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Appature Success Story

Customer Insight: Do you fully understand what is affecting your marketing ROI?

Medical Devices & Diagnostics Company

Appature continues to work closely with a Fortune 500, industry leading, healthcare conglomerate. When one of their leading medical device divisions came to us we knew our proprietary technology and medical device & diagnostic industry expertise would help solve their lack of customer insight and declining marketing ROI.

Key Challenges

As the complexity of marketing campaigns continues to evolve so does the demand placed on marketing teams to fully understand what is affecting marketing ROI. Our customer experienced significant gaps in how they were measuring and executing online and offline marketing campaigns such as direct mail, surveys, webinar, email, and newsletter campaigns. They were experiencing lower than average response rates and significant campaign time-delays severely affecting campaign ROI.

This customer had data living in disparate data silos across the organization. Therefore, they did not have a comprehensive customer profile and could not fully understand customer purchase history, online and offline behavior, and attitudinal sentiment. They did not have a way to understand how marketing was affecting sales funnel movement and could not measure lead quality and marketing effectiveness.

The Solution

This customer executed a webinar and tradeshow attendance campaign using the Appature Nexus relationship marketing platform. They tactically launched campaigns to a test group and then re-launched the campaigns to a “non-registered” audience two weeks later. By implementing Appature Nexus, this customer is now able to:

- more effectively target their high-value customers because they now have a better understanding of their unique demographic, behavioral, and attitudinal tendencies through access to comprehensive customer profiles;
- analyze tradeshow and webinar registration effectiveness enabling them to drive conversions and acquisitions through targeted personalized marketing;
- gain insight into consumer behaviors in order to shape channel strategy and drive product development decisions through targeted customer surveys before and after the event.

The Bottom Line

The campaign was a success. **Our customer experienced 36% open rates and 23% click through rates which was six times the industry standard. This invariably led to 40% registration funnel success, record tradeshow attendance, and a significant increase in leads generated.**

By using Appature Nexus, our customer is now able to manage all of their campaigns from one centralized location. All of their campaigns are now tangibly lead generating. They are experiencing a record number of outbound campaign response rates and leads are distributed to reps in near real-time. This creates immediate revenue opportunities and increases marketing ROI.

Additionally our customer’s market research volume increased, enabling better programming and product development information. In some cases the company experienced four times data availability by running campaigns through Appature. **Total available contacts for marketing campaigns increased 200% and the marketing team now has a comprehensive view of their customer enabling them to drive significant marketing campaign decisions.**

Benefits “Why Appature?”

By implementing Appature Nexus, healthcare companies are able to deliver more targeted and personalized marketing campaigns while measuring campaign effectiveness in real time. Marketers are able to nurture and qualify prospective customers automatically before sending them as leads to their sales force; segment customer data based upon strategic objectives and strategic customer targets, pull dynamic customer lists, and execute and track marketing activity in real time.

About Appature

Appature, Inc. provides surprisingly simple® Web-based marketing solutions designed exclusively for healthcare companies. Appature Nexus integrates multiple data sources to make customer information actionable while providing a platform to launch marketing campaigns to HCPs and patients. Our technology allows healthcare marketers to quickly gain new customer insights and create programs to deepen brand relationships and drive greater sales growth. Leaders in the pharmaceutical, medical device, and health and wellness industries rely on Appature to realize the true potential of their marketing efforts.

For More Information

For more information about Appature, you can call 206.493.5450, email us at sales@appatureinc.com, or learn more about the company and sign up for a free demonstration at www.appatureinc.com.



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