



**SPAN**  
GLOBAL SERVICES  
GLOBAL GROWTH PARTNER

# DATA SOLUTIONS FOR

**Cloud-Based Communications  
Industry**



## About the Client

A leading provider of risk management solutions designed specifically for professionals in the legal, corporate, government, healthcare, law enforcement, accounting, and academic markets serving in more than **175 countries** with **10,000 employees** worldwide.

## The Challenge

Offering risk management solutions that safeguard and empower organisations to make well-informed decisions is no easy feat to achieve and more so with the healthcare sector especially when it's about lowering medical costs and connecting patients with the right providers. You need real data that matters. The client was eagerly looking to promote a crucial healthcare offering across the South USA region. Previous campaign attempts were nothing significant. The client was in the look-out for custom-list solutions to target Physicians for their upcoming campaign.

## Solutions

Span Global Services offered targeted Physician data that was elementary for the kind of niche offering that the client was set to launch. Their Data was matched with our master repository of over 1 million contact records exclusively from the healthcare sector. Results achieved were outstanding. The deliverability ratio was close to a whopping 84%.

## Results

The client is elated with the success percentage and the lead to deal conversion ratio through the rendered services. Along with the Physician Database the client is now keen on extending the license of our Healthcare Data repository for 3 years to drive their global campaigns.



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[www.spanglobalservices.com](http://www.spanglobalservices.com)



[info@spanglobalservices.com](mailto:info@spanglobalservices.com)



(877) 755-0023



2710, Media Center Dr, Bldg#6, Suite 120,  
Los Angeles, CA 90065

**USA | CANADA | UK | INDIA | SINGAPORE**

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Span Global Services brings to the table first grade innovative data services for diverse companies - 42 million verified customer records and pro-change strategies. Our execution styles are versatile for which different types of industrial players find Span Global Services a useful stepping stone towards building excellent brand value and maintaining it.