



# Callbox Lead Generation Circuits Medical Devices Firm with Loads of Web Meetings

## THE CLIENT



**INDUSTRY**  
Healthcare



**LOCATION**  
USA



**HEADQUARTERS**  
GA, USA

### ABOUT

The Client is a two-decade medical provider of safe and effective devices for anesthesia, ICU, Long Term Acute Care and Emergency areas of hospitals, clinics and Same Day Surgery Centers, and products for patients in home care.



**CAMPAIGN TYPE**  
Lead Generation & Appointment Setting



**TARGET LOCATION**  
All over US



**TARGET INDUSTRY**  
Hospitals, Clinics, Surgery Centers (except GI and Eyes)

### TARGET DECISION MAKERS

Chief Administrator, Director or Manager, Anesthesiologist

## THE CHALLENGE

The Client produces high performing medical devices that are mainly used in ICU and LTAC, revolutionizing the delivery of humidification to the ventilator dependent patient.

One of their core offerings is an anesthesia filter which allows for the multiple patient use of the anesthesia breathing circuit, which the Client wanted to offer to surgery centers across the US.

## HIGHLIGHTS

- Successfully completed an ABM Lead Generation & Appointment Setting campaign for a medical devices company.
- Worked out outbound campaign activities that opened doors for the Client to offer their latest medical device to potential prospects.
- Achieved key objectives in terms of best-fit accounts and highly-qualified unique contacts delivered.

## RESULTS WITHIN 40 DAYS



46 Sales Appointments



3 Marketing-Qualified Leads



41 Requests for More Information



380 Follow-ups



133 For Callback

## THE CALLBOX SOLUTION

Callbox designed an Account-Based Marketing Lead Generation & Appointment Setting campaign for the Client which consisted of:

- Account-Based Multi-Channel Lead Management (Voice, Email, Chat, Social Media, Mobile)
- Sales Enablement & Support (Training, Setup and Back Office Sales Support)
- Tools & Subscriptions (Callbox Pipeline and HubSpot CRMs)
- Account Management (Strategy Building, Reporting and Product Knowledge)

The goal was for the Callbox team to set video/web meetings between potential prospects and the Client's product specialists.



### Account Research and Selection

1. The Client specified target industries and decision makers.
2. Callbox refined the Client's ideal customer profile (ICP) which served as a basis for identifying qualified accounts.
3. Callbox then compiled a list of potential contacts to target which was reviewed and approved by the Client.



### Account and Prospect Profiling

1. The Client provided buyer persona profiles of the prospects that they want the outbound campaign to engage. The profiles consisted of detailed demographic and firmographic segmentations.
2. The campaign's primary targets were Chief Administrator, Director or Manager, Anesthesiologist
3. The master contact list was segmented based on these personas.

## RESULTS

Overall, the ABM Lead Generation and Appointment Setting campaign produced a total of 46 Sales Appointments, 3 Marketing Qualified Leads, 41 Requests for More Information, 380 Follow-ups and 133 For Callback.

As of this writing, the campaign is currently running on its tenth week.

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