

Variable Data Boosts Lead Generation

INDUSTRY: HEALTHCARE, MANUFACTURING

O'BRIEN CAPABILITY: PROMOTIONAL PRODUCTS, CREATIVE SERVICES

ABC Health provides proprietary programs focusing on improving patient care and enhancing physician practice efficiency. With several unique health products and ancillary programs, ABC provides a niche menu of solutions leading to increased practice performance and effectiveness.

As a frequent exhibitor, ABC Health requires unique methods and applications to attract and convert prospects. With the popularity of the Emoji Movie, ABC selected to distribute basic emoji keychains for their exhibit attendees. While this unbranded option was a popular take away item, it didn't communicate ABC's core purpose; more importantly, the lead conversion process ended once visitors left the booth.

O'Brien was engaged to develop a low-cost accent to ABC's current take home item with a goal of generating measurable results. The question O'Brien asked was, "how can we continue the conversation after visitors have left the booth"? Our solution was to develop a custom shaped plastic key tag to accent their current inventory of emoji key chains. To meet ABC's goal, O'Brien imprinted the tags with general ABC company information on one side and a specific offer on the back.

A unique code was imprinted using variable data printing (VDP) with a call to action on each tag. Recipients were called to visit ABC's custom exhibit landing page, enter their code, and provide a few details regarding their experience. Twenty participants were selected at random to receive a Yeti tumbler and, because of the promotion, ABC generated a significant number of new leads (in addition to continuing conversations with Yeti winners).

ABC took a simple concept and enhanced it with a low-cost item. They maximized results by drawing recipients to the internet where prospect attitudes could be measured, prospects could be converted, and conversations could be continued beyond their time at ABC's exhibit space.

a case study

