

# Rebound's Fractional Marketing Approach Provides Expertise and Flexibility to IQVIA's Inteliquet

## Situation

**Inteliquet**, an IQVIA company offering a comprehensive solution with AI-enhanced technology and expert support services to transform the patient enrollment journey in Oncology studies, is part of IQVIA's Data Strategy Analytics and Engagement (DSAE) group.

During 2022-2023 the Inteliquet team lacked full-time marketing resources to drive multiple go-to-market initiatives. Those initiatives included participating in several events, updating the **OncWeb messaging** and running campaigns to generate leads. Inteliquet turned to Rebound for a solution.

## Solution

Rebound proposed a fractional marketing team to give Inteliquet the flexibility to access different **specialized marketing skills** depending on their changing needs. This model also enabled **Inteliquet to stretch its marketing budget** further by activating part-time Rebound experts on demand.

For instance, a senior Rebound consultant worked with Inteliquet's sales leader to develop the full-year marketing plan. When Inteliquet was participating in several industry conferences and webinars, an event specialist from Rebound provided project management and promotional support. A Rebound product marketer later stepped in to create new messaging and a capabilities presentation.



*Fractional marketing enabled Inteliquet to stretch its marketing budget by activating part-time Rebound experts on demand.*

## Impact

Rebound regularly adjusted the composition of its team to align with Inteliquet's evolving needs. Over the course of a year, Rebound's fractional team steadily improved Inteliquet's marketing capabilities, from lead generation to core content. Among the results were:

- **Continuity:** Our deep industry knowledge **filled gaps left by the marketing director's unexpected absence** and departing subject matter experts, keeping in-market activities on track.
- **Productivity:** Produced a **new messaging framework**, sales presentation, fact sheet and explainer video.
- **Prospects:** Generated **22 MQLs** from 4 industry events.
- **Cost Savings:** **Saved \$13,000 in event expenses**, enabling Inteliquet to reallocate budget to different events and other marketing programs.
- **Engagement:** After reactivating, segmenting and optimizing **Inteliquet's 9,000+ opted-in Eloqua contacts**, we implemented three multichannel campaigns to cancer centers.

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Generated from **4** industry events.

**\$13,000**

Saved in event expenses, allowing marketing budget to be reallocated.

**9,000+**

Eloqua contacts were reactivated, segmented and optimized.

## The Advantages of Fractional Marketing

This project with Inteliquet underscores the versatility of Rebound's fractional outsourced team. We assigned different marketing specialists throughout the engagement to address Inteliquet's changing requirements, filling gaps and providing the necessary resources at the right time.