



Tactical Research & Targeted Prospecting Case Study

Q3, 2018

This analysis is focusing on a 4 month period: May 2018 - August 2018.

The Agreement:

- ▶ Research ACOs & other Providers
- ▶ Integrated prospecting campaign (email & telemarketing)
- ▶ Coordinate demos

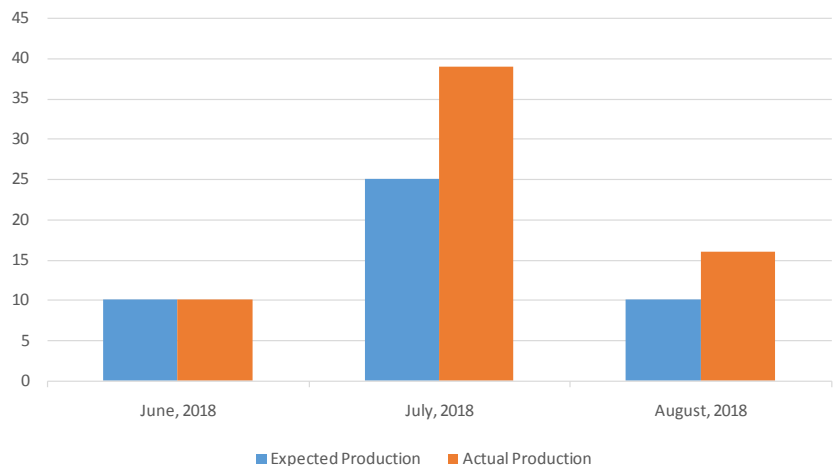
- ▶ **Researched and prospected on list of over 500 healthcare companies as determined by client.**
- ▶ **Ramped to full execution mode within four weeks.**
- ▶ **Over-delivered expected attended appointments by 35%.**
- ▶ **67% of attended appointments graded as green - immediate interest and next step planned.**

OnTarget Partners marketing, sales and research solutions support B2B Executives and Marketers by offering "Intelligence for Business®" via specific lines of service, delivered primarily on an outsourced basis.

OnTarget Services:

- Tactical Research
- Digital Marketing
- Targeted Prospecting
- Lead Processing
- Marketing Analytics

OnTarget Targeted Prospecting Results



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Tactical Research Yielded:

- 500 Providers and ACOs
- 1500+ Contacts
- Direct Phone Numbers
- Email Addresses