

# Healthcare Case Study: How Real Asset Management reached its target in Healthcare Industry



## BRIEF

Real Asset Management's asset management solutions is an integrated system that covers requirements for Finance, IT, and Facilities departments tracking assets from the database, improving its accuracy, and minimizing time spent while increasing productivity. RAM wanted to execute a targeted email marketing campaign to promote their asset management solution programs designed for Healthcare Industry by reaching out to specific department heads, especially Senior Management titles, from the Healthcare Industry all over North America.

## SOLUTION

FrescoData's main focus in providing solutions for Real Asset Management was to make the list not only powerful among prominent Healthcare Industry Executives looking for innovation in their departments, but also to turn RAM's email campaign into a highly successful lead generation model.

RAM teamed up with FrescoData's team of qualified data experts and devised a targeted email strategy by segmenting the list into what RAM considered to be the most responsive decision makers. After a lengthy process of validation and enhancement, FrescoData delivered RAM a very promising healthcare industry specific opt-in email list of top decision makers from various healthcare departments.

## ABOUT



Real Asset Management (RAM) is a leading provider of fixed asset management solutions for various industry sectors. Real Asset Management provides fixed asset accounting, maintenance management and asset tracking solutions for commercial, government, non-profit, military, and healthcare organizations to ensure compliance with corporate and government regulations. RAM's Series4000 solution incorporates virtually every aspect of fixed asset management with comprehensive modules.

## RESULT

RAM successfully carried out its email campaign. Not only did the list yield a high delivery rate with high conversions, it also yielded a strong ROI. The email campaign was done with active social media exposure, which in turn generated excellent leads and brought in new business and clients for RAM.