



CLIENT

Leading dental materials and technology solutions provider.




INDUSTRY

Healthcare / Dental




PRODUCTS

Dental materials and technology solutions, including advanced 3D printing systems.



TARGET GEO

North America




CONTEXT


The dental technology sector is rapidly advancing, with 3D printing driving customized, cost-effective solutions. However, the fragmented market and varying adoption rates across regions make it challenging to identify labs poised for technological upgrades. The client sought a targeted, data-driven strategy to capture this demand, strengthen their pipeline, and differentiate their offerings in a competitive landscape.


BUSINESS OBJECTIVE


Amidst intensifying competition in the dental technology market, the client sought to strengthen their sales pipeline by identifying high-potential dental labs and clinics adopting or considering 3D printing technologies. Their objective was to increase lead quality while improving marketing efficiency and gaining actionable insights for future product innovation.


OUTCOMES

 **Significant Engagement Increase:** Improved engagement with dental labs, leading to a surge in demo requests and insights that influenced the client’s product development strategy.

 **Pipeline Velocity Improvement:** Increased pipeline value by \$150k to \$250k quarterly, with sustained growth driven by better-qualified leads.

 **Marketing Efficiency Gains:** Achieved a 6.4% to 8.5% enhancement in marketing efficiency and a 2.3% to 2.6% increase in top-of-the-funnel leads.

 **Revenue-Driving Meetings:** Averaged 8-9 additional high-impact meetings per quarter, with a consistent 1-win per quarter tied to the outreach strategy

 **Reduced Acquisition Costs:** Lowered customer acquisition costs by leveraging precise targeting and analytics-driven campaign optimization.

OUR SOLUTION

Market Research and Segmentation

- Market Conducted an exhaustive data collection initiative, analyzing over 50+ states to identify trends in 3D printing adoption and dental technology upgrades.
- Defined Ideal Customer Profiles (ICPs) for dental labs most likely to benefit from 3D printing solutions. ICPs incorporated factors such as lab size, revenue, location, and technology utilization trends

Targeted Data Builds

- Segmented dental labs based on ICPs, prioritizing those with high adoption potential and significant impact opportunities.
- Conducted tailored messaging campaigns showcasing the tangible benefits of 3D printing, including cost efficiency and success stories backed by visual case studies

Enhanced Campaign Execution

- Behavioral Leveraged automation tools to streamline lead nurturing and guide prospects through the conversion funnel, utilizing data analytics for messaging optimization.
- Developed micro-segmented outreach campaigns for high-value prospects, refining strategies based on engagement metrics and industry feedback.

Feedback and Iteration Mechanism

- Integrated a dynamic feedback loop, allowing for continuous refinement of ICPs and outreach strategies based on adoption trends and lead response patterns