

CASE STUDY

Blue Phantom's Direct-Mail Results Jump 50 Percent

Company

Blue Phantom Ultrasound Training Models, Kirkland, WA

Industry

Medical Equipment

Challenge

Blue Phantom Ultrasound Training Models is a medical simulation training products company that has been in business since 2002. Since its launch, Blue Phantom used the same data provider for biyearly direct-mail campaigns. As time went on, working with this data provider, Blue Phantom CEO Brian Keegan began to "dread doing direct-mail pieces," describing the process as "painful." Keegan's skepticism was curbed when his sales representative reassured him he'd get quality lists, saying, "We can get contacts that you can't." Keegan reached his breaking point, though, when the sales representative sold him an obviously poor list of contacts. According to the sales representative, Keegan already paid for the list, and there was no guarantee policy.

Solution

In February 2009, Keegan brought his business to SK&A Information Services after hearing a recommendation. Almost immediately after using SK&A's data, "calls started pouring in," said Keegan. "It was like we'd been speaking French, and now we were speaking English," he continued.

Blue Phantom was able to reach its audience by purchasing SK&A lists that target clinicians, medical specialists and hospital program directors. Having felt "unsure and suspicious" of his previous data provider, Keegan was pleasantly surprised by SK&A. His sales representative, Marty Weinert, made him feel confident by simplifying the entire process so it wasn't like "pulling teeth," which it had felt like to Keegan for years. "Right from the get-go, I got the feeling that they knew what they were doing," Keegan said of SK&A.

Results

Blue Phantom's first deployment with SK&A led to immediate responses that, according to Keegan, proved SK&A's lists were "dramatically different" from his previous data provider's. Responses with SK&A data came within a week of deployment, whereas with the previous provider, it could take as long as two months to see any results. In terms of the financial results, Keegan saw a rise of more than 50 percent after using SK&A's data. This success consequently brought about Blue Phantom's most successful month of business to date, despite the concurrent economic recession. In fact, since SK&A has shown Keegan that direct mail doesn't have to be a nightmare, he's decided to double his number of yearly direct-mail campaigns.

"When I switched to SK&A, it felt like a partnership from the beginning. We received the best results we have ever had from any campaign and with less energy spent. Five stars SK&A."

*Brian Keegan, CEO,
Blue Phantom Ultrasound
Training Models*