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Lake B2B Exhibits one of its Innovative Healthcare Marketing Solutions at HIMSS '15

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NEW YORK CITY, April 7, 2015 /PRNewswire/ --



Every year, the HIMSS Annual Conference & Exhibition showcases the newest technologies, trends, and solutions in health IT. A market leader in providing latest healthcare industry specific data cards, Lake B2B is one of the exhibitors this year.

(Logo: <http://photos.prnewswire.com/prnh/20150407/738882>)

The event attracts over 38,000+ healthcare IT professionals from around the world for four days of education, innovation and professional networking. This year around, event is organized in Chicago during April, 12-16 2015.

As an exhibitor at one of the largest events in the healthcare industry, Lake B2B is presenting their recently launched 360 degree marketing Platform exclusively for Healthcare Marketers, to pull the crowd.

This self-service login enables marketers to search 10 Million healthcare databases, create email templates on the fly and launch email and nurturing campaigns with a click. This Platform also allows 3rd party marketers to upload their own prospecting databases and launch real time campaigns.

Speaking about their participation in the event, Josh Meyers, Manager Digital Marketing at Lake B2B said "We are eager to showcase our product at HIMSS '15. With the event offering right set of audience for our platform, we are sure our demonstration will be relevant for those who visit our booth. The event focuses on optimizing health engagements using information technology, and what better arena than HIMSS to showcase this marketing platform? Come visit us at booth no.7535 to appreciate the newest technology and solutions for healthcare marketing."

360 campaigner is aimed at addressing one of the most difficult challenges that healthcare marketers face today, data management. From sourcing to segregating to utilizing the data to its fullest, this platform offers everything a marketer needs to run successful digital campaigns. For a free demo of the platform, contact Aditya Ranjan @ 646.461.2936

About Lake B2B:

Lake B2B is a Growth Enablement Partner for Clients across 83 countries helping extend reach to over 36 million top global executives across the world. Lake B2B has transformed the way businesses work with cutting-edge data management technology, exhaustive data reach and digital marketing solutions. The company specialized in offering customized target database solutions based on the clients' requirements and business scope.

Lake B2B offers services that help clients with their complete business growth cycle. This includes sales, marketing, and nurturing and customer service. For a Business to work smoothly, all the communication has to work hand in hand. This is what Lake B2B does to help companies grow globally. With its path breaking innovative digital marketing services and extended data reach, the Company is the only one of its kind that bets on getting paid only after helping clients grow their business like a Real Marketing Partner'.

For more details, contact: info@lakeb2b.com

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