

CASE STUDY

How a Wearable Tech Vendor Generated 4X Campaign ROI Using Verified Wearable Technology User Intelligence

An 11-month engagement showing how precision-segmented wearable technology user data from Span Global Services helped a B2B health-tech vendor quadruple campaign returns, reduce list waste by 63%, and add \$3.1M in new revenue pipeline.

11-Month Engagement | Health Tech | B2B SaaS | North America and Europe

Span Global Services | www.spanglobalservices.com

CASE STUDY

4x

Campaign ROI

63%

List Waste Reduction

268%

Pipeline Growth

11 Mos

Engagement





EXECUTIVE SUMMARY

Key Results at a Glance

11-month wearable technology user data and ABM engagement

268%

Pipeline Volume Growth

\$3.1M

New Revenue Pipeline
Added

22,600

Verified Wearable Tech
Decision-Maker Contacts

63%

Reduction in List Waste
and Bounce Rate

241%

Return on Investment

96%

Data Accuracy Rate

53%

Email Open Rate
Improvement

3.8x

Increase in Qualified Demo
Requests

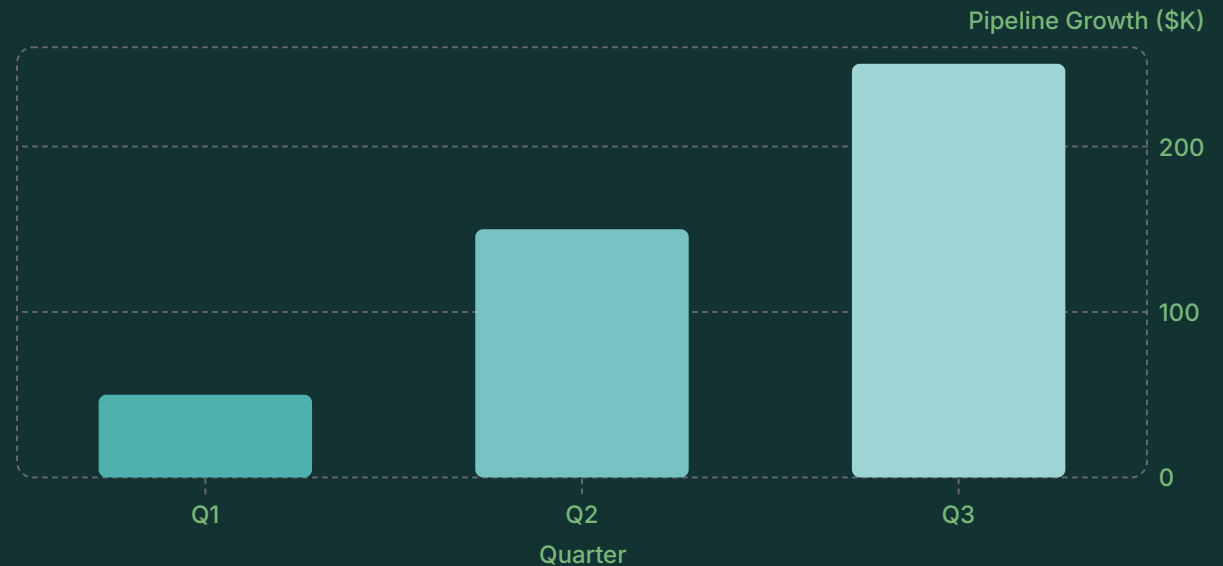
About This Engagement

A fast-scaling B2B health-tech vendor offering enterprise wellness and remote patient monitoring software partnered with Span Global Services for a 11-month data-driven ABM engagement.

The client had been targeting a broad mix of healthcare, fitness, and consumer electronics buyers without a clear technographic lens.

By opting for Span Global Services' verified Wearable Technology Users List, the health-tech company gained precise access to procurement leads, innovation heads, and digital health officers who were already evaluating or actively deploying wearable solutions across enterprise environments.

Quarterly Pipeline Growth (\$K)



Bar chart showing Quarterly Pipeline Growth (\$K) for Q1, Q2, and Q3. Q1 is approximately \$50K, Q2 is approximately \$150K, and Q3 is approximately \$250K.

The Starting Point

Understanding the users and their value accurately : Enterprise Health-Tech and Wearables Software Vendor (B2B Health-Tech Company)
Health-Tech / SaaS Industry | 150+ Employees Company Size | \$22M ARR Annual Revenue | 11 Months Engagement | North America and Europe Region

No Wearable-Specific Targeting

Generic targeting across mixed wearable tech buyers with unrelated healthcare and consumer segments, resulting in irrelevant outreach and low engagement across all channels.

Fragmented Buyer Persona Data

The client relied heavily on which job titles and decision-maker types drove wearable procurement decisions across enterprise healthcare, fitness, and insurance verticals.

