

# CASE STUDY



## German Medical Device Manufacturer increased leads by 3X.



## **Introduction:**

We spoke with Manuela Rupp, Digital Manager at a renowned German Medical Device Manufacturer, to understand their collaboration with Infodataplace and its effect on their sales and marketing endeavors.

## **The Challenge:**

The client aimed to expand their business operations to France and the UK, reaching out to suppliers and distributors in these regions. They sought a data partner capable of promptly sourcing relevant and accurate data.

## **Client Requirement:**

The client's primary requirement was to effectively connect with medical device suppliers and distributors in France and the UK to establish successful business operations in these countries.

## **Process:**

Infodataplace's Business Development Managers conducted a thorough analysis of the client's sales strategy and identified areas for improvement. Crafting a customized solution tailored to the client's unique business needs, the team provided in-depth intelligence on distribution centers relevant to the client's products and services.

## Delivery:

Infodataplace delivered a comprehensive and actionable profiled data set that enabled clients to effectively market their products to their entire prospect market.

## Client Feedback:


Thanks to Infodataplace our company witnessed a 3X increase in monthly order distribution for our products. Their marketing strategies proved successful. We are satisfied with the results and look forward to continuing our long-term partnership with them.

## Conclusion :

Infodataplace played a pivotal role in transforming the sales and marketing efforts of the German medical device manufacturer. By providing accurate and targeted data solutions, the company successfully penetrated new markets, establish connections with suppliers and distributors, and witness a significant increase in monthly orders. Infodataplace's commitment to delivering exceptional results and their expertise in lead generation and marketing solidified their position as a valued long-term partner for the client's future endeavors.

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