



Case Study:

How Shifting to a New Marketing Operating Model Generated \$28 Million in Sales Pipeline in One Year



The Problem: A Great Product in Need of Modern B2B Marketing

Creating a stronger brand image or sales pipeline is challenging even with a winning product—unless you deploy a solid marketing strategy.

CareATC recognized this in 2019. The company had a proven healthcare solution that was popular in several states, helping organizations lower expenses and improve population health with worksite and shared-site clinics, personalized health assessments, engaging wellness programs, health coaching, and data analytics.

But despite it all, they were having trouble expanding their foothold to the rest of the country.

The company primarily relied on a basic sales-driven marketing strategy, but they needed a more advanced solution. The healthcare provider needed a modern marketing engine to expand its business, and the traditional in-house method wasn't producing the impact they desired. That's when CareATC decided to shift to marketing as a service (MaaS), a modern delivery model that integrates both onshore and offshore resources, and removes the need to recruit, train, and keep an expensive in-house marketing team.

The result? Augmented and on-demand capacity to develop the marketing engine they needed to propel their business forward—without a hefty investment.



The Solution: Marketing as a Service

To grow their business and reach more potential prospects, CareATC partnered with 2X, a B2B-focused MaaS firm, in Q3 of 2019. In two weeks, 2X turned on numerous core marketing programs for CareATC, creating a fresh total addressable market (TAM) database and a content strategy to produce engaging new sales marketing assets to create leads by widening the company's reach.

MaaS enabled CareATC to address five of its biggest marketing woes, while bolstering both demand generation and pipeline acceleration.

1

More effective demand generation programs

- Mobilized a strategy to distribute content consistently and generate interest in target personas
- Activated email outreach campaigns, social media, and digital advertising

2

A new, clean database

- Built a new total addressable market database
- Scrubbed the previous database of outdated contacts

3

Stronger branding and messaging

- Audited, realigned, and beautified marketing and sales assets across various touch points

4 Pipeline improvements

- Started nurture campaigns to accelerate pipeline and warm leads

5 Sales and marketing alignment

- Initiated revenue operations—marketing and sales pipeline analysis and weekly reports

After one year, the results MaaS produced for CareATC were staggering:

A Snapshot of the Results MaaS Achieved

600+
Marketing-
Qualified Leads
Generated

11.3M
in Marketing
Generated Pipeline
(\$1.9M Closed Won)

Above
\$28M
in Sales Pipeline
Accelerated

CareATC went from having a basic marketing functionality to a modern, transformative marketing engine that proactively supplies the sales and the executive team with actionable insights.

B2B marketing's ultimate goal is to contribute to the sales pipeline and help sales convert that into revenue. By redirecting CareATC's existing marketing budget from basic practices to proven MaaS methods, 2X achieved these results at an equal or lower cost than mainstream methods (think internal agencies, onshore agencies, and freelancers). Moreover, by taking operations offshore, CareATC received more value for every marketing dollar spent.