High List Decay and Bounce Rates

Contact data was outdated and poorly maintained, with a 38% hard-bounce rate that damaged sender reputation and eroded SDR productivity month over month.

Sleep Cost Per Qualified Lead

Without technographic or demographic filtering, the team was spending \$340 per qualified lead, nearly three times the target benchmark for the health-tech vertical.

Baseline Metrics Before Engagement

980

Monthly Qualified Leads

\$340

Cost Per Lead

38%

List Bounce Rate

\$780K

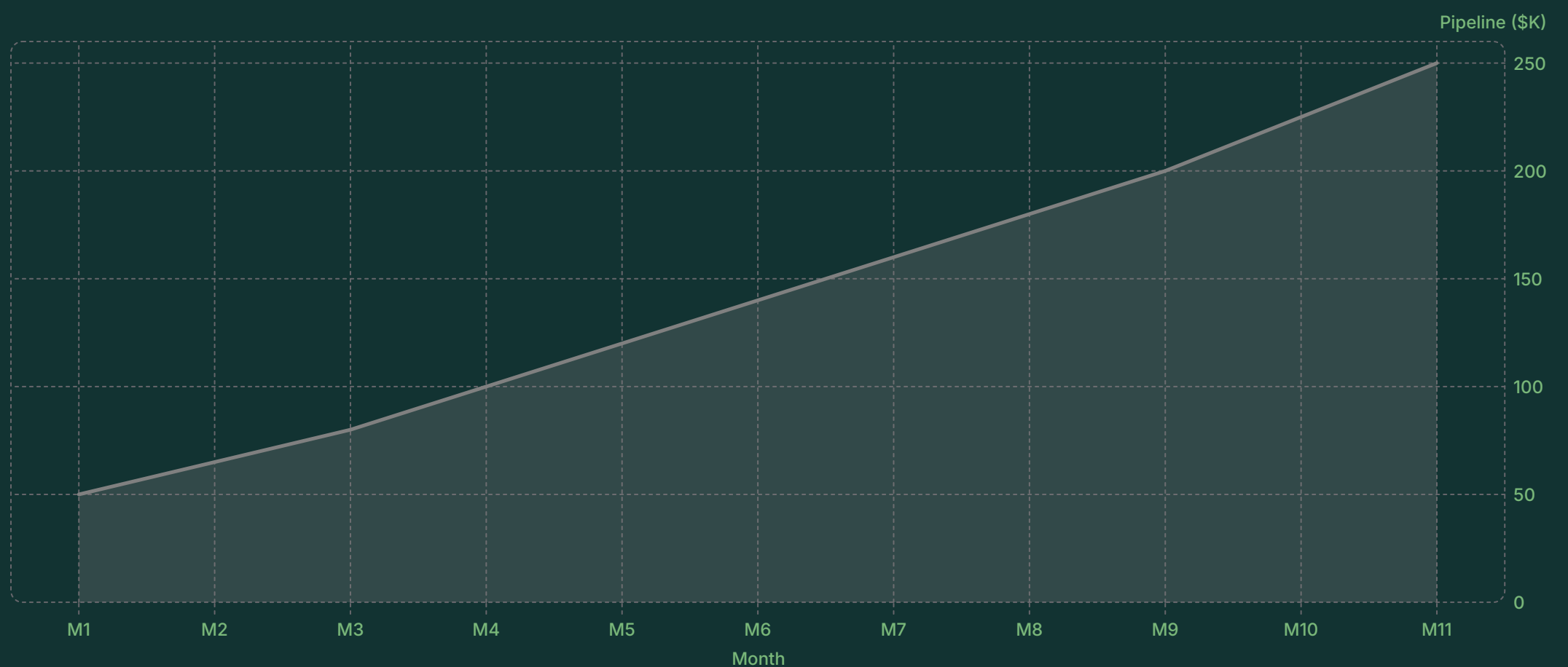
Quarterly Pipeline

Before vs. After

Measurable wins across every key performance indicator

Metric	BEFORE Span Global Services	AFTER Span Global Services	Change
Monthly Qualified Leads	980	3,690	+277% GROWTH
Cost Per Lead	\$340	\$126	-63% REDUCTION
List Bounce Rate	38%	3.8%	-90% IMPROVEMENT
Email Open Rate	9%	34%	+278% IMPROVEMENT
Quarterly Pipeline	\$780K	\$3.1M	+297% GROWTH

Pipeline Growth Trajectory by Month (\$K)



Bar chart showing Pipeline Growth Trajectory by Month (\$K) from M1 to M11. The growth starts at approximately \$50K in M1 and increases steadily to approximately \$250K in M11.

The Span Global Approach: Four pillars that powered the revenue transformation

1

Verified Wearable Technology User Segmentation

Span Global's Wearable Technology Users List was filtered by device category (smartwatches, fitness bands, medical wearables, AR/VR headsets), industry vertical, company size, and buyer role, delivering 22,600 confirmed decision-maker contacts across enterprise accounts.

