



**MEDICOREACH HELPED  
AN EVENT AGENCY WITH  
CUSTOMER ENGAGEMENT  
AND CAMPAIGN  
PRODUCTIVITY**



## About the Client:

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One of our clients that we recently assisted with our data solutions is a Naples, USA based healthcare company. Their venture is precisely based on training, educating, and executing healthcare events, irrespective of diversities, and multiple challenges. The company works as an event organizer for various companies, businesses, and individuals, who are focused on spreading science-based information through talk shows events.

Our client has so far produced multiple conferences as huge as 3,500 attendees, along with 325 booths developed for educational programs produced by start-ups and successful healthcare companies. In brief, our client strives for nothing less than excellence. They wanted every healthcare conference that they organize to be well-organized and hold recognition among the professionals of the healthcare sector.

## The Challenges Client Faced Before Taking MedicoReach Services:

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The client was very specific about what sort of contact list they are looking for. They have been into the healthcare industry for years and know what worked best for them till now. However, as every successful venture needs to stay fresh and innovative, similarly, our client wanted to step into the space of email marketing. They contacted us for the same.

Considering the endless list of benefits of email marketing, they wanted to experience its magic, and we were happy to support them in their marketing journey.



However, they were not sure of how to start an email marketing campaign and its further steps. Here, MedicoReach helped throughout from suggesting data solutions, to providing one.

We developed the services keeping their marketing expectations in mind and fortunately, we have been successful in making them a contended customer by the end.





The most noticeable challenge that our client faced was how to identify the right audience, and how to have an authentic email list to approach them. This is a common plight for many marketers.

They trusted us with their campaign, and we aimed to suggest them the very best i.e., our Family Medicine Specialist Email List.

## Our Solutions:

MedicoReach is in the healthcare database business for many years now and expertise in analyzing customer expectations. Our forever focus remains to be on providing quality data solutions that bring a noticeable change in terms of progress to the client's marketing campaign.



We discussed the work strategies of our client in detail and analyzed their requirement from us. They wished to expand their horizon of the audience as they organize healthcare events and want maximum people to be acquainted with the process of it.

Our team of experienced researchers and data experts worked dedicatedly and made sure that they deliver the best email addresses list that speaks in volume for our client.



Our main aim was to develop an email list that brings quick response, CTR, and engagement. We created a Family Medicine Specialist email list from our trusted data sources such as healthcare surveys, magazines, medical directories, websites, conferences, and more. Furthermore, we verified and validated the data to ensure each record is subjected to the client's specifications.

The final email list that we delivered comprised all relevant and valid details and made sure the client receives a response. The client was targeting family medicine specialists as they wanted to promote their healthcare education and training courses.

## Final Results:

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MedicoReach team assisted the client throughout the process along with follow-up. Their email campaign was delightfully welcomed by the audience as they received multiple benefits:



**47** percent increase in customer engagement



About **95** percent of the emails reached directly to the audience



**98** percent deliverability rate



**100** percent customer satisfaction

It was their very first email marketing campaign and received a great response from the industry.

MedicoReach is pleased to be a part of their success journey and processed a follow-up service in case they had any lagging issues.






## About MedicoReach:

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MedicoReach is a leader when it comes to providing accurate and best quality marketing data to healthcare marketers, like the physicians Assistants Email List, in this case. As a database vendor with years of experience and expertise, we offer a wide range of healthcare email and mailing lists to help B2B medical marketers channel their promotional campaigns to targeted healthcare executives, professionals, and practitioners. We help companies approach their prospects through their preferred channel of communication. Our data supports multichannel marketing campaigns conducted via email, direct mail and telephone. We have a rich data repository comprising millions of contact details that we duly verify, update, and validate. Our motto is not just promising excellence. We work hard in delivering excellence at every level of your customer engagement journey.



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