

MEDQOR collaborates with CLOUD BASED TECHNOLOGY COMPANY (CBTC) to build Intelligence-Based Marketing within Healthcare IT marketplace.

GOALS	APPROACH	RESULTS
<ul style="list-style-type: none"> Engage key decision makers at large healthcare providers and hospitals. Promote CBTC Content Hub to wide variety of individuals with high degree of personalization. Identify fully nurtured key decision maker leads. 	<ul style="list-style-type: none"> Create a frictionless lead flow by leveraging first party data of known targets. Rely on KAIROS technology infrastructure created by MEDQOR to identify known individuals within the hub and provide assets without registration. Deliver content consumption behavior to CBTC as leads, all within a fully consented environment. 	<ul style="list-style-type: none"> Steady lead and intention data flow to CBTC across an annual program. All intention signals and data are delivered in real time to the CBTC CRM systems. Deliver deep insights via real-time dashboards.

CBTC is not a brand that requires awareness, but their complex and robust solutions always require education. Among their key audiences in the Healthcare IT market, there was a lack of knowledge about the many products and services. CBTC was seeking a method of delivering educational and informative content to a relatively small marketplace of decision makers, when it was the right time and the right place.

MEDQOR created a custom solution leveraging content distributed to a highly targeted audience of a MEDQOR publication audience members, across a variety of channels. These known individuals were promoted to a robust Content Hub created in cooperation with CBTC. This site was outfitted with a critical tracking tag that allowed CBTC to know when their target audience was visiting the content. With this seamless process, the decisionmakers visiting content could download and view without any high friction lead pages required, but still be “known” and identified. Through their actions in downloading and viewing the CBTC content were critical intention signals that are captured and communicated back to the prospect record in their CRM system and subsequently flagged for the sales and marketing teams.

In addition to providing this critical intelligence of intention signaling, MEDQOR also created a detailed insights dashboard for the marketing team. This real-time display of campaign results against KPI objectives not only informed the team at CBTC of current status, but also delivered a depth of rich program and content insights useful in iteration and additional content creation.

Initially a 3 month program, this bespoke solution was extended to annual contract.

**INTELLIGENCE-BASED
MARKETING**
powered by KAIROS