



CASE STUDY

This Plasma Collection Company Acquires High-Frequency Donors with Buxton's Targeted Marketing Solutions

An industry leader in plasma collection with over 50 locations across the United States wanted to acquire and retain new donors more efficiently. The organization supports pharmaceutical partners in the innovation of lifesaving medications.

The Situation

Because of its versatility, plasma is a valuable ingredient in creating products that treat patients with life-threatening conditions, including hemophilia, immune deficiencies, and other blood disorders. However, plasma samples can only be made effective through multiple collections from a single donor. Consistent donation is essential to the successful innovation of transformational drug therapies. This plasma collection company had several collection facilities that weren't producing the volumes needed from the donation base, and leadership wasn't sure why.

The company needed a solution to acquire new donors that would return to their facilities for multiple donations. Buxton was able to provide the organization with proven techniques in customer

analytics and multi-channel marketing to attract and retain the high-frequency donors that the company was seeking.

The Approach

Buxton used its donor acquisition model to identify the best prospects for outreach. Based on the company's existing donor base, the model selected which prospects were most likely to become repeat donors. Buxton was able to identify the exact households where these potential donors lived, allowing the marketing efforts to be much more targeted for better results.

CONCEPT:

Multi-unit plasma collection company

OBJECTIVE:

Acquire and retain new long-term donors

RESULTS:

Increased donor retention rate to nearly 90%

Once the desired audience was defined, Buxton helped deliver marketing messages through multiple channels, including direct mail campaigns, email campaigns, and display advertisements.

The initial pilot of the campaign covered a sample set of the organization's facilities, and from the beginning, the company began to see a significant number of new donors at their existing centers as a result of the campaign. Buxton then expanded its prospect scoring to market to potential donors at over 40 plasma collection centers nationwide.

Measuring Results

In order to track these campaigns, Buxton designed a dashboard for the company to view the results. The dashboard was updated on a monthly basis and tracked the donors from Buxton's prospect lists to analyze the percentage of those prospects that were actually visiting the collection facilities.

Impact

Buxton's predictive model and advanced multi-channel marketing strategies proved to yield strong results. After two years of working with Buxton, the plasma collection company generated an estimated \$40 million in additional revenue thanks to the work of the donor acquisition model. The company also acquired more than 80,000 new donors, and nearly 90% of their new donors donated plasma two or more times.

Buxton also tracked the number of donors acquired by the predictive model compared to

the number of the company's walk-in donors. The retention rates of the predictive model proved to be higher than that of the company's organic acquisition methods.

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Looking Ahead

The plasma collection company continues to see growing results from Buxton's donor acquisition model. Armed with leading technology in plasma industry solutions, the organization can now make more informed, data-driven decisions as it considers new growth opportunities. The company can confidently open new centers near high concentrations of likely donors and avoid costly marketing and real estate mistakes thanks to Buxton's customer analytics expertise.

To learn more about how Buxton's predictive analytics solutions can support your healthcare marketing strategy, visit www.buxtonco.com or email us at buxton@buxtonco.com to schedule a consultation.