

CASE STUDY

of

LEADING PUBLISHER

SOLUTION PROPOSED

Data Updation
&
Rigorous Verification





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Client Background:

The client is a leading American healthcare technology company providing life-saving medical products for orthopaedics, neurological diseases, vision care, diabetes care and infection prevention and diagnostics. Their vision of expanding into European market made them look for a mailing database vendor who can provide high responsive sales leads list in the minimum time possible.

Challenges:

Blue Mail Media was approached for the requirement who acknowledged the urgency of the situation and got down to work immediately. The first challenge was to understand milestones set by the client. The client's prime objective was to drive sales and increase brand visibility across Europe for its line of Neurological, vision care, and infection prevention care products.

For maximum reach, the client required to contact leading hospitals, key decision makers, and reputed surgeons within the respective fields. So the attempt required to build a list collating all the required information in a manner that makes marketing execution an easy affair.

Solution Phase:

We first retrieved related records from our own databases and then acquired relevant data from our data partners. The data then was cross checked with the latest medical association records, subscriptions services and various other proprietary services. We also updated the database implementing a six stage verification process. Blue Mail Media made sure the list was compiled and placed into the .CSV format. And the entire process was completed efficiently within five business days.



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Final Outcome:

Configured list from Blue Mail Media helped the client register an increased sales of 34% for neurological devices and 46% for vision and prevention safety devices. Thus, helping them make their mark in the European market.

About Blue Mail Media:

Blue Mail Media is one of the leading Demand Generation companies delivering innovative and customized B2B Database solutions. With a motive to support your sales and marketing teams in the lead generation process, Blue Mail Media maintains a rich directory of decision makers across all industries and provides marketers with complete access to information to reach out to their prospects via emails, physical mails or telephone.

Free Consultation on your Marketing Needs



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