

rebound  
COMMERCIAL ACCELERATION

Commercial  
Acceleration™  
Solutions

[reboundb2b.com](http://reboundb2b.com)

# Rebound focuses on B2B marketing for technology, data and services for life sciences

## Your partner for improving commercial performance

Rebound's Commercial Acceleration™ solutions help health tech and data companies improve marketing impact, align the commercial organization for maximum effectiveness, and drive sustainable growth.

## Who we serve

Our specialized expertise makes Rebound a unique partner for companies developing solutions in these areas:



AI and Analytics



Clinical Tech



Commercial Tech



Compliance



Health Tech



RWE

50+

Differentiated  
messaging  
frameworks and  
competitive  
analyses  
performed

# Product Marketing

Connecting your marketing, sales and engineering teams to drive top line growth



Rebound's product marketing practice connects your product development, marketing, sales, and customer success activities. We partner with you to understand customer requirements, craft unique messaging, build engaging content across the buyer journey, and more.

# Event Management

70+

Industry events, both in-person and virtual – from planning through execution and close-out

## Ensuring your events inform and engage participants

Rebound works with industry leaders to develop event experiences that engage with target audiences and make an impression in the marketplace. Our team aligns event selection with business goals, orchestrates all the moving parts cost-effectively, and closes the loop with attendee follow up.

**INDUSTRY  
EVENTS**

**CUSTOMER  
EVENTS**

**SALES  
MEETINGS**

**WEBINARS**



# Market Presence

Improving the visibility and perception of your valuable brand

Enlist Rebound to develop and execute marketing strategies that make your brand top of mind among your target audience and increase likelihood to buy. We communicate across multiple channels to demonstrate thought leadership and unlock new opportunities.



**Events**



**Inbound  
and Search**



**Thought  
Leadership**



**Industry  
Media**



**Rich Media  
and Video**



**Social Media**



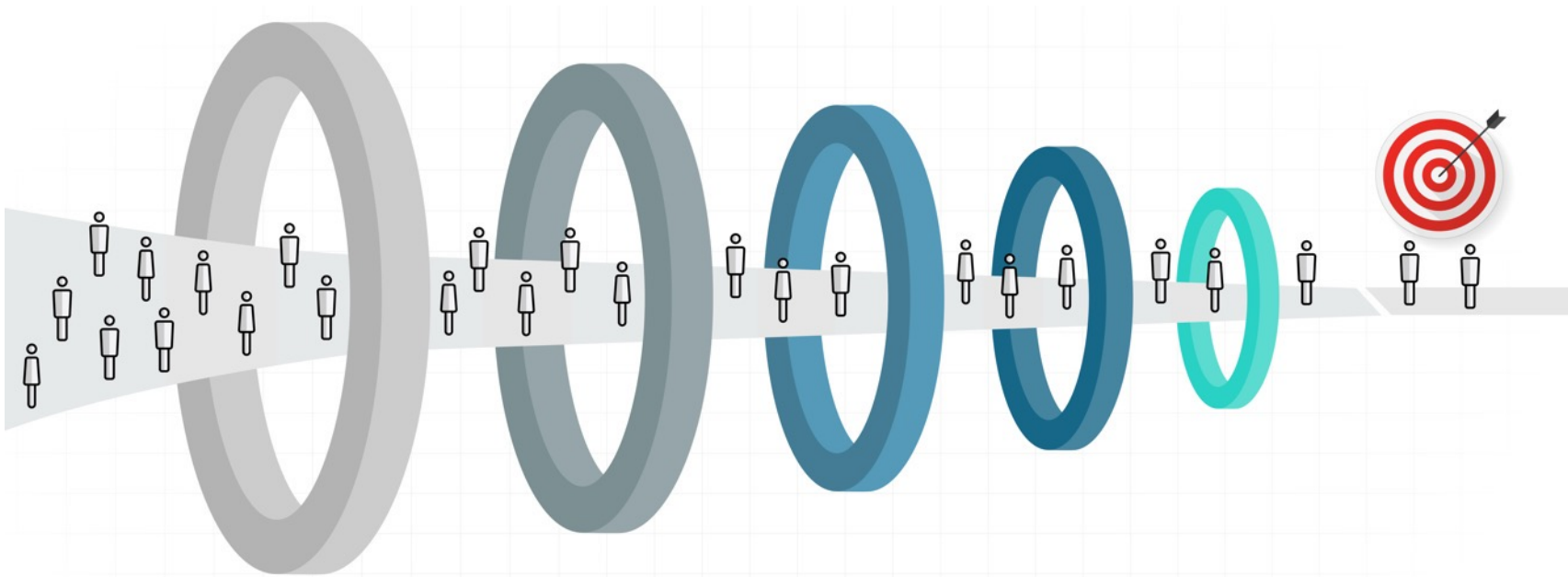
“I am so happy to see these programs launch and our marketing capabilities mature so quickly. This is a major milestone for the company.”

