

Rebound Product Marketing

rebound



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Transform the way you go to market

Rebound's product marketing practice connects your product development, marketing, sales, and customer success activities. Combining deep life sciences domain expertise with significant experience in B2B technology and data marketing, we help companies drive commercial acceleration and top-line growth.

Here are the ways we partner with you

- Strategic full-year and major campaign plans
- Launch planning and execution
- Differentiated messaging and positioning
- Consumer insights about unmet needs and buyer personas
- Alignment of Product, Marketing, Sales, and Customer Success
- Sales enablement to accelerate the sales cycle
- Engaging product content and multichannel programs
- Staff augmentation for supplemental product marketing capacity



Rebound's product marketing track record

50+

Messaging and competitive differentiation projects

20+

Product marketing staff augmentation engagements

12+

B2B technology and data product launches

110+

Multichannel lead generation campaigns designed and executed

Who we serve

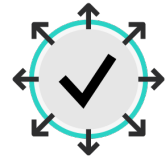
Our specialized expertise makes Rebound a unique partner for companies developing solutions in these areas:



Clinical
Tech



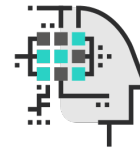
Commercial
Tech



Compliance



RWE



AI and
Analytics



Health Tech

What our customer are saying about Rebound product marketing

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

-Chief Revenue Officer, Healthcare data analytics startup



“Rebound accelerated our lead generation efforts dramatically, resulting in greater efficiency in execution and higher volume throughout the funnel.”

-VP of Marketing

“Yours is the only firm I’ve found that has the marketing expertise we need to be successful. Your team just ‘gets it’.”

-CEO, AI/ML solutions company

Contact Rebound today to optimize your growth at reboundb2b.com/contact



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COMMERCIAL ACCELERATION