



A New Way To Get Spec'd In Early

Connect with R&D teams at their point of need

ROI realized
within 3 months



First custom order received within

3 months



CLV estimated at

>\$10M

The Challenge

A cardiovascular supplier wanted to grow sales of one of their products. To do this, they needed to gain access to a broader group of buyers.

They evaluated traditional methods of lead generation through advertising and tradeshows. They also explored building their own e-commerce solution, but quickly understood the investment and development undertaking as well as the challenge of building a very specific, targeted audience to make their site worthwhile. This made a clear case for leveraging an existing mature marketplace at a fraction of the time and cost.

They made a strategic decision to leverage Chamfr's marketplace as a lead generation tool. By doing so, they tapped into an active community of R&D engineers passionately driving groundbreaking medical device development projects. From innovative startups to big OEMs, these engineers represent the global network of medtech companies.



Well over half of our Chamfr customers we wouldn't have reached with traditional marketing tactics. At a tradeshow, we would have been a booth that they walked past likely with little notice. Chamfr's platform allowed us the ability to reach, secure, and turn their buyers into our long-term customers and partners.

It's about connecting with the right customers at the right time. We're known in the cardiovascular space. But we wanted to connect with customers outside of that space. Chamfr allowed us to do that.





We saw the value immediately. We're happy to pay Chamfr the finder's fee on each and every order because that means we're being successful in getting inbound high quality leads and we have evidence that shows that those leads are being converted.



The Solution

The supplier launched their product on Chamfr. As a premium member they were able to take full advantage of our decades of knowledge and utilized Chamfr's marketing playbook— which is provided to every supplier during the onboarding process—including incorporating a link from their website to Chamfr, engaging with and sharing social media posts, and following up on every order as a hot, high-quality lead.

The supplier developed a thorough lead follow-up and fulfillment process. Their (sales) team was relentless in making contact with each customer within a few days of shipping the order. The supplier found that using Chamfr eliminated the cumbersome process of entering new customers into their ERP system for small R&D quantities. They could wait and do that after they followed up and converted the lead from a single order into a long-term supply agreement.

Their investment in Chamfr proved to be a lucrative decision, as it not only paid for itself but also paved the way for future growth. By reinvesting profits into expanding their inventory, optimizing their product offering, and leveraging co-marketing, retail media and advertising opportunities, they successfully catapulted their brand and products into the spotlight, reaching an even bigger audience.

results

that speak volumes

Within 8 months of launching, the supplier sold 264 SKUs in 45 orders. But the biggest results were from following up on each and every order and connecting with Chamfr's buyer base:

*** Within the first 3 months**
they secured a \$100k custom order

*** Within 6 months**
this new customer placed a follow-on order which was used in their first-in-human clinical trial, locking them in as a long-term supplier

*** Within the first 8 months**
they secured a long-term supply agreement. The estimated annual value for this product will exceed \$1M in year one with the potential to reach \$10M per year

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