2

Vertical-Level ICP Mapping

Accounts were tiered across three priority verticals: enterprise healthcare and remote patient monitoring, corporate wellness program operators, and sports performance and fitness technology providers, with tailored messaging for each group.

3

Persona-Driven Multi-Channel Outreach

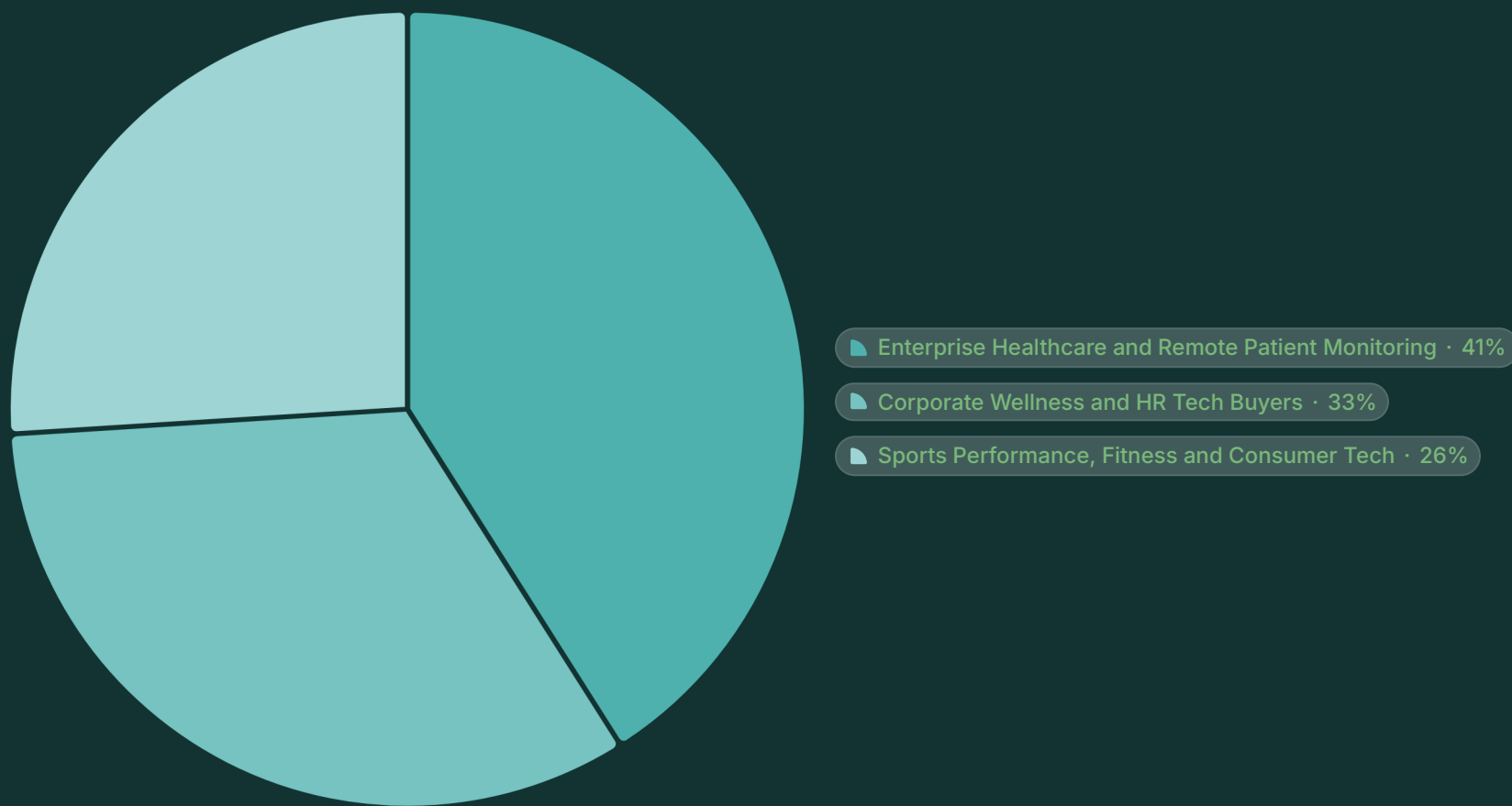
Contact data was matched to key buying personas including Chief Digital Officers, Clinical IT Managers, Head of Employee Wellness, and VP of Product Innovation, enabling highly personalized sequences across email, LinkedIn, and phone.

