

CASE STUDY

MOBILIZING A PERSONALIZED MARKETING STRATEGY

See how Penrod built a platform that would scale with NuMotion's marketing initiatives

CUSTOM SOLUTIONS THAT HELP PATIENTS MOBILIZE THEIR LIVES

NuMotion is the leading provider of complex rehab technology (CRT) in the United States. They help thousands of people with custom configured mobility products and services. From manual and powered wheelchairs to disposable medical supplies that serve unique medical and functional needs, they are vital to helping people live more freely.

NuMotion's marketing strategy was focused almost entirely on communications. In order to help more people with their vital rehab technology, the marketing team developed new strategies that would engage broader audiences.

It became clear that their current marketing automation system was not up to the challenge.

numotion®

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KEY CHALLENGE

Tactical marketing initiatives, unscalable automation platform, and disparate systems increased operational cost

KEY SOLUTION

A Marketing Cloud implementation that connected marketing with sales, provided robust patient journeys, and streamlined communications

KEY RESULTS

Personalized marketing, unified data, and robust patient engagement



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