

KAIROS DELIVERS THE RIGHT MESSAGE, TO THE RIGHT PERSON, ON THE RIGHT CHANNEL, ON THE RIGHT DEVICE, AT THE RIGHT TIME.

The complex sale is dead. Only the complex purchase exists.

KAIROS combines the world’s largest healthcare database with the power of Account Based Marketing in a solution proven to close more deals. It leverages our publication’s unique relationship with your target account’s key decision-makers and influencers as a trusted authority within the digital media landscape. **KAIROS** uses advanced targeting and tailor-made content to engage with all parts of the buyer’s group enabling healthcare device sales and marketing teams to fully activate their key accounts.

388%
Increase in MQL to SQL conversion rate when using KAIROS.

The medical economy purchasing process continues to evolve into a complex and unpredictable ecosystem, leaving sales and marketing efforts more difficult. According to a recent survey by Gartner, 77% of buyers agree, purchases have become very complex and difficult. Today’s medical buyer groups have a median of 6-10 stakeholders. These stakeholders come from all corners of the business. C-suite, finance, operations, IT, data integrity, physicians, nurses, and the list goes on-and-on. On average, sales have a relationship with 2.5 people within the organization and oftentimes only one is part of the buyers group. **KAIROS** taps into more stakeholders at the right moment in the buying cycle and arms your sales team with data to close more deals.

The typical sales funnel casts a wide net to a large audience. The goal is to qualify and whittle down the list to find your most qualified leads. **KAIROS** flips the sales funnel upsidedown. We use your best customers who fit your perfect prospect profile and use our proprietary dataset of more than 8.5 million+ medical professionals, C-Suite, IT, support staff, and others, to find additional perfect prospects. We marry those look-alike prospects to your campaign to serve the perfect message at the perfect time during the buying cycle.

We work in concert with your sales and marketing team to develop a content and sales playbook. If we find a content gap within the playbook, rest assured, Medqor’s content and subject matter experts are there to author and develop the missing content for you.

Customers are constantly providing data through which they can be truly understood. This data yields powerful insight upon which we build integrated strategies for richer, more satisfying experiences that are tailored specifically for your brand.

We know the union of creativity and technology crafts a more impactful message than either could accomplish alone. It is through the creative application of technology that we deeply understand your customers, and deliver messages that connect and resonate at the moment of greatest impact.

Reaching customers at that moment requires the right data and strategy to target your message, the right tools to own a presence in the digital space, and the right creative to drive the messages’ impact.

Let **KAIROS** flip the funnel for you.

Explore how **KAIROS** can fit in to your marketing mix.

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