

rebound
MARKETING ACCELERATION™

Marketing
Acceleration™
Solutions

reboundb2b.com

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

Your partner for improving marketing performance

Rebound's Marketing 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.

70+

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

Event Management

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



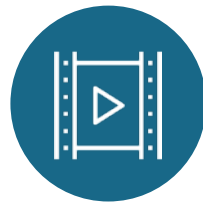
Inbound
and Search



Thought
Leadership



Industry
Media



Rich Media
and Video



Social Media



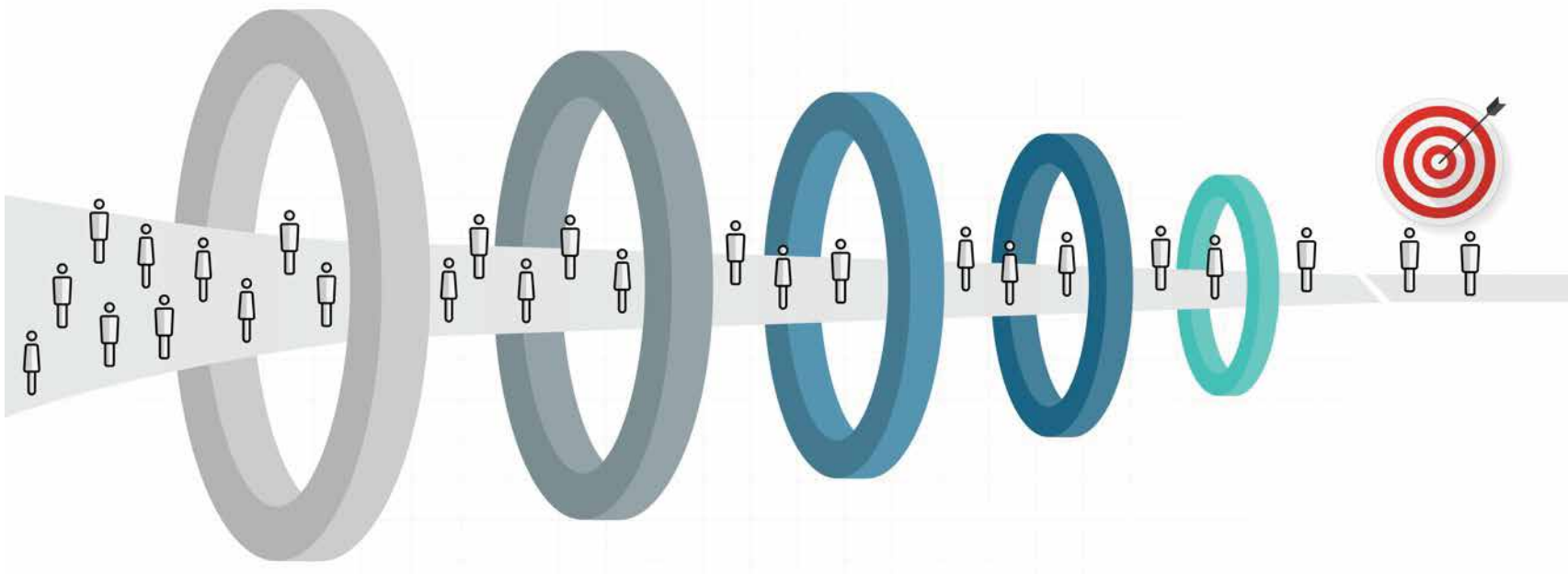
“I am so happy to see these programs launch and our marketing capabilities mature so quickly. This is a major milestone for the company.”

