



UPFRONT HEALTHCARE & SALESFORCE INTEGRATION

Acquire more patients with advanced personalization and strategic market insights.

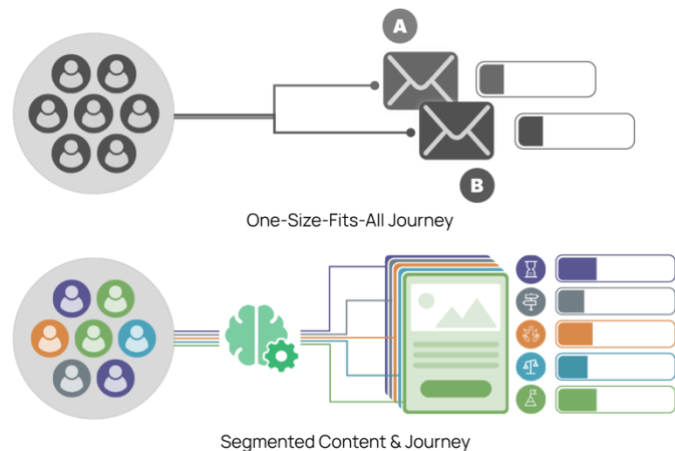
Connect Upfront to Salesforce and uplevel your campaigns.

Upfront's Salesforce integration complements patient marketing programs with insights that drive truly personalized experiences and convert more patients. With automated audience segmentation and research-backed market insights, Upfront unlocks a deeper understanding of patients, enables smarter campaign planning, and informs content journeys that score higher performance – all within existing CRM workflows.

Deliver the personalized healthcare experiences that your patients want.

Today's patients expect outreach that feels uniquely tailored to them, with messaging that goes beyond solely name and demographics. What they often receive instead are mass campaigns with one-size-fits-all content that's easy to ignore in a crowded inbox. So, how do you break through?

Upfront uplevels healthcare marketing campaigns with consumer-science backed strategies that move the needle on acquisition and retention goals. Embedded directly within Salesforce, Upfront assigns every patient in your list one of five unique healthcare-specific segments - then guides you through the process of building corresponding campaign journeys and rich content unique to each of them, all data-backed to improve conversion.



Send the right message, at the right time, on the right channel with psychographics.

Upfront uses a proprietary model to segment patients based on healthcare psychographics, which are data points that pertain to a person's attitudes, beliefs, values, lifestyle, and personality. More powerful than demographic information alone, psychographics allow you to craft campaigns that are relevant, impactful, and proven to convert.



HOW IT WORKS



1 Understand patients on a deeper level with market insights and intelligence.



2 Plan a campaign with the right themes, channel mix, and cadence to perform.



3 Segment the audience using psychographics and create rich contact profiles.



4 Create tailored content that's proven to convert using robust creative playbooks.



5 Build and deploy journeys that take patient engagement to the next level.

Win more patients with our proven framework for improving engagement.

Marketing campaigns perform better when they're enriched by psychographics and market intelligence. Patient outreach that's created using Upfront's psychographic segmentation and insights consistently outperforms industry-average benchmarks.

2x+

Increase in open rates¹

25%

Increase in CTR¹

22x

Increase in conversion rate²

¹ When compared to Campaign Monitor's industry averages for healthcare services

² When compared to Klaviyo's industry averages for healthcare