

**verb**TEAMS 

**BAARD**

**Case Study:**

Medical Sales Clients

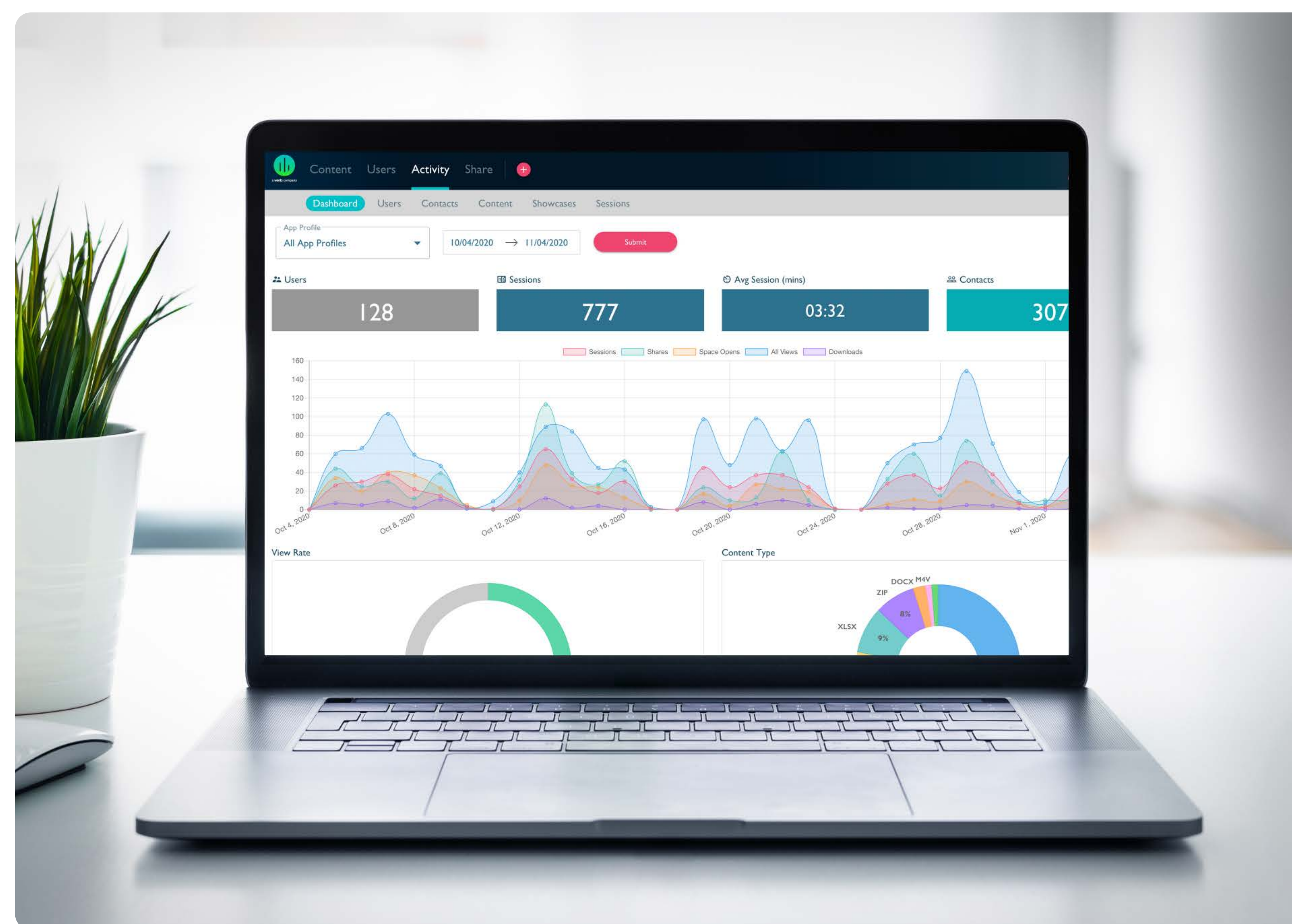
# Case Study: BARD

## Who is Bard?

Bard is a leader in creating innovative products and services that meet the needs of healthcare providers and patients.

## The Problem

Bard needed instant feedback on how their marketing and sales assets were being used in the field and which marketing efforts were most effective.



## Our Solution

verbTEAMS has allowed their marketing team to get actual user-generated analytics on how their marketing and sales assets are being used in the field and which marketing tools are the most effective. With verbTEAMS, Bard can now easily track the files shared with their customers and it instantly notifies sales reps when those files are viewed so they can follow up with them while it's fresh on their minds and they are ready to act.



The greatest thing about verbTEAMS that our reps love and that I love too, is that when a rep send files to the customers and the customers receive those files when they click on that link it allows the reps to be notified exactly what the customer is clicking on and that's basically an in for the rep.

**Erica Vigneau**

*Marketing Communications Manager, BARD*