

"Visit the doctor less – learn to check yourself" – how KNOTs Research increased sales of personal medical equipment

Increased Product Sales Significantly Across Europe and USA



Challenge

Identify **actionable marketing strategies** to increase sales of our client's core products (personal medical equipment) in several target markets.

Approach

All three different groups of respondents - **product sellers, buyers** and **people intending to buy** the products were invited for the research. This allowed us to have a **'full-view' of the market**. In order to successfully capture the insight from all these 'hard-to-reach' respondents using online methodology, KNOTs Research utilized its **unique filtering capability**.

Insights

The thorough, comprehensive, and **actionable research results** have helped our client to finetune their marketing and sales strategies. **Sales figures** of the tested products **increased significantly** across Europe and USA.