

Large Enterprise Marketing & Advertising Company

Introduction

This case study of a large enterprise marketing & advertising company is based on an August 2021 survey of HCP365 customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“HCP365 is a great way to validate our paid search initiatives. It helps us to better define our target’s search behavior, which we can scale across the portfolio. It’s also very attractive to brand teams who want to enhance their field team efforts and unlock new touchpoints.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select HCP365:

- Challenges experienced before that drove them to purchase HCP365:
 - Had limited to no visibility into who exactly was engaging with the brand
 - Wanted better insight into which search keywords or terms were resonating with high value customers

Use Case

The key features and functionalities of HCP365 that the surveyed company uses:

- Currently use HCP365 for:
 - Search optimization – identify relevant search keywords
 - User identification – identify who exactly is engaging with the brand
 - Arming field sales with valuable intel to better engage with HCPs

Results

The surveyed company achieved the following results with HCP365:

- Benefits from the data and insights captured by HCP365:
 - Enables smarter spend
 - Drives productive brand planning
 - Boosts field sales efforts
- How much the following improvements have changed after using HCP365:
 - ROAS: 10%-24%
 - Brand messaging: 10%-24%
 - Site traffic: 10%-24%
 - Search campaign performance: 50%-75%
 - Field sales efforts: 50%-75%
- Rating of HCP365 on the following capabilities compared to other similar solutions or platforms:
 - 1:1 NPI attribution: better
 - Breadth of search analytics: slightly better
 - Depth of search analytics: significantly better
 - Breadth of site analytics: slightly better
 - Depth of site analytics: significantly better
 - Total HCPs captured: superior
 - Cross-channel insights: better
- Rating of HCP365 on the following capabilities compared to other similar solutions or platforms:
 - Ease of use and overall user interface: worse
 - Analytics dashboard: worse
 - Page load time: worse
 - Reporting: better
 - Onboarding and training: better
 - Client support: significantly better

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:
Large Enterprise

Industry:
Marketing & Advertising