4

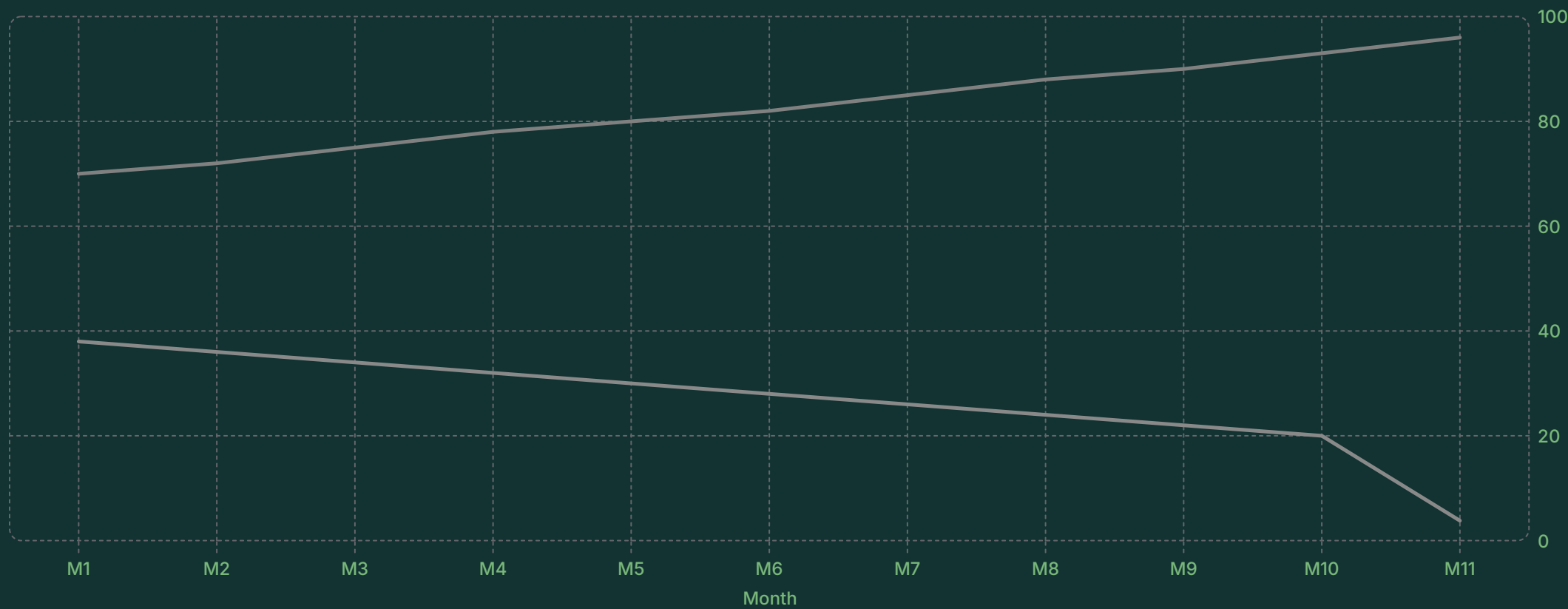
Real-Time Data Hygiene and Refresh

Span Global's 90-day refresh cycle kept contact accuracy above 96% throughout the 11-month engagement, systematically removing decayed records and validating new contacts as the target market expanded.

