



Quest Diagnostics

Helping a B2B industry leader launch and scale a DTC channel.

Challenge

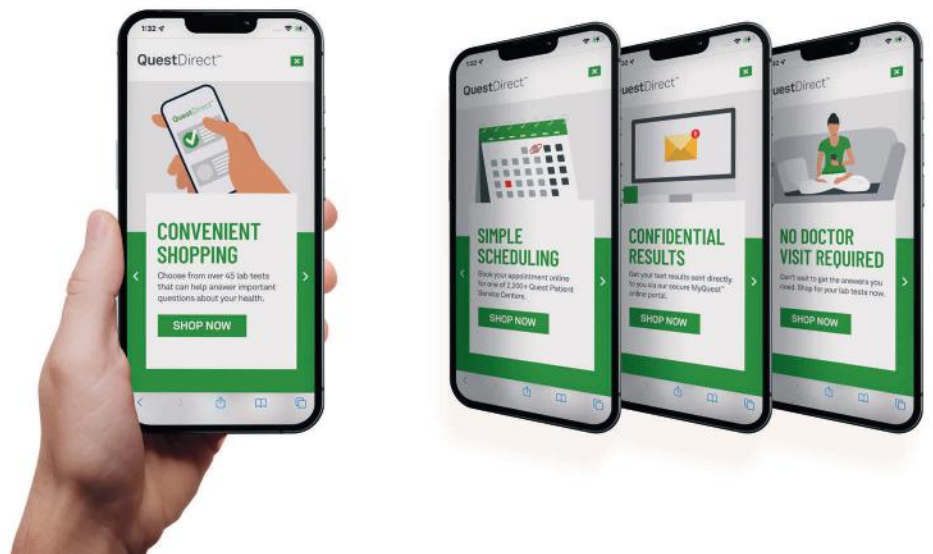
In early 2019, Quest Diagnostics, a leading provider of B2B diagnostic information services, asked Flynn to help them build and grow their newly launched consumer-initiated testing (CIT) business, QuestDirect. That included helping close the gap between their digital program's frontend activity and backend sales data—essential for the optimization that drives business growth.

Results



revenue
growth

to \$70MM in just three years*



Breakthrough

Flynn began by exhaustively mapping Quest's customer and data journeys to help build the necessary data systems for measurement. Then we launched a more-trackable marketing program that dramatically increased media effectiveness. Key turning points included:

Geographically analyzing Quest's 2,250 patient service centers to prioritize media spending on markets with the highest ROI potential

Collecting, segmenting, and activating first-party data while maintaining HIPAA compliance

Building and launching a hyper-local branded and non-branded paid search campaign targeted to capture demand from people actively researching and shopping for tests offered by QuestDirect

Scaling

With the right infrastructure in place, Flynn leveraged years of DTC-marketing experience to build a digital-first performance marketing machine that's continued to scale with QuestDirect's growth. Utilizing a continuous test-and-learn approach, we've been able to quickly attribute results back to each initiative and business goal, using that data to continually secure incremental funds that have driven exponential growth.