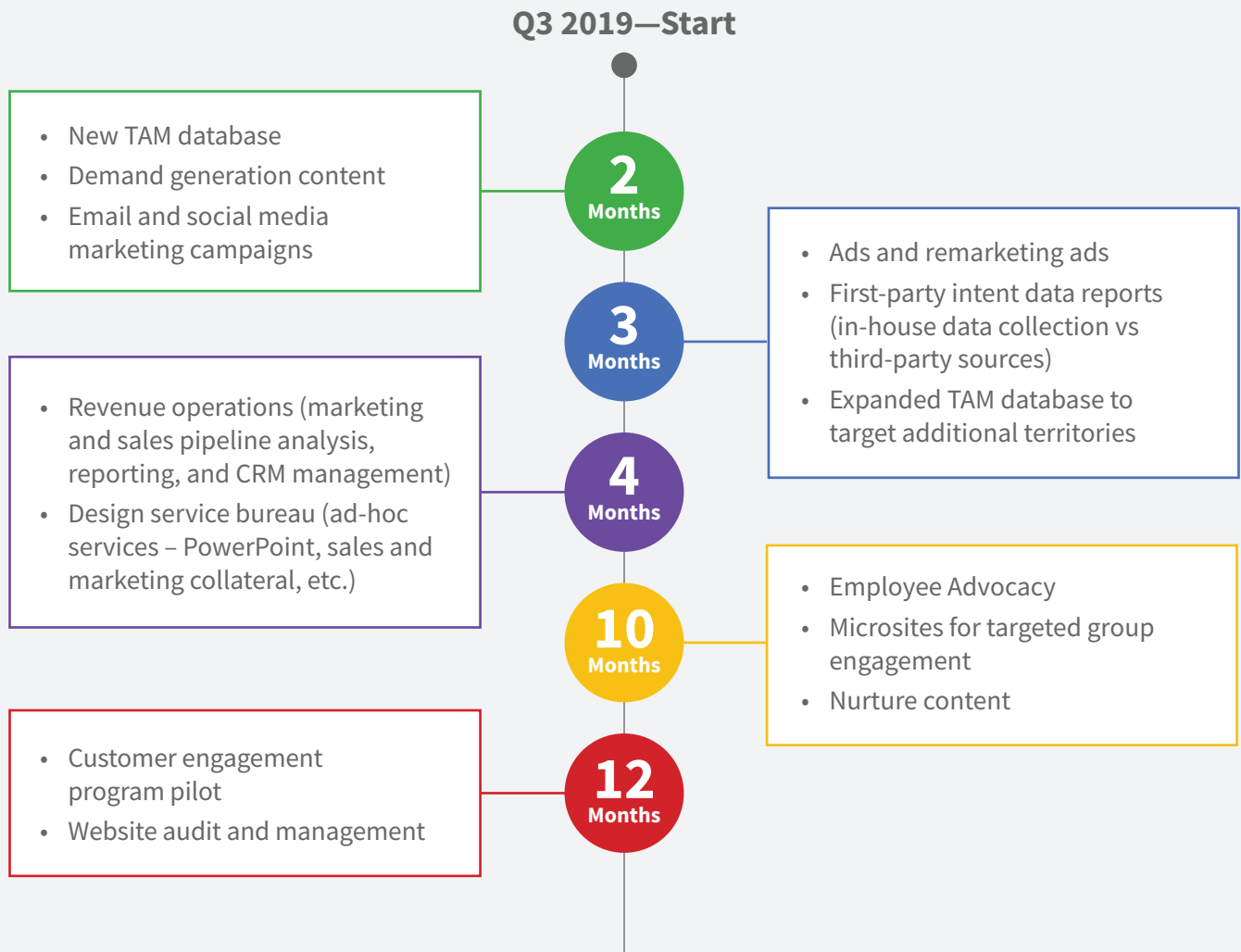
This shift in marketing strategy was the transformational spark CareATC needed to grow its business significantly.

“ 2X is a valuable extension of our marketing team. Time and time again, their expertise in B2B marketing is reflected in the quality of work and results they produce for us. I would highly recommend 2X to leaders looking for a cost-effective and innovative way to scale their marketing function.”

–Paul Keeling, Chief Business Development Officer at CareATC

CareATC's Journey with 2X

CareATC's Partnership with 2X After One Year



Key Results

600+
MQLs
Generated

1 Million
Ad Impressions To Key
Target Accounts

40%
Increase In Social
Followers YTD

\$28M
In Sales Pipeline Accelerated
(\$13.4M Closed Won)


\$11.3M
Pipeline Generated (\$1.9M Closed Won)
– Marketing Sourced/Influenced Pipeline



About 2X

A pioneer in B2B Marketing as a Service for leading tech companies, 2X empowers CMOs with a global operating model that delivers a better, faster, and more effective marketing engine. 2X gives marketers access to world-class talent to build, run, and optimize marketing operations at a lower cost, enabling onshore teams to focus on strategy and planning. Our global headquarters is situated outside of Philadelphia, PA, USA, with delivery operations based in Kuala Lumpur, Malaysia.

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