



DIGITAL ADVERTISING: GOOGLE AND LINKEDIN ADS

Alex Wallace

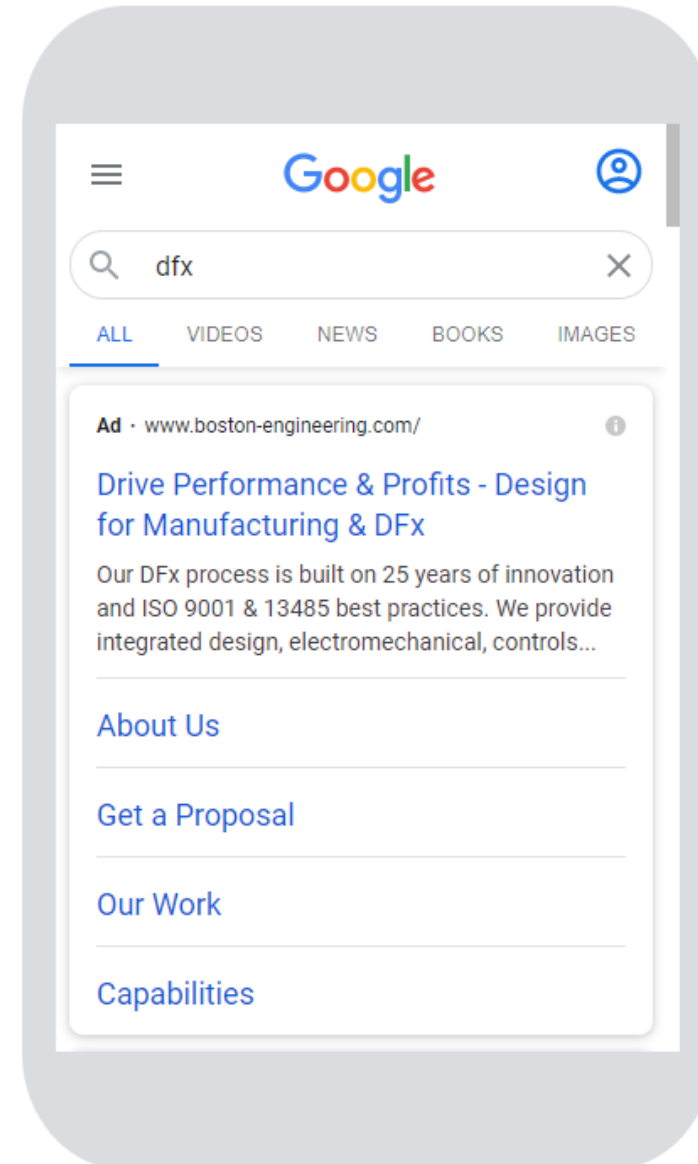
B2B Marketing and Demand Generation

www.wallace.marketing

GOOGLE SEARCH ADS

Campaigns			
	Cost	Clicks	CTR
● Mechanical Engineering	\$2,271.64	325	3.69%
● Medical Product Development	\$2,185.71	200	3.40%
● Design for Manufacturing	\$1,282.99	82	4.06%
● Boston Engineering Main Campaign	\$474.33	94	5.23%
● Mechanical Near Me (NE)	\$74.69	10	3.77%

ALL CAMPAIGNS > < 1 / 1 >



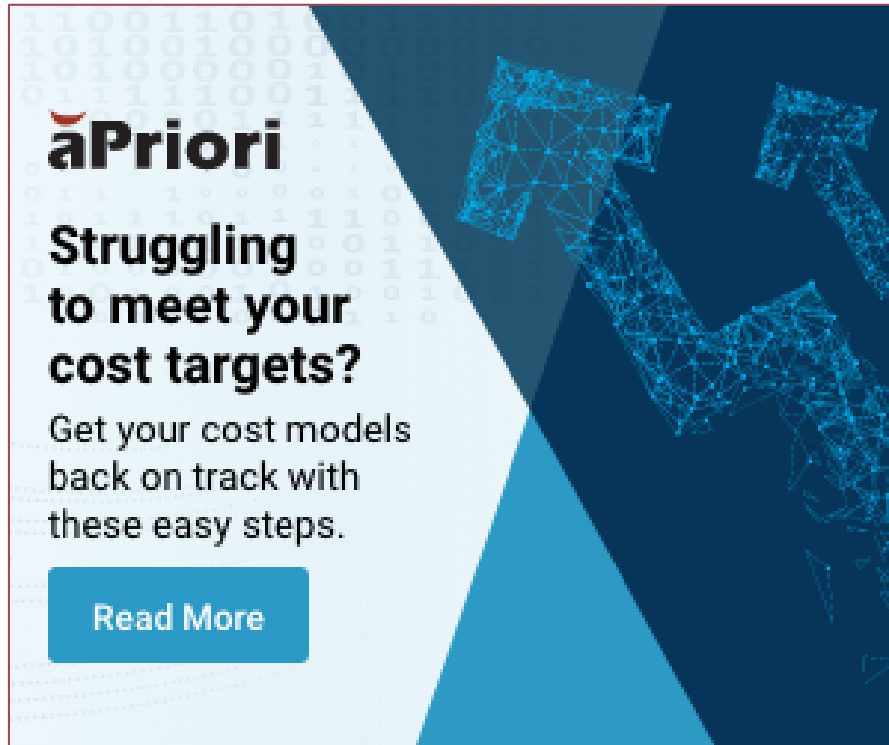
GOOGLE DISPLAY ADS



aPriori How to get your cost targets back on track with these easy steps

[Read More](#)

This banner ad features the aPriori logo on the left, followed by the headline 'How to get your cost targets back on track with these easy steps'. A blue button with the text 'Read More' is positioned to the right of the headline. The background is a dark blue gradient with a faint pattern of binary code and two upward-pointing arrows made of a wireframe mesh.



