

# MEDICAL TECHNOLOGIES DISTRIBUTOR RECEIVES HARD-TO-FIND EQUIPMENT INSIGHTS

Industry : Medical Equipment Manufacturer  
Location : Arkansas



"We have tried a lot of vendors for our data requirements but have never managed to find a contact data list that has managed to give us such in-depth information on imaging centres with 100% accuracy. Lake B2B has helped us to such a great extent. We have been able to connect with our top target audience and managed to create customer engagement like never before."

**John Lefebvre, CMO**

**60X**

Campaign efficiency

**100%**

Contact data accuracy

**100K**

Revenue in the very first quarter

**Client:** The client is a specialist distributor of medical technologies and imports and distributes a wide range of laboratory equipment, medical equipment and supplies, reagents, instrumentation, diagnostic kits and consumables across the global healthcare market. They strive to make the lives of clinicians easier, and help them do an efficient job. They enable procurement teams with lower budgets and high demands, to achieve great solutions.

**Challenges:** The client had identified a huge potential around the imaging centres space but was unable to thrive without any details regarding the equipment their target customers were currently using.

**Solutions Offered:** We successfully delivered the client a perfect contact data list with 100% accuracy. The snapshots of the file are as follows:

## Hard to find imaging equipment details we provided the client

- 1 Modality Name: - CT, MRI, Nuclea Medicine, PET/CT etc.
- 2 OEM Name: - GE, Philips, Toshiba, Siemens etc.
- 3 Model Name: - Lightspeed VCT, Lightspeed, Sensation, 1.5T Signa etc.

### Delivered File

Total Records Delivered	10,130
Total Unquie Companies	8,095
Total Unquie Sites	10,130
Number of Contacts With Emails	8,302
Number of Contacts Without Emails	1,828

Data Fields	Fill Rate
Company Name	100.00%
Web Address	62.00%
Contact Suffix	90.00%
Contact Name	100.00%
First Name	100.00%
Last Name	100.00%

**Business Benefits:** The client received a whopping response through their very first multi-channel campaign.

Campaign engagement increased by 60X.

They received a whopping \$100K revenue in the very first quarter

Additionally they developed an intensive research study and shared it amongst internal & external stakeholders to showcase trends and gaps in the imaging centres space.

Data Fields	Fill Rate
FAX Number	45.00%
Employees	49.00%
Revenue	44.00%
SIC Code	100.00%
Industry	100.00%
LinkedIn address	19.00%
Ownership Type	100.00%
No of Imaging Equipment	100.00%
Imaging Equipments1	100.00%
Imaging Equipments2	56.00%
Imaging Equipments3	36.00%
Imaging Equipments4	20.00%
Imaging Equipments5	11.00%
Email	82.00%

**Grow your Campaign ROI with 100% Relevant & Verified Data**

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