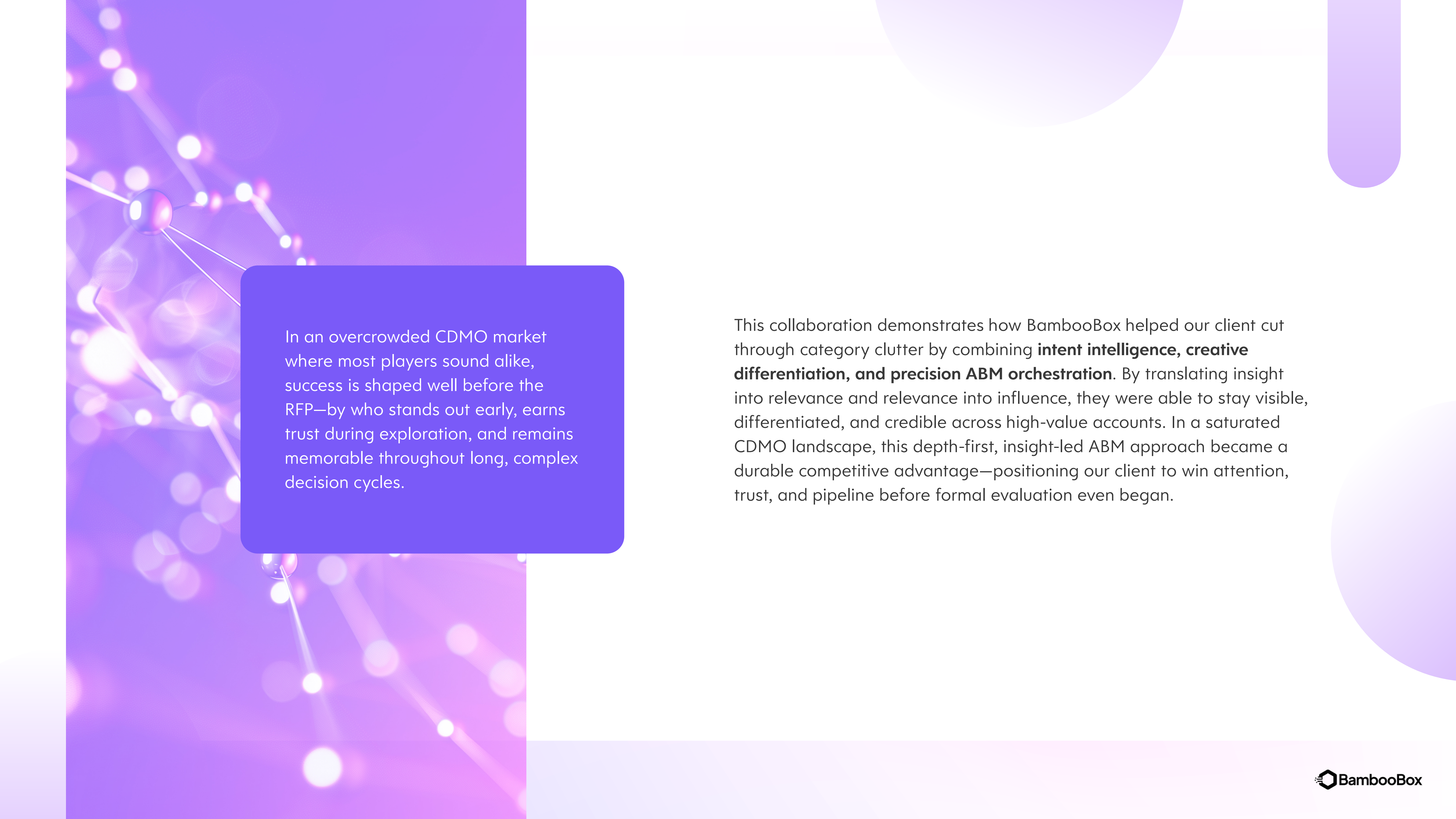
6 A Repeatable ABM Engine for Future Growth

The program established a scalable, repeatable ABM framework that our client can now extend across:

- LM-CDMO, SM-CDMO and Discovery
- New regions and modalities
- Future GTM initiatives

Winning by Standing Apart Before the Evaluation Begins





In an overcrowded CDMO market where most players sound alike, success is shaped well before the RFP—by who stands out early, earns trust during exploration, and remains memorable throughout long, complex decision cycles.

This collaboration demonstrates how BambooBox helped our client cut through category clutter by combining **intent intelligence, creative differentiation, and precision ABM orchestration**. By translating insight into relevance and relevance into influence, they were able to stay visible, differentiated, and credible across high-value accounts. In a saturated CDMO landscape, this depth-first, insight-led ABM approach became a durable competitive advantage—positioning our client to win attention, trust, and pipeline before formal evaluation even began.