

CASE STUDY

Building A Measurable Growth Function For A Health B2B Company

How Collective Loop used Growth Accelerator to help a health B2B company turn clinical recruitment expertise into a repeatable commercial system.



Discover How \$3M In Pipeline Activity Was Delivered In Just 90 Days

Using innovative marketing tactics and deep experience, Collective Loop delivered industry-leading ROI for a B2B health company when growth and pipeline momentum were especially critical.



Starting Point

A health B2B company had strong expertise and a credible market position, but its marketing was not yet structured to support sales and build pipeline.



Growth Challenge

The challenge was commercial translation: turning complex healthcare expertise into clearer messaging, stronger sales support, and measurable pipeline movement.



What We Built

Collective Loop built the campaign's growth structure, connecting strategy, outreach, landing page copy, paid promotion, sales narratives, and reporting.



The Outcome

The result: \$3M in pipeline generated in 90 days across a health B2B market shaped by long procurement cycles, multiple decision-makers, and cautious buyers.

50x Return On Investment

For every dollar invested, the campaign generated 50x in pipeline value, turning focused marketing execution into measurable commercial impact.

PERFORMANCE

Marketing Funnel Performance

Funnel results were achieved over a 90 day period in 2026.

64

Marketing
Qualified
Leads



24

Sales
Qualified
Leads



18

Deals
Created



\$3M

Pipeline
Value

Client Overview

The client was a health B2B company operating in patient engagement and clinical trial recruitment. Its buyers included sponsors, CROs, and research organizations.

The category was difficult. The buyer was specific. Procurement cycles were long, multiple stakeholders shaped each decision, and trust had to be earned before sales could move.

The company had strong operational proof, but that proof was not yet working hard enough across marketing and sales. Its expertise needed to become clearer in market, more useful to sales, and easier for leadership to measure.

**Collective Loop
was brought in to
help turn scattered
marketing activity into
a more coordinated
growth system.**



The Challenge

Turning Healthcare Expertise Into Measurable Pipeline

The company had strong healthcare expertise, but its marketing was not yet operating as a measurable growth system.



Complex Offer, Specific Buyer

The company served sponsors, CROs, and research organizations in a niche healthcare market. Its buyers needed proof, clarity, trust, and a clear commercial reason to move forward. The offer was strong, but the story needed to become easier to understand.



Disconnected Campaign Activity

Email, LinkedIn, landing pages, paid promotion, content, and sales materials were not yet working from one clear commercial argument. Without that structure, marketing risked creating activity instead of pipeline support and sales momentum.



Limited Pipeline Visibility

Leadership needed a clearer view of how marketing connected to qualified conversations, deal movement, and won business.

The challenge was not to produce more assets. It was to make marketing function as a growth system.



The Solution

Building A Commercial System Around Healthcare Expertise

Collective Loop built the commercial structure behind the campaign. The work connected strategy, messaging, campaign execution, sales support, and reporting into one coordinated motion.



Commercial Strategy and Messaging

Collective Loop built the campaign around the buyer's real pressure points: poor-fit leads, slow progression, wasted sales time, weak visibility, and uncertainty before handoff, translating complex healthcare expertise into clearer language for outreach, landing pages, and sales conversations.

Why It Matters

In a niche healthcare market, the campaign needed one clear commercial argument that could build trust across every touchpoint.



Campaign and Sales Enablement System

Collective Loop turned the strategy into campaign assets across email, LinkedIn, landing pages, blogs, social content, paid promotion messaging, and follow-up sequences, while developing proof narratives and sales support materials for buyer conversations.

Why It Matters

The company did not need disconnected assets. It needed one message adapted across channels, with sales and marketing working from the same commercial story.



Pipeline Reporting and Performance Visibility

Collective Loop helped frame performance around commercial movement, not just marketing output, connecting activity to audience engagement, lead generation, qualified follow-up, deal-stage movement, won deals, and pipeline progress.

Why It Matters

Leadership needed to understand what marketing contributed commercially, how it supported sales, and where activity was creating real growth momentum.

The Result

\$3M Pipeline Built In 90 Days

In 90 days, Collective Loop helped turn campaign activity into \$3M in pipeline for a health B2B company selling into a cautious, competitive, and relationship-driven market.



Pipeline Built In 90 Days

The campaign generated:

- 18 deals
- Total pipeline value of \$3M

That result matters because health B2B deals don't move through simple, single-buyer decisions. They depend on category credibility, precise messaging, stakeholder trust, and consistent follow-up across a longer sales process. The campaign helped turn that complexity into visible pipeline movement within 90 days.



Clearer Path From Lead To Sales

Across the 90-day period, the campaign produced:

- 64 Marketing Qualified Leads
- 24 Sales Qualified Leads

These were supporting activity indicators across the engagement period, not a strict linear funnel. The result was the shift underneath the numbers: marketing created a clearer path from engagement to qualified commercial follow-up.



Growth Function Without In-House Overhead

The company gained the structure of a growth function without waiting months to hire, onboard, and manage a full internal team.

Collective Loop connected strategy, messaging, campaign execution, sales support, and performance reporting into one system. Marketing became easier for leadership to measure and easier for sales to use.

CONCLUSION

The company did not need more marketing activity. It needed a growth function. Collective Loop helped turn complex healthcare expertise into sharper messaging, stronger campaign execution, better sales support, and measurable pipeline movement.

The result was a repeatable growth system built to make the company easier to understand, easier to trust, and easier to buy from.

Want marketing that moves revenue?

Start The Conversation