

# GOAL: Build a sales pipeline to support the launch of a new division



We partnered with Emerged to help launch our medical platform. Their approach helped us identify the exact prospects we wanted to target and the campaign was successful at starting conversations with athletic trainers from the NBA, NFL, and MLB.

– Rob Lozuk, Head of Business Development | PowerDot, Inc.

## CAMPAIGN SUMMARY

PowerDot Inc, a smart device that aids in recovery, athletic performance, and injury rehabilitation, launched its medical platform—PowerDot MT—and needed to build a sales pipeline for it. PowerDot has a robust consumer business, but the launch of the MT was the first time the business was actively selling into the healthcare industry. PowerDot leveraged Emerged’s outreach campaign to build awareness and generate interest for the MT platform amongst a pre-qualified prospect pool of athletic trainers, physical therapists, and other physical medicine practitioners working in professional sports and Division 1 colleges.

## EMERGED COMMENTARY

What made the PowerDot MT campaign successful was our ability to use our proprietary data process to hone in on the exact healthcare practitioners PowerDot believed would buy the MT platform. From there we were able to run a multi-channel campaign to this exact audience that blended paid advertising on business and personal platform, as well as 1-to-1 outreach from members of the sales team. The repetition of the brand and key content pieces was key to warming up these cold prospects and getting them to engage with the brand.

*Alison French*  
PARTNER & STRATEGIST

## POWERDOT

### Campaign Highlights

Campaign Duration: 6 cycles

Total Size of Prospect Pool: 10,000

Prospect Targets: Physical Medicine practitioners within professional sports teams (NBA, NFL, MLB, NHL) and Division 1 Colleges.

Total Actions Taken by Prospects: 4,400



## We Started Conversations With...

### SAM WITH THE LOS ANGELES CHARGERS

I'm interested in learning a little more about PowerDot. Can you send some more info to me when you get a chance?

### ANDREW WITH THE MILWAUKEE BUCKS

I would be interested to try the PowerDot purely because of the manual setting. It differentiates you guys from the others.

### JOE WITH THE PITTSBURGH PIRATES

Love your products.

### NICK WITH THE ATLANTA BRAVES

I have a PowerDot that I use for myself.

### CHRIS WITH THE UNIVERSITY OF DELAWARE

We utilize TENS and NMES all the time at University of Delaware, and after looking at the product I scheduled a demo. Looking forward to it.