- 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+

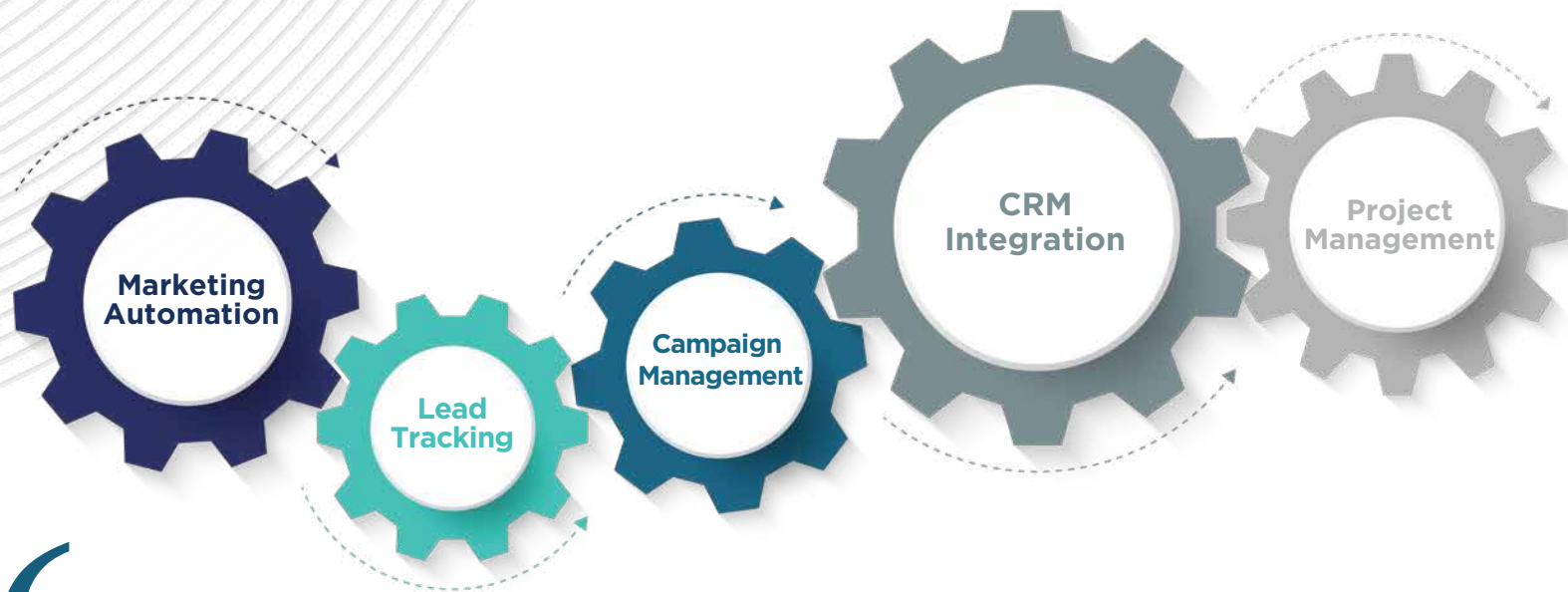
Multichannel
lead-generation
campaigns designed
and executed

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

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.



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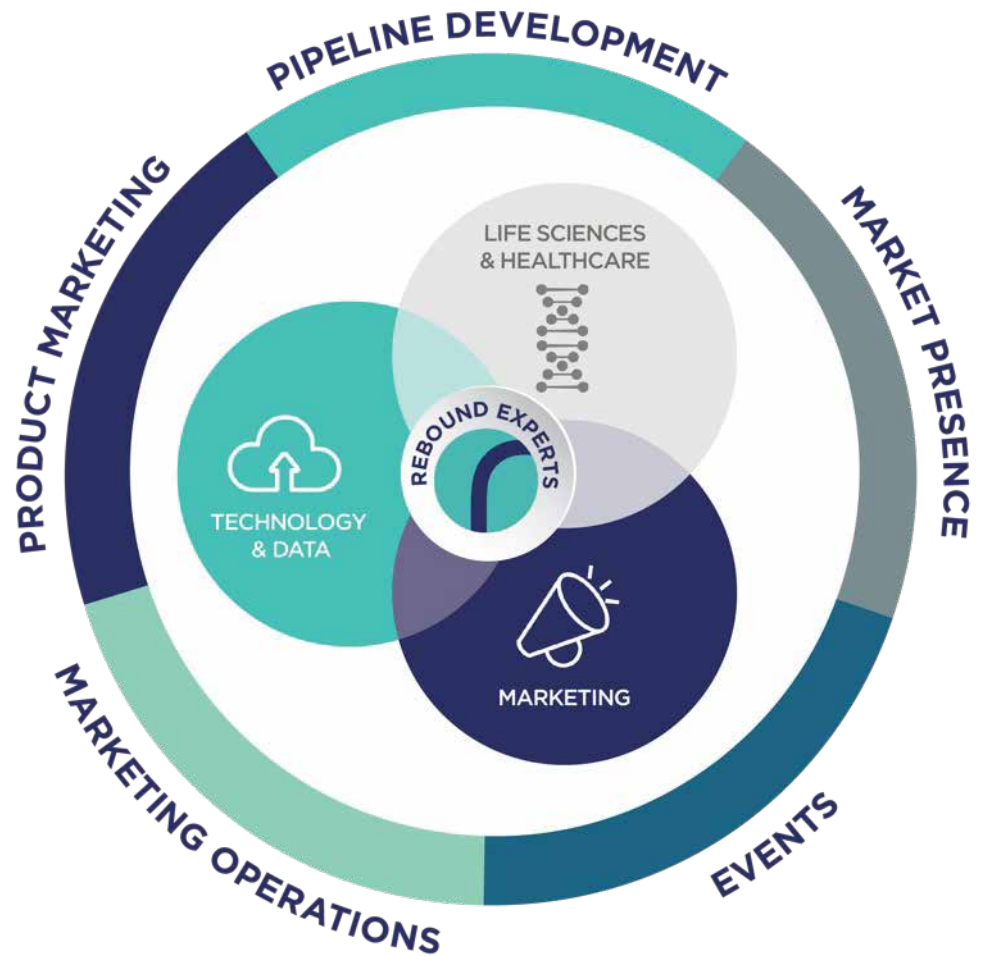
“I don't know how you do it. Your team has some of the best consultants I've ever worked with. Just when I think you couldn't possibly find someone to meet our needs, you pull a rabbit out of the hat.”

- CMO of a global leader in clinical trial services

Providing a complete solution to accelerate marketing 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





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