

How a Top Australian Medical Textile Supplier Increased Leads By 5X



2x

Enhanced
Customer Reach

4x

Increase
In Sales Leads

120%

ROI Growth

MEET THE CLIENT

Founded in 1987 and headquartered in Canberra, the client is a medical equipment and textile supplier. The company operates in 12 countries and sells products in 100+ countries.

SOLUTION

- Lake B2B Customer Success Managers first identified the gaps in sales strategy and crafted a customized solution based on their unique sales needs.
- An In-depth intelligence gathering and analysis was made on ambulatory surgery centers that provide GI-related services
- Appropriate corporate-level clients were identified and their affiliations, participations and consumption patterns accurately mapped



CHALLENGES

- The outbound sales team was unable to size the total market to begin with to quantify sales target
- Market segmentation was missing thereby crippling sales team members as they were unable to make customized sales pitches
- They lacked the ability and tools to e-mail or schedule appointments with their prospective decision makers

RESULTS

- Achieved actionable data to effectively market products and rental services to its entire prospect market
- Lake B2B's comprehensive database highlighted the gaps in client's database. Accurate data sourcing was fast-tracked for the client with up-to-date intelligence available in the healthcare market.
- As a medical manufacturer, if you are looking for the most comprehensive data and insights—our solutions have you covered

"Lake B2B's marketing team successfully implemented a lead generation campaign for us which resulted in 3X increase in orders per month. We are keen to working with them long-term to build our high converting sales pipeline."

Jude Thomson, Head of Digital

Contact us Today