



## CASE STUDY

# Generating a \$24M Pipeline: B2B Lead Generation for Medical Technology



### Problem

A medical device company, selling high-ticket equipment starting at \$40,000, struggled to target their niche audience - medical professionals using specific diagnostic testing equipment - through traditional Facebook ads. This precision targeting challenge hindered their ability to reach qualified leads efficiently.



### Solution

B2B Custom Model feature was deployed, utilizing the client's competitor list and ideal keywords. The system identified user profiles actively searching for 'diagnostic medical equipment' within a 24-hour period. The B2B2C feature then filtered for medical professionals only. This highly targeted audience was directly synced to the client's outbound B2B team.



### Results

The campaign generated remarkable results in just three days. From a list of 60,000 medical professionals, over 600 quality leads were produced - each willing to join a product demo. This translated into an impressive pipeline value exceeding \$24 million, demonstrating the power of precise, intent-based targeting in the B2B space.

## OUR BENEFITS

### Precision Targeting:

Our custom models pinpoint exactly who's in-market for your product, even in niche B2B sectors.

### Rapid Deployment:

From setup to results in just 3 days, our solution delivers speed without sacrificing quality.

### Scalable Pipeline Generation:

Transform raw data into millions in potential revenue with our intent-based approach.

### Cross-Platform Integration:

Seamlessly sync high-quality leads directly to your sales team for immediate action.



*"simple|AUDIENCE doesn't just find leads; we uncover genuine business opportunities.*

*By harnessing intent data, we're revolutionizing how B2B companies connect with their ideal customers, turning data into tangible pipeline value.*

### ROB TRUBE

simple|AUDIENCE

