

# DRIVING MEASURABLE GROWTH FOR A FORTUNE 500 MEDICAL TECHNOLOGY LEADER

Automation and data-driven strategies drove \$4.6M in revenue and a \$23 ROAS, showcasing the power of precision-driven digital marketing.

## THE CHALLENGE

A Fortune 500 medical technology leader sought to enhance its digital marketing strategy with a data-driven approach to:

- **Drive sales** through more effective digital campaigns.
- **Generate high-quality leads** for its innovative healthcare solutions.
- **Increase brand awareness** across key audiences.
- **Optimize performance** across multiple marketing channels.
- **Ensure efficient media spend** while maintaining scalability.

The company needed a strategic partner to execute and refine its media strategy to achieve these goals.

## THE SOLUTION

As the company's partner since December 2020, Basis Technologies implemented a sophisticated, technology-powered approach to digital media activation. Our strategy included:



### Comprehensive Cross-Channel Media Activation

Leveraging search, social, digital out-of-home (DOOH), programmatic display, video, connected TV (CTV), and audio streaming to reach and engage key healthcare professionals.



### Advanced Analytics & Optimization

Delivering real-time performance insights through custom dashboards, allowing for ongoing optimization and agile media adjustments.



### Audience Targeting & Data Activation

Partnering with LiveRamp and TransUnion to activate the company's first-party data and supplementing it with third-party insights for precise job title and industry targeting.



### Seamless Ad Operations & Automation

Utilizing Basis Technologies' automation tools to streamline ad trafficking, pacing, creative QA, and billing.

## LASTING RESULTS

Across all campaigns, Basis Technologies' data-driven approach and automation tools delivered exceptional business results:

**\$23**

ROAS

achieved in the e-commerce campaign, showcasing highly efficient ad spend.

**1,770**

Qualified Leads

generated through Always On campaigns, ensuring a strong pipeline of potential customers.

**\$4.6M**

Revenue

in combined tracked and closed revenue, reinforcing Basis Technologies' ability to drive tangible business outcomes.

### Team Wins

- **75+ custom dashboards** created enabled real-time performance tracking.
- **30% faster campaign launches** via automation.
- **Industry Influence** strengthened through participation in major healthcare marketing summits and exclusive thought leadership forums.