

# CASE STUDY: Here's How Conversa Achieved Integrated Marketing Success

Portland based **Conversa** enables Healthcare organizations to deliver automated, highly personalized conversation experiences at scale. As Conversa experienced sales success and growth, they elected

to go into the market for additional research. In doing so, they decided to partner with WBR Insights and then create a sophisticated, multi-touch marketing program to communicate the findings of this research.

“Conversa’s partnership with **WBR Insights** was crafted around so much more than lead generation. WBR Insights provided access to our target buyers in a way that directly relates to our marketing strategy. We wanted to have an integrated approach with multiple content types and touchpoints to engage our buyers throughout the year.”

Chris Edwards, Chief Marketing & Experience Officer, **Conversa**

## What Were Your Campaign Goals?

**1) Lead generation** – net new leads and engagement from start to finish of each integrated activity

**2) Marketing assets** – informing and educating our target market on the direction of the Healthcare industry

**3) Brand exposure** – targeting only the relevant, most senior-level decision makers in Healthcare

“We’re pleased with both the high quality of WBR’s audience and their ability to bring the prospect through our purchase funnel with multiple engagement opportunities.”

“WBR Insights produced credible third-party research that we turned into a whitepaper, webinar, infographic, press release, and a short video. Creating this many content assets would have taken us much longer to do on our own. We too are able to take these content assets and target our clients and prospects over the course of 2018 and beyond.”

“Throughout the campaign, WBR Insights was able to shine a light on how automated messaging technology positively impacts the patient experience and how Conversa is a leading partner to Healthcare systems.”

All quotes provided and approved by Chris Edwards.



**400+ LEADS**



**5 MARKETING ASSETS**

### Combining research, content, and lead generation.

Unlike other analyst firms who will rent you an analyst for a webinar – but won’t help you promote the event – we help you engage with our community of decision makers. Our programs involve primary and secondary research, content production and licensing, and promotion.