Contact Segmentation by Vertical



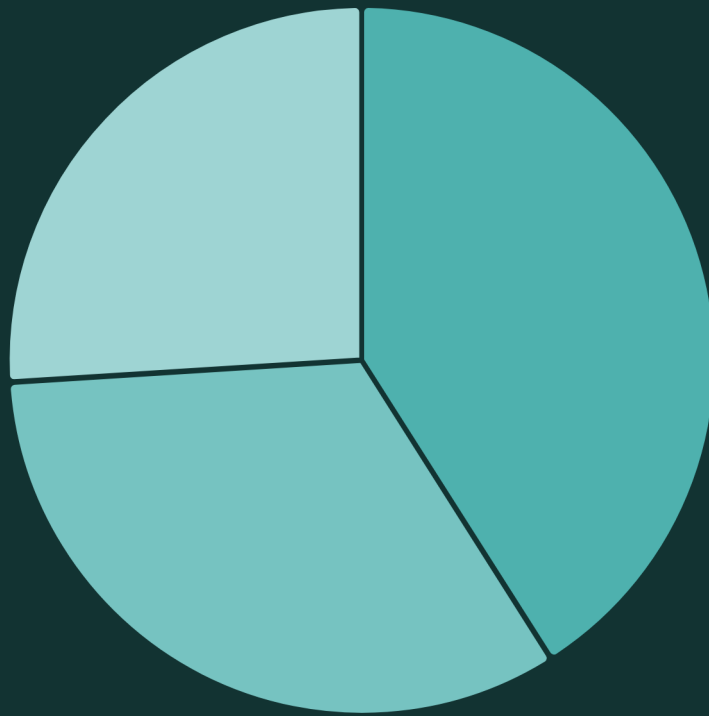
— Bounce Rate % — Data Accuracy %



Data Accuracy vs. Bounce Rate Across 11 Months

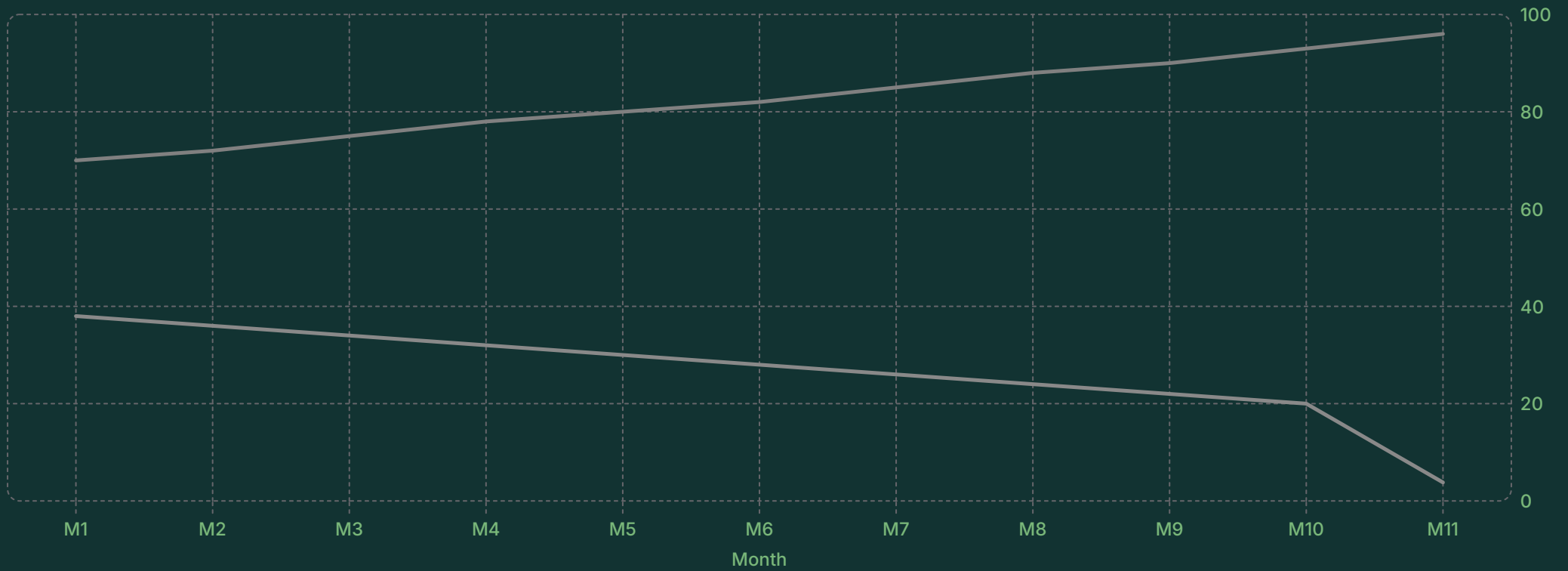
Line chart showing Data Accuracy % and Bounce Rate % across 11 months. Data Accuracy % starts at approximately 70% and increases to approximately 96%. Bounce Rate % starts at approximately 38% and decreases to approximately 3.8%.

Contact Segmentation by Vertical



- Enterprise Healthcare and Remote Patient Monitoring · 41%
- Corporate Wellness and HR Tech Buyers · 33%
- Sports Performance, Fitness and Consumer Tech · 26%

— Bounce Rate % — Data Accuracy %



Data Accuracy vs. Bounce Rate Across 11 Months

Line chart showing Data Accuracy % and Bounce Rate % across 11 months. Data Accuracy % starts at approximately 70% and increases to approximately 96%. Bounce Rate % starts at approximately 38% and decreases to approximately 3.8%.

