

MEDICOREACH HELPED A HEALTHCARE BRANDING FIRM TO GET REQUIREMENTS DONE AT ELEVENTH HOUR



CASE

STUDY

About The Client

The Healthcare Brand Strategy and Positioning Firm was founded in **2006**, and since then, it has expanded its offices to Canada and Japan as well. Its headquarter is located in New Jersey. The company works towards brand positioning and validation development.



It is working towards evaluating their brand name, repositioning their brand, and developing a brand strategy. The company is also looking for different ways to optimize its brand.

Recently, they found some quantitative and strategic market research to aid them in global brand name development, but they weren't sure it was the most accurate and assessed data.



Challenges

As the company worked with different clients, they faced a few challenges beforehand. Here are the main ones:

The client could not find important contacts. These include healthcare professionals, medical executive, doctors, and every relevant person.

They couldn't find relevant information pertaining to the contacts, such as email addresses and phone numbers.

The client was not getting a decent response rate. It was below **5%**.

Solutions

Through **Healthcare Email Lists**, the company was able to provide the following solutions to the client:

They targeted their email lists. Their target audience consisted of all types of healthcare professionals and patients.

Updated its database about existing Medical professionals, Healthcare executives and removed the inactive ones.



They also targeted based on geographical locations. This included Canada, France, Italy, the UK, Spain, China, and Japan.

Added **4,567** subscribers to their email lists.

Outcomes

The company noticed tons of improvements post applying some of these solutions. They were as follows:

The delivery rate increased to **97%**.

Achieved great results over branding for their clients, also marketed clients products through multiple targeted Campaigns.

The targeted campaigns increased the brand reach by **5x**.

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About MedicoReach

MedicoReach is a leader when it comes to providing accurate and best quality marketing data to healthcare marketers, like HCP 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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