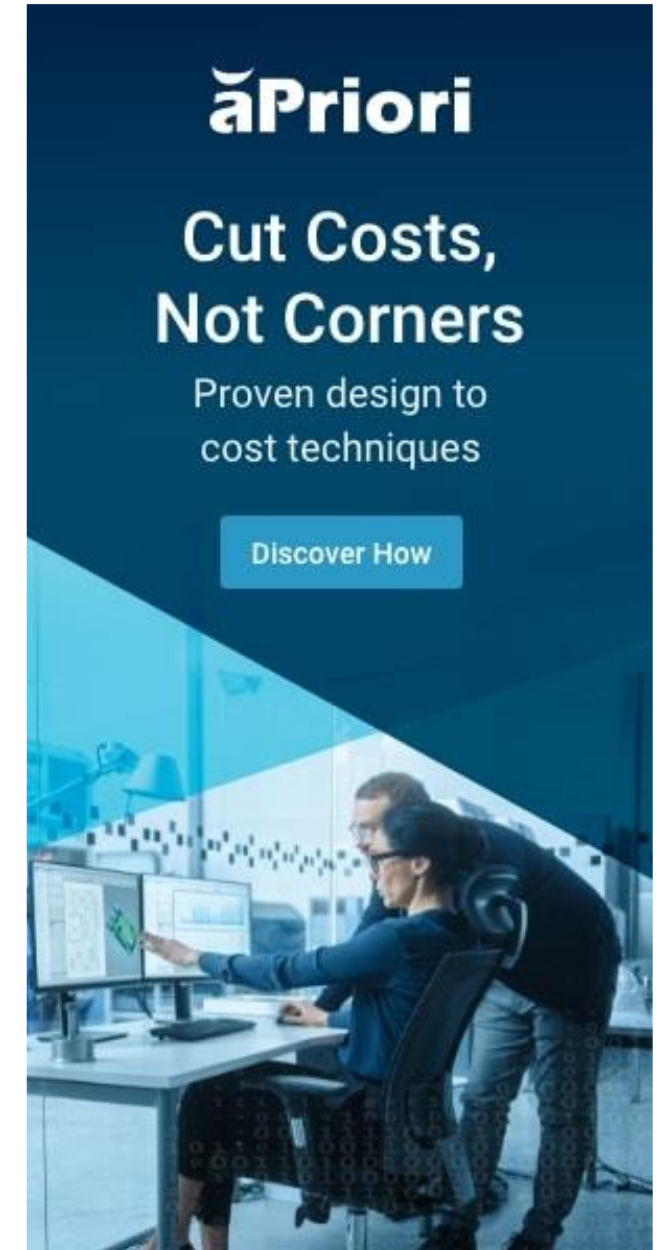
aPriori

Struggling to meet your cost targets?

Get your cost models back on track with these easy steps.

[Read More](#)

This vertical ad features the aPriori logo at the top left. Below it is the headline 'Struggling to meet your cost targets?' followed by the sub-headline 'Get your cost models back on track with these easy steps.' A blue button with the text 'Read More' is located at the bottom left. The background is a dark blue gradient with a faint pattern of binary code and two upward-pointing arrows made of a wireframe mesh.



aPriori

Cut Costs, Not Corners

Proven design to cost techniques

[Discover How](#)

This large vertical ad features the aPriori logo at the top. Below it is the headline 'Cut Costs, Not Corners' followed by the sub-headline 'Proven design to cost techniques'. A blue button with the text 'Discover How' is located in the middle. The bottom half of the ad shows a photograph of two people in a modern office setting, looking at a computer monitor. The background is a dark blue gradient with a faint pattern of binary code and two upward-pointing arrows made of a wireframe mesh.

LINKEDIN SINGLE IMAGE AD

This LinkedIn Ads campaign generated leads via gated content – including a \$1.7M sales opportunity.



The ad features a background image of surgeons in an operating room. Overlaid on the image are several data visualization elements: a large red number '5', a red banner in the top right corner, and a red button at the bottom. The text is centered and clearly legible against the semi-transparent background.

5 Keys
to Driving Business Value
Through IoT Remote Monitoring & Analysis

Get our **FREE** e-book

Download Now!



The ad features a background image of surgeons in an operating room. Overlaid on the image are several data visualization elements: the Boston Engineering logo in the top left, a circular gauge showing '25,005' in the top right, and various data points and charts scattered across the scene.

BOSTON ENGINEERING™
Imagine the Impact™

Rethink Post-market Surveillance (PMS) for Medical Devices
How Smart, Connected Medical Devices Can Deliver Critical Insights

Six years after receiving FDA clearance, a medical device company's investment in a new therapeutic area is finally paying dividends. But a new patient injury report could send the company reeling if it can't identify the root cause of the device failure quickly.

The financial impact for product recalls and related corrections can be significant. The medical device industry spends \$2.5-\$5 billion annually to address non-routine quality events in the US – such as major observations, recalls, warning letters, consent decrees, warranties, and lawsuits – according to McKinsey & Company¹.

The consulting firm also reports the cost of a major medical device recall or other single non-routine quality event can reach \$600 million.

The incident review and remediation process itself can take months or years to complete due to manual processes such as gathering old device data.

So, even if a device did not cause an adverse event, the company's sales and its reputation could still be negatively affected during this protracted process.

Eliminate Performance Blind Spots

The lack of visibility into device field performance has a significant impact beyond patient safety and risk management. Failure to truly understand how customers are using a device represents a missed opportunity to make user-driven enhancements and to identify untapped market needs.

To address this challenge, medical device companies are incorporating secure Industrial