

MEDQOR collaborates with Clinical Diagnostics Company to build brand awareness of key offerings within Healthcare IT marketplace.

GOALS	APPROACH	RESULTS
<ul style="list-style-type: none"> Engage key decision makers at large medical companies. Build and quantify growing awareness for services new to the marketplace. Identify fully nurtured key decision maker leads. 	<ul style="list-style-type: none"> Leverage MEDQOR content and multichannel distribution to impact the buyers collective among key accounts. Engage MEDQOR's KAIROS technology to quantify awareness of key topics and the CLINICAL DIAGNOSTICS COMPANY brand among the target audience. 	<ul style="list-style-type: none"> MEDQOR quantifies the audience's connection to three key topics aligned with CLINICAL DIAGNOSTICS COMPANY's brand grew during the course of the campaign. MEDQOR will drive 100 multi touch account based marketing leads from 6000 hand selected audience targets. MEDQOR's KAIROS solution delivers deep insights via real-time dashboards

CLINICAL DIAGNOSTICS COMPANY was looking for a solution to a serious concern. Among their key audiences in the Healthcare IT market, there was a lack of awareness for many of their products and services. CLINICAL DIAGNOSTICS COMPANY was seeking a methodology for promoting their specific products and services among key audiences. This methodology must provide a quantified measurement of effectiveness in creating alignment.

Using the MEDQOR's KAIROS technology and its Content Affinity Scoring methodology, MEDQOR created a bespoke solution leveraging syndicated content distributed to a highly targeted audience of MEDQOR audience members, across a variety of channels. As highly targeted prospects engage with the MEDQOR and CLINICAL DIAGNOSTICS COMPANY's content throughout their campaign journey, their connection to the content is expressed in a data science driven Content Affinity Score. The Content Affinity Score is expressed as a score of 1 to 100 and is measured across time for the entire audience.

CLINICAL DIAGNOSTICS COMPANY's products align with key topics of Telehealth, Digital Transformation, and Cloud. Of course in the Healthcare IT space is acutely interested in each of the important topics. Nearly all advertising partners of MEDQOR are interested in aligning with these topics, so capturing the interest of decision makers requires focused effort and orchestration. Across the timeframe CLINICAL DIAGNOSTICS COMPANY was able to create a significant improvement in Content Affinity Scoring for all three topics. Topical affinity for cloud grew by 51 points, Telehealth grew by 29 points and Digital Transformation grew by 19 points. Very importantly, Content Affinity Scoring for CLINICAL DIAGNOSTICS COMPANY improved by 52 points. The largest increase of the campaign. Of course, highly targeted and systematically nurtured leads were also delivered by MEDQOR as promised.

In addition to providing a clear measure for brand connection to key topics and themes among the MEDQOR audience, the KAIROS solution was further leveraged to provide deep insights about the high value audience engaging with this program. Account level penetration, content consumption behaviors, breakdown of respondents and leads by job function and organizational type were all delivered via real time dashboards for use by marketers to refine and expand this program.

INTELLIGENCE-BASED MARKETING

powered by KAIROS