

How PuppyDog's Next-Gen Demo Automation Drives Results for SARC MediQ

Company Background

SARC MediQ is a medical imaging solution provider offering cloud-based enterprise PACS and patient data solutions, leveraging AI technologies to revolutionize healthcare. They support a growing network of clinics and hospitals, equipping physicians with advanced tools for diagnosis, workflow optimization, and smart data integration.

Objectives

Facing challenges with low-performing email campaigns, SARC MediQ needed a demo automation solution to effectively engage their target audience of medical professionals. Their objective was to find a platform that was not only easy to use and manageable by their internal team but also highly customizable to deliver specialized content and ultimately drive more conversions.

Top Concerns:



Their existing email campaigns were underperforming and failing to generate quality leads.



Capturing the attention of doctors, who are accustomed to a high volume of information and marketing materials, required a novel approach.



SARC MediQ needed a platform that was easy for their team to navigate and adaptable to their specific needs.

PuppyDog's Solution:

SARC MediQ partnered with PuppyDog to implement our AI-powered demo platform. PuppyDog worked closely with their team to develop customized templates and streamlined workflows tailored to their specific requirements and target audience. Generative AI technology allowed SARC MediQ to create highly personalized and engaging content, capturing the attention of its discerning audience. The platform's analytics capabilities further enabled data-driven optimization, ensuring continuous improvement and better campaign performance.

The Results:



Increased open rates, response rates, and demo engagements.



Higher quality leads entering the sales pipeline.



Actionable insights into content performance.

The PuppyDog platform has delivered personalized demos to over **20,000 prospects**, resulting in more than **300 new leads** and securing millions in contracts.

20,000

Personalized
Demos

300

New Qualified
Leads

"Go buy PuppyDog. It's going to make a difference in your marketing campaigns."



— Asaad Hakeem,
Chief Executive Officer at SARC MediQ