- CRO of a well-funded startup in real world data analytics and SaaS

# Pipeline Development

Creating end-to-end programs that generate, qualify and cultivate leads

Sustaining revenue growth requires a disciplined lead management approach that optimizes the flow of qualified prospects and connects marketing with sales. Rebound works with companies to generate high lead volume at the top of the funnel and nurture potential buyers into sales opportunities.



110+

Multichannel  
lead-generation  
campaigns designed  
and executed

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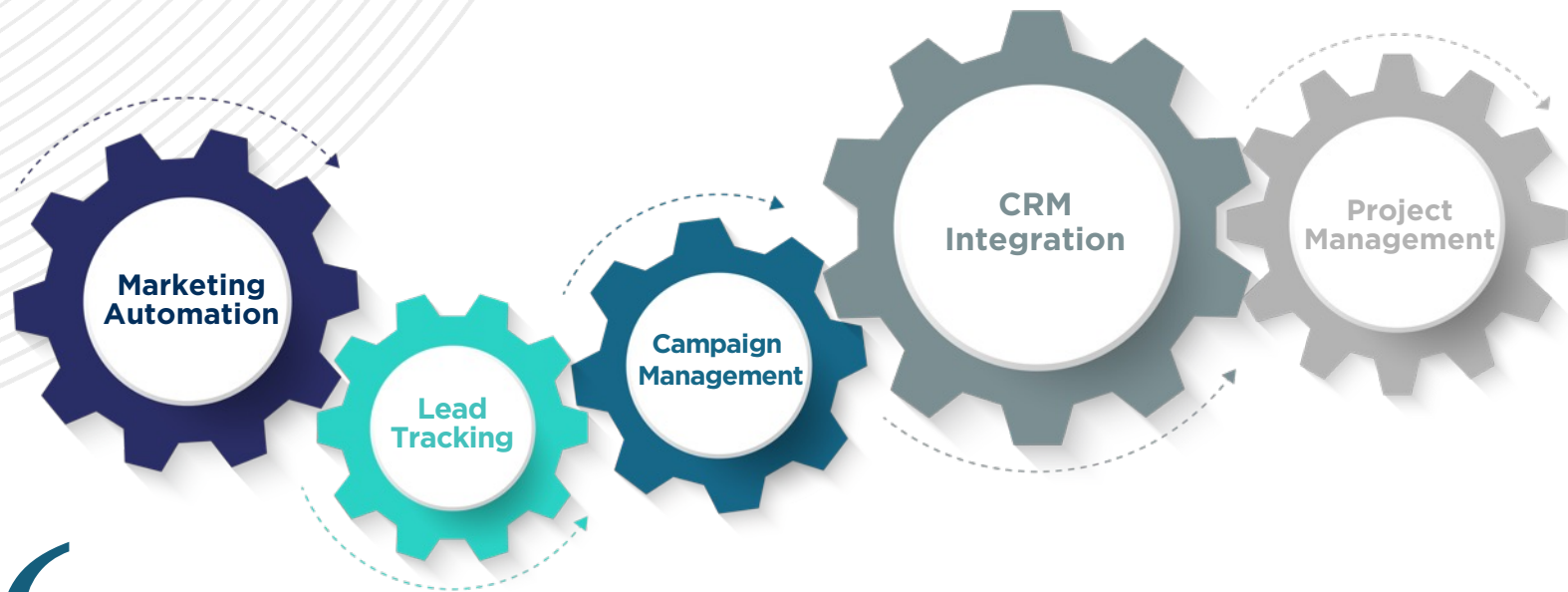
Multi-Channel Campaigns • Lead Management • Account-Based Marketing • Measurement

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# Marketing Operations

Optimizing people, processes and technology for commercial success

Rebound enables commercial organizations to derive more value from marketing technologies, execute multi-channel campaigns with more impact, measure and report on performance, and improve the efficiency of internal workflows.



