

## WEBSITE UPDATES AND LEAD GENERATION PROJECT EXPAND COMPANY MARKET

**ABOUT MOLECULAR DECISIONS, INC.** Molecular Decisions, Inc. (MDI) was founded in 2013 in Mountain View, California, by cancer researchers and clinical oncologists who had a shared goal of developing methods to better serve their patients suffering from debilitating cancers. MDI is a proteomics-based diagnostic company that works side-by-side with pharmaceutical companies, helping them to improve both their drug discovery and clinical development. The company also supports oncologists by developing and running tests that can provide patient insights and drive clinical decisions.

**THE CHALLENGE.** MDI had a long-term plan to engage a new marketing partner, but they had to first quickly address their short-term need to nurture existing leads, develop sales activities, and engage new customers. Rather than hiring a sales team, the company turned to CMTC, part of the MEP National Network™, for assistance with website development and lead generation to increase their visibility in the marketplace.

**MEP CENTER'S ROLE.** CMTC worked with MDI from November 2021 to March 2022 to refine the company's website and develop points of contact using the VizBiz Solutions platform. CMTC created and sent emails to 1,000 contacts, directing each email recipient to the MDI website. Website analytics reports were provided to MDI through the VizBiz platform. The service was provided to MDI as part of a California small business technical assistance program (SBTAEP).

**"We made a very effective strategic decision to work with CMTC on lead generation instead of hiring a sales team. CMTC was awesome and provided the greatest service - I am going to bring CMTC to four other women-owned companies!"**

-Laura Sailor, Strategic Advisor

## RESULTS



2 jobs created, 3 jobs retained



\$350,000 sales increase



\$60,000 in new investment



\$10,000 in cost savings

## CONTACT US



3760 Kilroy Airport Way  
Suite 450  
Long Beach, CA 90806-6858



(310)263-3060



[www.cmtc.com](http://www.cmtc.com)

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