



# Precision ABM in Action: Reaching the Right Targets at the Right Time

A high-impact ABM campaign built to engage decision-makers already in motion.

## THE CHALLENGE

Engage Radiology and IT decision-makers across U.S. Integrated Health Networks (IHNs) that:

- Perform 250K+ annual imaging procedures
- Have expiring Radiology PACS contracts in 2026–2027

*Drive awareness and generate net-new qualified leads from a curated list of high-potential “in-market” accounts.*

## THE SOLUTION

**ABM with Surgical Precision**

**43** named accounts

**8-week** campaign window

**Persona segmentation:** IT and Radiology leadership

## A MULTICHANNEL APPROACH



### Dimensional Direct Mail (customized by persona)

Custom mug + tray message + BDR business card – shipped via FedEx (signature required)



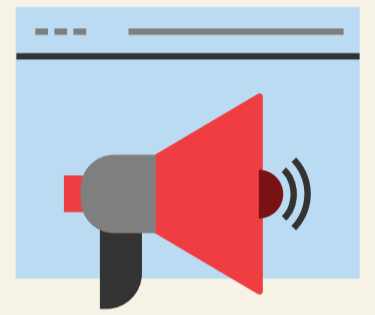
### Postcards & 2-page Letter Package with printed asset:

Tightly written, persona-specific content designed for quick visual impact



### Personalized Landing Pages (IT / Radiology):

- Tailored by persona
- Top 12 accounts received hyper-customized pages, reflecting specific PACS expiration timing & organization-specific content



- Behavioral-Triggered Email Campaigns
- General Email Drip Series
- Persona-Based LinkedIn Ads
- SEM driving to campaign landing pages
- Weekly Outreach aligned to persona and campaign cadence

## From Targeting to Traction; Real Pipeline Development



Buying stage confirmation for all accounts



RFPs generated from top 12 accounts

## WHY IT WORKED:

- Persona-driven creative and content
- High-personalization across channels
- BDR alignment + behavioral triggers = right message at right moment
- Strategic segmentation of Top 12 accounts

**LET'S BUILD THE MISSING PIECES TOGETHER.**

Learn more at [www.redhousehealthcare.com](http://www.redhousehealthcare.com) or contact us at [consulting@redhouseusa.com](mailto:consulting@redhouseusa.com) or 770.475.2103