

## Healthcare Equipment Manufacturer makes the right moves with Email Marketing

*“Great work from the guys at Healthcare Data Group. The marketing results were much better than what we anticipated. Looking forward to our next campaigns!”*

**Jack Harper,**  
Marketing Head.

### About the client

The client was a Healthcare Equipments manufacturing company with their base in California. They had come up with a new device which offered a much better and affordable option for hospitals and healthcare facilities. The client had high hopes rested on this cutting edge device.

### A Challenging Business Requirement

The client was finding it hard to reach the hospitals, doctors and healthcare facilities across US. With the big guns monopolizing the markets, it was getting really tough to reach the target markets. Though they had confidence in their product, the client was losing hope with dwindling marketing results.

### How Healthcare Data Group Provided the Right Solution

They came to know about Healthcare Data Group from a technology partner. This company had used the help of Healthcare Data Group for their marketing campaigns. Healthcare Data Group carried an extensive research on the target markets of the client. They created a customized marketing database based on the business requirements and scope of the client. The expert email marketers then came up with a strategy to contact the targets with highly personalized campaigns.

### A Challenging Business Requirement

The response for the first email campaign was more than encouraging. By the time the third email campaign was rolled out, the client received phenomenal response and was talking about million dollar deals. They received:

- ▶ 47% Open rates on average
- ▶ 29% click through rates on average
- ▶ 8 deals happened in 3 weeks time
- ▶ The device is today used in hospitals all across US
- ▶ Planning to start offices in 4 different states in US