Targeting Precision Gains

Wearable technology segmentation performance over 11 months

22,600

Verified Wearable Tech Contacts Delivered

96%

Data Accuracy Rate

138

Enterprise Accounts Engaged

3.8x

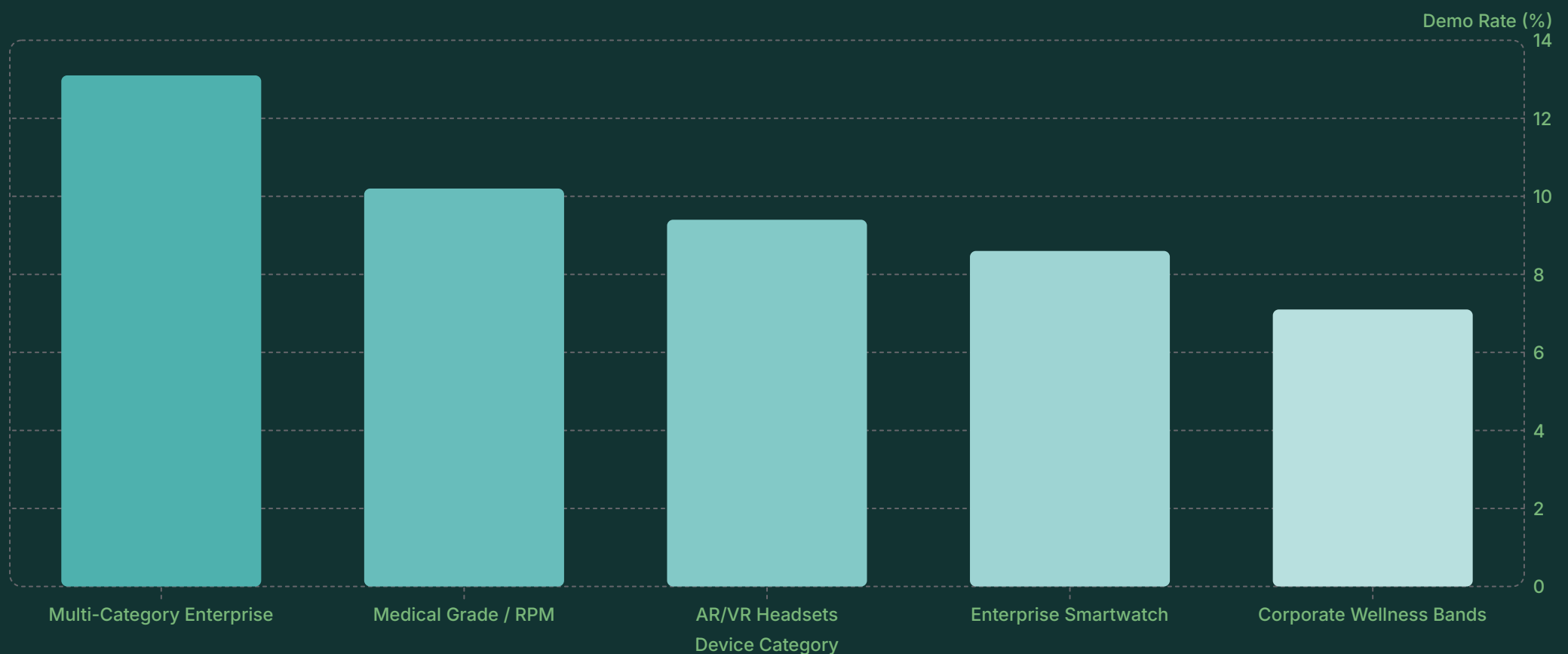
Demo Conversion Lift

Wearable Device Category Performance

Device Category	Contacts	Open Rate	Demo Rate	Avg. Deal Size
Medical Grade Wearables and RPM Devices	6,400	38%	10.2%	\$178K
Enterprise Smartwatch and Productivity Wearables	5,200	34%	8.6%	\$112K
Corporate Wellness Fitness Bands	4,800	30%	7.1%	\$86K
AR/VR Headsets and Immersive Wearables	3,600	30%	9.4%	\$204K
Multi-Category Enterprise Deployments	2,600	44%	13.1%	\$318K

Key Insight: Accounts running multi-category wearable deployments, combining medical, productivity, and wellness devices across the same enterprise environment, generated the highest demo conversion rate at 13.1% and the largest average deal values at \$318K. Span Global's contact intelligence allowed the client to identify these high-value accounts early and prioritize outreach from week one rather than discovering them through months of trial campaigns.

Demo Rate by Wearable Device Category (%)



Horizontal bar chart showing Demo Rate by Wearable Device Category (%). Multi-Category Enterprise is at 13.1%, Medical Grade / RPM is at 10.2%, AR/VR Headsets is at 9.4%, Enterprise Smartwatch is at 8.6%, and Corporate Wellness Bands is at 7.1%.

Top-Performing Outreach Sequences

Campaigns driving the most engagement, demos, and closed revenue

The following outreach sequences, each built on Span Global's verified wearable technology user data, consistently outperformed industry benchmarks across all engagement and conversion metrics:

Rank	Campaign	Contacts	Open Rate	Demos
#1	Remote Patient Monitoring Platform Assessment for Healthcare Systems	4,800	41%	224
#2	Enterprise Wellness Program ROI Benchmark Report for HR Leaders	4,100	36%	188
#3	AR/VR Wearable Integration Guide for Manufacturing and Logistics	3,400	38%	162
#4	Smartwatch Fleet Management Webinar for IT Procurement	2,800	34%	134
#5	Wearable Data Security and Compliance Audit Offer for CISOs	2,200	32%	108

17,300

Total Contacts Reached (Top 5)

