



# Case Study



## Client

Headquartered in California, the Company is a clinical laboratory specializing in genetics , which offers solutions and treatment Tailored to their DNA for Drug Metabolism, Inherited conditions and Preconception & Pregnancy.

Like to hear what our customers say about ProgressBay marketing initiatives.



## Challenges

A full service clinical diagnostics laboratory that also provides esoteric genetic testing and contract research services.

With solutions that can make treatment more effective based on the patient genetics (DNA) and doctor’s prescription, it was a challenge for the company to make the healthcare fraternity aware of the service they offer and reach out to them.

After evaluating various options in terms of samples and alternate marketing models. The client choose to start with the below project.



## Project Specifications



### Target Audience

Genetic counselors and OB/GYN specialists



### Geography

United States



### Counts

15,272 contacts with email address





## Moment of truth

After 2 months, we received another requirement the Client that would require more contacts in the OB/GYN fraternity mentioned below.



### Target Audience

OB/GYN specialists Only



### Geography

United States



### Counts

7,012 Unique Contacts  
(includes email address)



## Clients Review

We are interested in buying a list for all internal medicine/family medicine doctors. We have had success with your list and want to expand our outreach.



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## Contact Us

### Address

300 E Royal Lane, #127  
Irving, TX75039

**Phone :** 972 . 294 . 3196

**Fax :** 972 . 767 . 4727

**Email :** [info@progressbay.com](mailto:info@progressbay.com)

**Website :** [www.progressbay.com](http://www.progressbay.com)

