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## How a top Australian Medical Textile supplier increased leads by 5X



**2x**

Enhanced supply reach by 2x

**4x**

4X increase in sales leads

**120%**

Total ROI over 120%



## CLIENT

Founded in 1987 and headquartered in Canberra, the client is a medical equipment and textile supplier. The company operates in 12 countries and sells products in more than 100 countries.



## SOLUTION

- Lake B2B's Customer success managers identified gaps in sales strategy and crafted a customized solution based on the client's unique business needs
- In-depth intelligence on ambulatory surgery centers that provide GI-related services
- Visualization and comprehension of affiliations and provided networks to identify appropriate corporate-level targets
- Facility affiliation with IDNs and GPOs to understand purchasing and buying power of prospective clients



## CHALLENGES:

- Quantifying and visualizing target market to create proper market segmentation
- Identifying key decision-makers within prospective client companies using limited tools



## RESULTS:

- Achieved actionable data to effectively market products and rental services to its entire prospect market
- Lake B2B's comprehensive database highlighted the gaps in client's data and provided the client with the most accurate, up-to-date intelligence available in the healthcare market




**As a medical manufacturer, if you are looking for the most comprehensive data and insights- our solutions have you covered**

*" Lake B2B's marketing team successfully implemented a lead generation campaign for us which resulted in an increase of about 3X orders per month for our products. We definitely look forward to working with them long-term."*

**Jude Thomson, Head of Digital**

[Contact us Today](#)



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