816

Total Demos Booked

36%

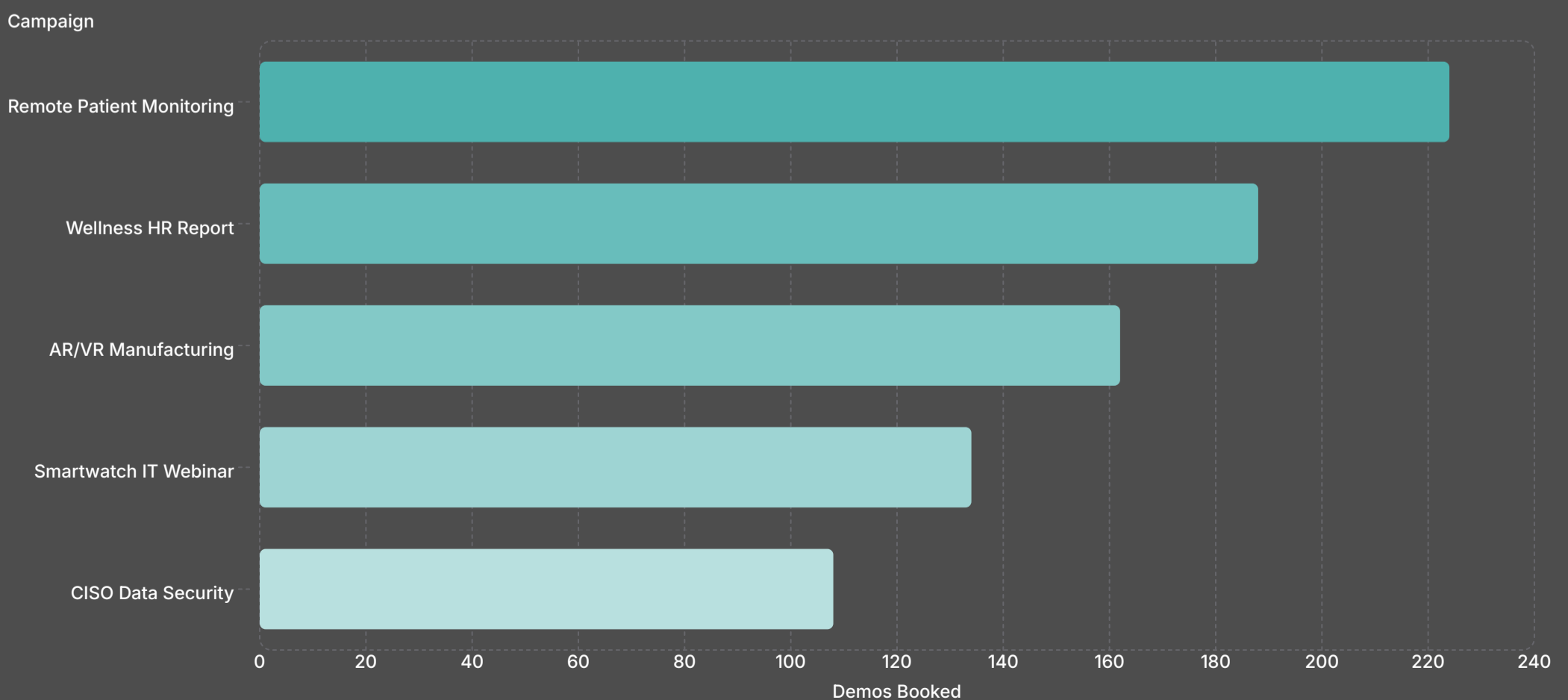
Average Open Rate

4.7%

Avg. Demo Booking Rate

Campaign Intelligence Note: The highest-converting sequences were those matched to a contact's specific wearable device category and deployment stage. The Remote Patient Monitoring campaign, for instance, was sent exclusively to verified healthcare IT and clinical operations decision-makers identified within Span Global's dataset. This level of pre-qualification removed the need for manual research and allowed the client's SDR team to focus entirely on conversation quality rather than list building.

Demos Booked by Campaign



Horizontal bar chart showing Demos Booked by Campaign. Remote Patient Monitoring is at 224, Wellness HR Report is at 188, AR/VR Manufacturing is at 162, Smartwatch IT Webinar is at 134, and CISO Data Security is at 108.

