

Small Business Healthcare Company

Introduction

This case study of a small business healthcare company is based on an April 2021 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“We saw great value in the Pipeline Accelerator program as it augmented our overall campaign strategy with having 3rd party content, access to new logo leads not in our database, and the timeline to execute was faster than what we would have been able to achieve internally. We now have content that we can use in a variety of ways to extend our reach and ability to gain new leads into our pipeline.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Frost & Sullivan:

- Faced the following challenges when conducting their own lead generation campaign:
 - An inability to reach their target audience
- Selected Frost & Sullivan’s Pipeline Accelerator campaign for the following reasons:
 - Access to new prospects
 - Third party positioning (credibility)
 - Expanded reach
 - Desire for marketing return / sales pipeline

Use Case

The key features and functionalities of Frost & Sullivan that the surveyed company uses:

- Leveraged a brief for the Pipeline Accelerator campaign.
- Would very strongly recommend Frost & Sullivan’s Pipeline Accelerator campaign to a colleague or peer.
- Reported that the quality of the leads delivered from the Pipeline Accelerator campaign exceeded expectations.
- Reported that the number of the leads delivered from the Pipeline Accelerator campaign exceeded expectations.

Results

The surveyed company achieved the following results with Frost & Sullivan:

- Agreed that they are confident they will generate a return from the Pipeline Accelerator.
- Had 100% of the leads generated from the Pipeline Accelerator match their target audience.
- Agreed that leveraging Frost & Sullivan to distribute the content they produced increased credibility and readership.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Healthcare

About Frost & Sullivan

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

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