

CASE STUDY: MedData Group provides Pentavision with an efficient and reliable platform to modernize lead generation capabilities

Pentavision is an innovative vision care information company publishing six of the leading eye care trade magazines: Eyecare Business, Optometric Management, Contact Lens Spectrum, Ophthalmology Management, Retinal Physician, and Ophthalmic Professional, as well as numerous specialty publications. Pentavision also produces dynamic e-media products as well as proprietary eye care meetings.

Challenge

With the publishing industry experiencing dramatic shifts in revenue, publishers are now searching for new revenue models to stay competitive and continue serving their constituents. Digital marketing services that provide lead generation opportunities for advertisers are emerging as a viable and Because of this shift, Pentavision was looking to get ahead of the curve and get to market quickly with an innovative demand generation offering. Pentavision sought to expand their digital content and resources to their readers while accelerating lead generation capabilities for their advertisers.

Objectives

In order to introduce new revenue streams to its business, Pentavision searched for a partner that could:

- Enable a unique lead-focused environment for hosting relevant content to its readers
- Offer new demand generation services for advertisers
- Provide Pentavision with competitive advantage within their industry

Approach

To help them achieve their content and demand generation goals, Pentavision partnered with MedData Group to develop unique content marketing programs using MedData Group's proprietary IQ Center platform through the Medical Product Guide network. Medical Product Guide is a comprehensive interactive data service bringing timely information on a wide spectrum of medical devices and related products and services to healthcare professionals. Through Medical Product Guide, publishers can syndicate and launch their own IQ Centers as specialty-specific websites that host relevant and meaningful content for readers while providing advertisers with highly targeted leads.

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In addition to the new Product Directories integrated into two of Pentavision's sites, Pentavision developed highly topic-focused IQ Centers in the fields of Optometry and Ophthalmology, to showcase key content for vision care professionals. MedData Group provided Pentavision with support to launch new demand generation services for advertisers based upon this IQ Center model. This unique program has opened up new opportunities for Pentavision's advertisers to get in front of their target audiences in new ways, bringing tremendous value to these sponsors.

Results

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Pentavision values MedData Group's hand-in-glove approach to working together, citing the company's incredible responsiveness and true partnership mentality. Pentavision looks forward to developing and expanding their relationship with MedData Group in the future to keep them on the forefront of offering innovative digital demand generation solutions to their customers.

About MedData Group: MedData Group provides demand generation and data services for providers of healthcare technology, medical devices, medical education and others looking to engage with hard-to-reach physicians and other healthcare professionals by using a fundamentally unique approach.

MedData Group publishes Medical Product Guide, the industry's go-to resource that provides clinicians and healthcare professionals with meaningful vendor, product and industry information. By distributing meaningful content to healthcare professionals, we are able to collect more data, glean deeper insights, and reach larger audiences than any other demand generation service. Using behavioral analytics and big-data techniques, our proprietary content and lead management system produces unrivaled insights that we apply to best-in-class marketing practices to achieve unmatched results towards helping our clients reach their business goals.