Return on Investment

Measuring ROI by revenue value, cost per lead, and pipeline growth attributable to wearable technology intelligence

Monthly Investment

\$14K (Estimated Spend)

Monthly Pipeline Return

\$340K (Attributed to Span)

Return on Investment

241% (Annualized)

-63%

Cost-Per-Lead Reduction (\$340 to \$126)

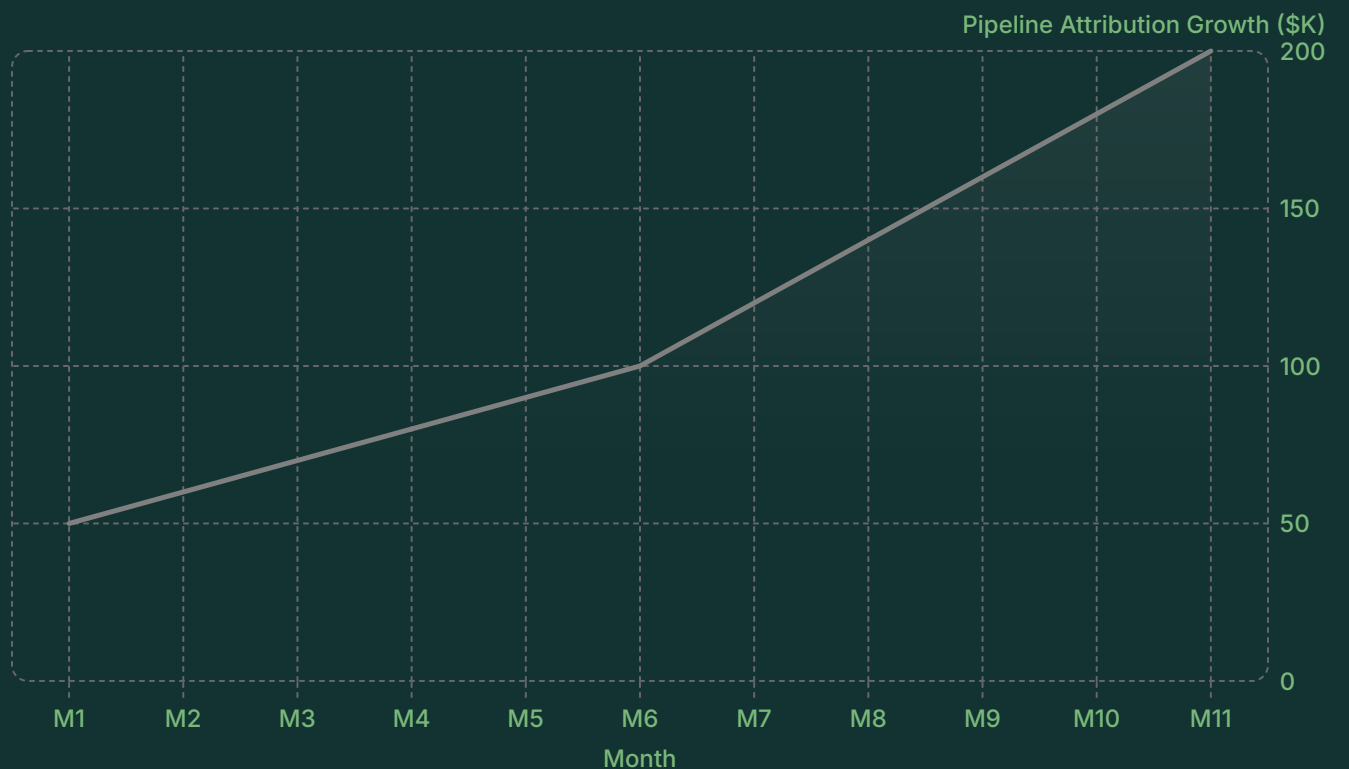
+277%

Qualified Lead Volume (980 to 3,690 per month)

+297%

Pipeline Growth (\$780K to \$3.1M per quarter)

Monthly Pipeline Attribution Growth (\$K)



Line chart showing Monthly Pipeline Attribution Growth (\$K) from M1 to M11. The growth starts at approximately \$50K in M1 and increases steadily to approximately \$250K in M11.

"Before Span Global Services, we were sending the same generic pitches wondering why our open rates were stuck in single digits. Their wearable technology user data completely changed our approach. Our campaign conversion rates nearly quadrupled, and we closed three enterprise deals in Q3 alone that we never would have identified through our old approach."

Gardon McGrath VP of Marketing, Enterprise Health-Tech Vendor (Anonymous)

Ready to Reach the Right Wearable Tech Buyers?

Access the Most Accurate Wearable Technology Users List

This health-tech vendor's results are repeatable. Span Global Services provides verified, industry-segmented contact data across 100+ technology categories, giving your sales and marketing teams the precision intelligence needed to reach decision-makers who are already actively evaluating wearable technology solutions.

[Request a Free Sample Dataset →](#)

15+

Years of Data Experience

96%

Data Accuracy Guaranteed

>700M

Verified B2B Contacts

100+

Technology Segments

About Span Global Services

Span Global Services is an existing B2B data and marketing intelligence provider specializing in technographic segmentation, account-based marketing data, and verified contact lists across 100+ technology platforms. With 15+ years of experience serving technology vendors, SaaS companies, and health-tech innovators worldwide, Span Global helps revenue teams connect with the right decision-makers, at the right time, with data they can trust.

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