

SITUATION

A client needed a unique, highly effective solution to increase sales of a premium polarized lens to eyecare professionals (ECPs) in growth markets. Together, the client and Relevate Health Group developed and executed a 6-month multichannel marketing campaign focused on market penetration, brand awareness, and product sales with 3 tiers of ECP customer segments:

High priority accounts

Medium priority accounts

Pilot accounts

SOLUTION

Between July and December 2017, Relevate used a strategic combination of tele-details and email to engage a total of 1300 ECPs in a branded, 2-wave multichannel campaign:



Wave 1 – 1300 ECPs

Build brand awareness, highlight patient and practice benefits, and offer a brand starter kit



Wave 2 – 750 ECPs

Confirm receipt of the brand starter kit issued in Wave 1, offer a product demonstration tool, and remind practice members to take advantage of the current product promotion

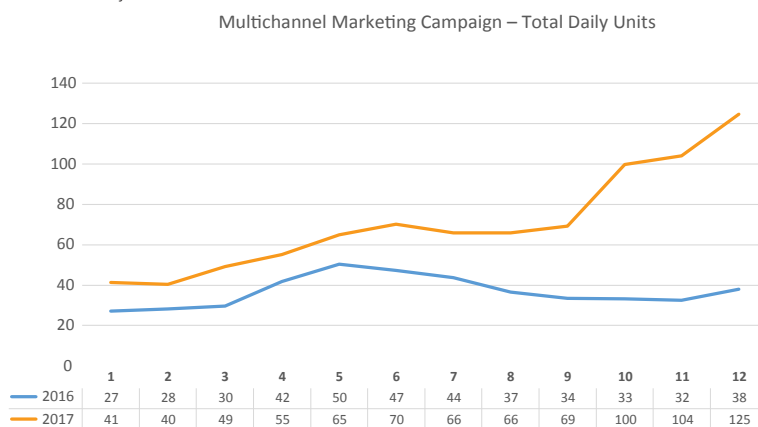
SUCCESS

The brand saw significant sales growth in October to December 2017:

- October: Wave 1 targets experienced a **182%** lift from STLY, **91** more sales/units per day
- November: Wave 2 targets experienced a **220%** lift from STLY, **102** more sales/units per day
- December: Wave 2 targets experienced a **228%** lift from STLY, **118** more sales/units per day

Accounts reached in both Wave 1 and 2 were responsible for ~70% of the total daily sales units.

Note: STLY=same time last year



2017 Growth	
1-Jan	52%
2-Feb	43%
3-Mar	66%
4-Apr	32%
5-May	29%
6-Jun	49%
7-Jul	51%
8-Aug	80%
9-Sep	106%
10-Oct	182%
11-Nov	220%
12-Dec	228%

Source: STATs

Client Feedback on the Campaign

“The Relevate team is extremely easy to work with, and they made sure that our campaign ran seamlessly, with regular check-ins and deep insights into status and metrics of the program.”

—Client, Brand Director

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