



Case Study  
**Implement Innovative  
Healthcare Provider  
Journey in Eloqua for  
Medtronic Diabetes**

## From the Client

I have really appreciated the guidance from Nurturelabs with our first multi-channel campaign targeting healthcare professionals. Being able to create the unique distribution pathways for multiple customer groups really made this campaign work. It is a complex campaign, with seven individual microsite pages that are linked together. The critical component for us has been able to track engagement on the pages, so we can identify what is relevant for customers and follow-up with them effectively.

This campaign has been viewed as a success internally, and we are already pitching to create our second multi-channel campaign in 2020. We have been able to see an increase in prescriptions for the HCP leads from this campaign, demonstrating growth of 14% growth in Rx's for HCPs.

Thanks to Nurturelabs for all of their support along the way – they have been so flexible with all of the changes that have come up, and finding solutions to keep us moving forward.



Brian Olson  
Principal Product Manager at Medtronic

**Medtronic**

## PROFILE



NAME : Ryan Axford  
EMAIL : raxford@nurturelabs.io  
Founder, Nurturelabs

Ryan is the founder and Principal Automation and Optimization Consultant at Nurturelabs. Over the last several years he has been the face behind lead generation programs driving triple digit results for various software companies. He has experience managing the optimization of the content lifecycle, landing pages, and automation platforms both large and small.

Ryan has written Pardot trainings, and has most recently worked with clients including the University of California and HPE Software, as well as clients

across SaaS, Services, and Technology Hardware.

Ryan's strategic approaches have grown databases 3x using content creation and targeted demand and lead generations campaigns. His success has been supported by the design of successful webinars, eBooks, blogs, drip campaigns and other online marketing programs.

In 2019 he helped to drive \$2.4 Billion in sales for his largest client's MedTech division. In 2017, Ryan helped his clients increase conversions, demos, opportunities, and new customers – all in triple digit gains.

MARTECH



## NEED

Medtronic Diabetes' Healthcare Provider (HCP) audience was lacking an ongoing, top of the funnel nurture campaign. They were unable to nurture leads at the time of conversion, nor provide hand-raising opportunities to sales.

The goal was to build a microsite to contain all traffic from an ongoing nurture campaign, fueled with a paid media campaign.



# SOLUTION

## Overview

Implement an omni channel TOFU campaign, targeting HCPs across the United States. We generate leads through the existing contact database, and net-new leads through paid lookalike campaigns on LinkedIn and Google display. There is also an additional re-targeting aspect to the campaign for paid conversions.

## Email Campaign

- 8 touch email campaign, with a single resend to unopens. Those who do engage will continue forward in the campaign while the unengaged group waits for resend emails.
- Fully integrated microsite where all traffic from the campaign is tracked and connected back to the outbound activities.
- Content included ebooks, webinars and live stream events.

## Reporting

The team developed a custom reporting setup using Eloqua's Custom Database Objects. Each email send, form submission and contact request is written to a single database, which is then used to send qualified leads to Salesforce. That report is also sent to the marketing managers daily for review along with engagement metrics.



## RESULT

A relatively small campaign, around ~10,000 leads have entered. With over 75,000 emails delivered, a **21.3% open rate** and nearly **14% click through rate**, the campaign has generated an increase in prescriptions for the HCP leads from this campaign, demonstrating growth of 14% growth in Rx's for HCPs.

These metrics are a testimate to the excellent lead sourcing from paid, and the timely delievery of carefully curated content, and the framework developed by Nurturelabs.

That awareness has converted new HCP leads for their sales teams, as they push toward ~\$2.4b in revenue for 2019.

Those teams are alerted in real time with the assistance of the custom reporting.

# TESTIMONIALS



I would like to thank the team for everything they have done in helping us deploy successfully our lead nurturing campaigns. The team has really great expertise in anything related to Eloqua or marketing automation for that matter.

For anyone that is interested in working with them on marketing automation, I definitely recommend their skills!

**Robert Nechifor**, Marketing Automation  
Hewlett Packard Enterprise



Nurturelabs is a profoundly special addition to our core team. Their attention to detail and careful execution of campaigns has made them the go-to vendor for us. Ryan and his team are frequently trusted with our most complex programs, and all have been delivered on time and flawlessly. Their role was crucial in a major migration between Marketo and Eloqua, and the frameworks they established are still being used today to run our instance.

Stop looking, and hire them.

**Vincent Cevalte**, Director of Client Services  
Medtronic



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**Brian Olson**, Principal Product Manager  
Medtronic



The Nuturelabs crew are a great augmentation for any marketing team. Any task you put them on, they will knock it out of the park. They have a GREAT eye for designing effective landing pages and corresponding CTA graphics. Their knowledge of email marketing is far superior to anyone I've met. It has been a pleasure working with Nuturelabs.

**Adam Barker**, Founder  
Spectacle Marketing