



CLIENT:

# Midwest Regional Healthcare Provider

## CHALLENGE

The client, a large regional healthcare provider based in the midwest, was delivering almost 60+ personalized marketing campaigns a year at varying frequencies. Each program was designed and customized to a specific target audience and supported with a personalized landing page to track performance of each individual effort.

The sheer number of programs posed a monumental design, development and logistical challenge. In addition, the client wanted the ability to deploy each program at short notice, enable on-the-go personalization and access reports in real-time.

## SOLUTION

Digital Wavefront designed and developed a fully customized microsite complemented with an automated File Manager. The micro-site served as a single response channel but was built to support dynamic personalization and would morph based on the target audience and file characteristics.

The File Manager enabled real-time processing and deployment of marketing campaigns. It also supported on-the-go personalization of the micro-site by enabling program owners to configure dynamic content like text, phone numbers, images, etc.

The microsite featured backend integration with Salesforce.com to channel the incoming leads into the customer's CRM system in real-time.

## RESULTS

### Dynamic Microsite and Automated File Manager

Digital Wavefront developed a custom microsite capable of supporting dynamic personalization. The File Manager enabled real-time processing, customization and deployment of prospect data files.

### 60+ Campaigns Automated

60+ marketing campaigns were fully automated with real-time audience file uploads and on-the-go personalization. Program owners were able to deploy personalized direct-mail campaigns in real-time with a few clicks.

### ROI Delivered in 3 Months!

The initiatives resulted in the automation of 400+ hours of activity and generated an ROI in 3 months.

PERFORMANCE-FOCUSED TECHNOLOGY SOLUTIONS FOR DIGITAL MARKETING INITIATIVES

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