



THE JOURNEY OF A  
HEALTH CARE  
COMPANY  
TO THE WINNERS STAND.

## Company Overview

The client is a leading healthcare and research firm based in Illinois. The client decided to choose us for list management and marketing campaign solution. Since then there has been no looking back, there has been a significant rise in the clientele. The number of employees in the firm has risen from 80 to 200.

## Challenge

The firm procured leads using various methods like websites, blog etc. However to make a difference in booming and competitive market the client wanted more leads. The return on investment was pretty low. The client contacted us for a quick analysis. We found out that there was a high hard bounce rate and the campaign management lacked in communicating to the audiences. The response rate overall was too low.

## Solution

The analysis of our report clearly depicted the reasons, why the client's brand was slowing down in making remarkable business? The client took down our suggestions on list management and Marketing campaigns. The team of our strategy experts formulated the right strategy to enable the client's brand get over the persisting issues.

## Testimonial

"I am pleased with the marketing campaign and list services not just for its quality but because you mean each promise you make. Be it the on-time delivery or assurance of your reliable services. To sum up in one word, I would say Email Data Group stands true for the concept of count on us. The Customer Service understands a client's situation very well and ensures quicker solutions on the course of a magnificent business relationship."

- **John Miller**  
(Marketing Head)

## Result

Based on the solutions deployed by us, the client could notice a quick change in the responses and a sudden hike in the return on investment. The client was now able to captivate the segment with targeted campaigns. Client's dependence on offline marketing was reduced with low cost and high returns involvement of email marketing.

It was a win-win situation for the client because now he had been targeting more leads more effectively and that too at lesser cost. The Marketing campaigns taken care by us enhanced the efficiency of communications delivered to the end user. The results were documented and tracked in real time with reports and delivered to the client. Yet another time, we had kept our promise with convincing results.

