



KeyOps Builds a Strong Foundation for ABM Success

Overview

For pharmaceutical companies, physician market research plays a crucial role in developing effective sales and marketing strategies. But at a time when technology has reinvented the way we connect with the world, the relationship between doctors and the life sciences industry is stuck in the past.

Most pharma companies still rely on traditional market research efforts, including in-person advisory boards and ATU (awareness, trial, and usage) studies – tactics that are expensive and take months to generate results.

KeyOps is looking to change that. Founded in 2020, the Toronto-based startup has developed a digital platform that connects pharma commercial teams to a growing physician network across North America. Using KeyOps, sales and marketing leaders can generate highly targeted insights in a matter of days.

After closing an initial seed-round investment, KeyOps began looking for ways to scale its business and clearly articulate the company's value proposition. Convinced that account-based marketing (ABM) was the best strategy to deliver immediate results, the executive team engaged Health Launchpad in 2023 to build a strong ABM foundation.



Challenge

Marketing a new digital solution for physician market research to pharmaceutical companies facing large incumbents.



Solution

Develop and implement a **targeted ABM strategy** to drive brand awareness and generate demand.



Result

Generated more than **120 high-engagement leads** from targeted accounts during the first year of partnership.



Challenge

Finding the Right Strategic Partner for Healthcare ABM

KeyOps first connected with Adam Turinas, founder and CEO of Health Launchpad, while searching for a partner to help build an ABM strategy.

Peter Doulas, CEO at KeyOps, was convinced that account-based marketing was the right approach to grow the startup. But his team lacked the capabilities to launch a campaign on their own. So they went on a journey to find someone with ABM expertise.

“During our search, we found people who were good at account-based marketing in general or people who had healthcare expertise in general,” said Peter. “But we couldn’t find the magic combination of both.”

For KeyOps, a deep knowledge of healthcare was non-negotiable. If the startup was going to sell into the world’s largest pharmaceutical companies using ABM, both the company’s messaging and sales approach needed to be credible.

“When we came across Adam, I was immediately drawn to both his expertise in account-based marketing and his domain knowledge,” Peter explained. “It felt like I had found a rare unicorn in the market.”

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Solution

Setting the Strategy: The ABM Playbook

As KeyOps began its account-based marketing journey, the first step was to define and build a custom strategy – in the form of an ABM Playbook.

The playbook process started with developing a deep understanding of KeyOps' ideal customer profile (ICP). Then, the Health Launchpad team produced a buyer journey framework based on how life sciences companies truly buy in the market. This work included an evaluation of KeyOps' unique value proposition, and a detailed sales and marketing engagement strategy to reach prospects at every step of the process: From problem-solving through evaluation and decision.

Using the firm's proprietary Total Customer Growth approach, the KeyOps team was trained on how to:

- Identify in-market accounts showing intent
- Engage prospects across the buyer journey
- Improve conversion rates with targeted digital advertising
- Grow new customers into highly profitable long-term customers

"The ABM playbook was exactly what we hoped it would be," said Peter. "It was centered around unique content, digital demand-generation techniques, and a holistic approach that included bringing in sales development representatives (SDRs) to call on individuals who were interacting with the ads and the content."

Launching an ABM Campaign: Marketing-as-a-Services

With a solid strategy in place, KeyOps was excited to implement its new ABM strategy. But the company didn't have the resources needed to immediately get a campaign off the ground. That's when the relationship with Health Launchpad evolved from the development of an ABM Playbook to taking advantage of the firm's marketing-as-a-service offering.

"We had the ABM playbook, but it's just vaporware if you don't launch it into the market," said Peter. "Health Launchpad brought in all of the expertise we needed. Having a team that could start running right away allowed us to implement much faster than we would have been able to do on our own."

Over the next 12 months, KeyOps worked with Health Launchpad's team of experienced healthcare marketers to build and implement the tactics needed for ABM success, including:

- Revised brand messaging and positioning
- A new customer-focused website
- Content including blog posts, case studies, and infographics
- Digital advertisements with paid ABM campaigns on Google and LinkedIn
- Sales development representative (SDR) support

"We didn't have the capacity or expertise to operationalize those things," said Peter. "Tapping into the expertise at Health Launchpad helped us implement in a way that we could start getting results early and effectively."

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Result

The Value of Partnering with ABM Experts

With the help of Health Launchpad, KeyOps successfully launched its first series of ABM campaigns – generating more than 120 high-engagement leads from targeted accounts during the first year of partnership.

During this time, the leadership at KeyOps also learned what it takes to build its in-house sales and marketing capabilities for the future.

“If you think of ABM like a muscle you’re building, you don’t go from nothing to being super strong. You have to build it up over time,” said Peter. “The approach that we’ve taken with Health Launchpad has allowed us to grow into that over time and figure out where we are good and where we still have room to grow.”

As the relationship has evolved, Health Launchpad continues to help KeyOps refine its ABM strategy – introducing subtle shifts in messaging and account targeting based on the results of ongoing campaigns.

“Adam’s assembled a good group of people that are client friendly and really get to the heart of what we’re trying to accomplish. Collectively they’ve helped us elevate our game,” Peter shared. “Now, we have a great jumpstart on building a repeatable engine to get our company’s name in front of decision makers. There are predictable leads coming in at a regular cadence, where we didn’t have that before.”

As KeyOps eyes its next rounds of Series A and Series B funding, a strong ABM foundation serves as a proof point for investors that the company has a repeatable customer acquisition process – and that it’s ready to scale to the next level.

“To someone considering ABM, it’s much harder to operationally build a system than it looks,” said Peter. “The advice that I would give to someone is make sure you’ve got the right support and expertise around the table. For us, Health Launchpad gave us the ability to do that.”



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