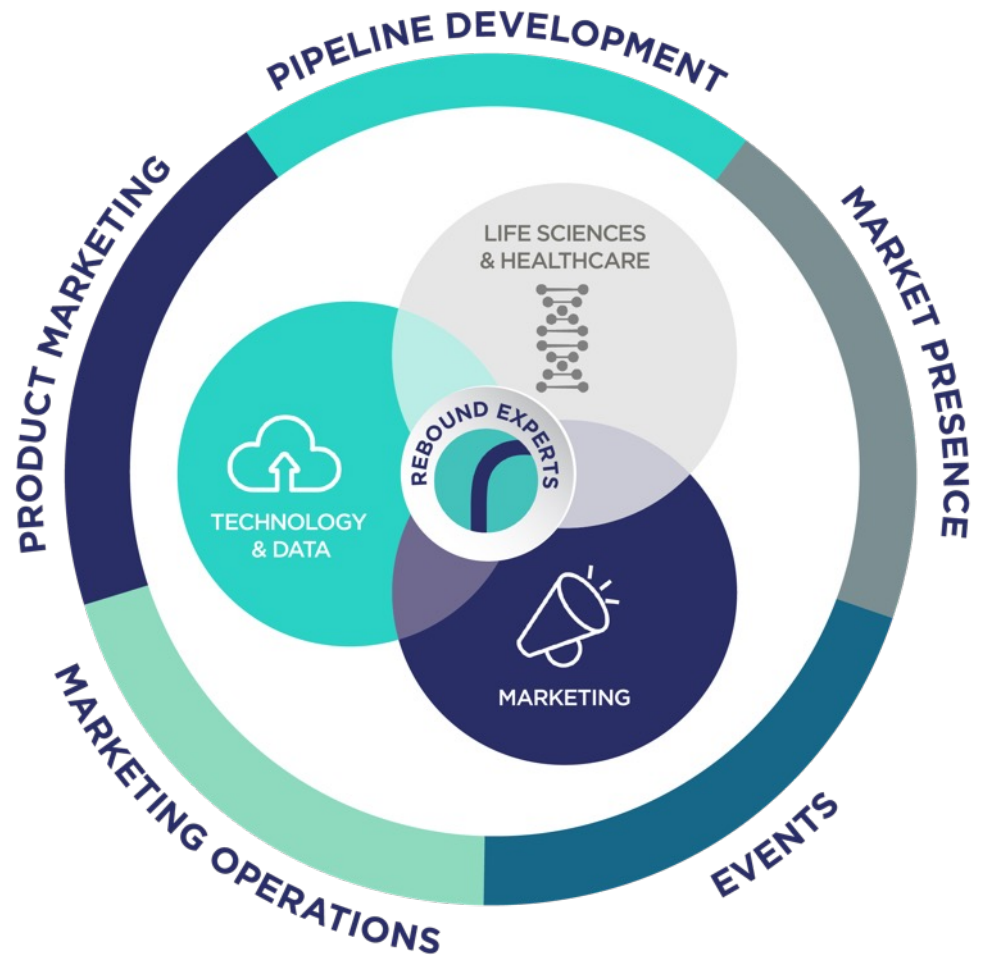
“I don’t know how you do it. Your team has some of the best consultants I’ve ever worked with. Just when I think you couldn’t possibly find someone to meet our needs, you pull a rabbit out of the hat.”

- CMO of a global leader in clinical trial services

# Providing a complete solution to accelerate commercial performance

See why life sciences companies trust Rebound as a strategic partner.

Learn how you can accelerate your growth by visiting us at [reboundb2b.com](https://reboundb2b.com)







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