

# Innovative Healthcare Consumables Manufacturer

## ABOUT

30 plus year provider of innovative products that increase efficiency and safety to build better futures for those within the healthcare industry.

Serving over 1000 customers globally, this organization holds true to its beliefs and core values, by providing the highest quality specimen identification and collection products available in the market today.

## PROBLEM

After multiple failed attempts at automation, this leading supplier of healthcare supplies was in a cycle of batch and blast emails. The challenge was getting executive management onboard with investing in Marketing Automation to accelerate market penetration and revenue growth.

As the champion of this effort, the main contact looked for a partner with breadth in their skill set that would co-invest in a long-term strategic approach that could help elevate their brand awareness, increase lead engagement and convert to pipeline. Enter Leadous.

## SOLUTION

Marketing Automation as a Service, powered by Marketo, has provided the necessary people, process and technology to get this organization's digital marketing efforts off the ground in a strategic way, supported by executive management.



“The partnership we have formed with Leadous has spurred a new excitement around marketing’s ability to strategically impact growth. In just under three months we’ve seen our metrics improve and have a cadence of continuous review and improvement of our campaign strategies based on data.”

- Senior Director of Marketing

## ROI



**4X**

the Number of Email Sent Monthly



**300X**

Previous Engagement



**\$**

Measurable Back To Marketing Campaigns

**28**

Qualified Opportunities After One Email Send

**6.5**

Identifiable Pipeline Increased

## NEXT STEPS

After less than four months into the partnership with Leadous and the impact of COVID-19, the organization is committed to a long-term Marketo powered strategy of expanding campaigns to include more nurture streams that are tied specifically to buyer personas and products.

**Impact** We are able to prove that marketing isn't just about making things look nice. We are having a measurable impact on the bottom line that is getting noticed from executive management to sales. It has changed the dynamic and synergy of cross-functional collaboration.

**Results** Combining Bizible with marketing automation and CRM has given us insights and results across our key marketing KPIs that are driving growth, sourced, tested and measured to ensure a constant review of what is working, what isn't and where changes could be made to improve the metrics.

## POWERFUL PLATFORM BENEFITS

- ✓ Multi Touch Attribution
- ✓ Customer Attribution Modeling
- ✓ Account-based Measurement
- ✓ Event And Conference Tracking
- ✓ Full Funnel Insights
- ✓ Ad Network Integrations
- ✓ Predictive Analytics
- ✓ Detail Marketing Spend
- ✓ Optimize Customer Journeys
- ✓ ...and more

Go one step further than your competition and leverage the most advanced attribution system in the industry. Utilizing advanced AI, Bizible constantly is learning and evolving to accurately and quickly analyze your results to provide actionable intelligence. This allows for real-time visibility across sales and marketing, driving valuable results toward your performance goals.

Do what the most successful marketers of today are doing... managing revenue and tracking results.

## ABOUT LEADOUS INC

We believe that marketing is a Human Experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

**Proud Platinum Partner of Marketo, an Adobe company**  
**Let us lead you. | [www.leadous.com](http://www.leadous.com) | 844-LEADOUS**

## CONTACT US

Find out how we can help you reach your Digital Marketing goals by contacting our team today.

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