

TytoCare leverages buyer intent signals in LinkedIn Sales Navigator to strengthen their sales strategy



Location: New York | No. of Employees: 250
Industry: Telehealth & Virtual Care



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Ryan Trapani-Goldberg
Director of Revenue Enablement at TytoCare



Challenge

Seeking deeper insights

- TytoCare, a New York and Israel-based virtual care company, works with leading health plans and providers worldwide, to roll out Home Smart Clinic solutions that offer remote physical exams from anywhere to enable accessible, high-quality primary care from home.
- TytoCare adopted an account-based strategy to expand their services globally and needed to identify decision makers within health plan and provider networks who share TytoCare’s holistic care approach.
- The databases TytoCare had been working with did not offer the degree of insight needed to capture nuances around the individual’s philosophy of care, which is an important buyer intent signal for TytoCare.



Solution

People-powered data that signals intent

- LinkedIn Sales Navigator enabled TytoCare to connect with customers via a platform built on people-powered data, delivering deep insights that signal intent.
- The data available through LinkedIn is vital to TytoCare deploying their targeting strategy. “We leverage LinkedIn to enrich our Salesforce data to build out our accounts,” explains Ryan Trapani-Goldberg, Director of Revenue Enablement at TytoCare.
- “LinkedIn allows you to build that casual connection with customers by understanding who the person is at a level that other data enrichment platforms simply can’t because they aren’t curated by that individual like LinkedIn is.”



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Becca Noy
Marketing Operations Manager at TytoCare



Results

Company-wide adoption

- Sales Navigator became the primary source of truth for customer data across the organization. “Sales Navigator is used across many different teams within TytoCare,” notes Trapani-Goldberg, “so it is truly adopted by everyone.”
- This adoption has become standard practice for the organization. “It’s written into our standard operating procedure (SOP) that LinkedIn Sales Navigator is the first place to look,” Becca Noy, Marketing Operations Manager at TytoCare, adds. “Sales Navigator is the most up-to-date database out there in terms of identifying contacts.”
- The Director of Business Development at TytoCare, Ben Gershon, establishes the importance of Sales Navigator for his team: “LinkedIn is an integral part in our outreach efforts.”
- According to Gershon, Sales Navigator also enables a strong partnership between Account Executives and Business Development team.

Over

90%

of outbound contacts originated in Sales Navigator

86%

increase in searches through Sales Navigator

Warm connections

- TytoCare has realized the benefits of connecting with customers over content. Trapani-Goldberg explains, “We’re building our networks and engaging with other people’s content, and people are engaging with our content, so they know who we are before we initiate that connection. It warms up the outreach significantly.”
- The amount of voluntarily shared personal data helps TytoCare to zero in on the optimal way to make contact. “It’s a wonderful way for us to be able to see who’s attending events, comment on pictures of events, and be included in conversations around those events. We can really leverage the relationship-building aspect of LinkedIn.”
- Sales Navigator makes it easy to maintain that personal connection with contacts. Trapani-Goldberg shares, “I find the timeline feature to be immensely helpful. It shows you what you share in common with your contacts, as well as your past engagement with that individual.”

Buyer Intent Signals

- Sales Navigator helps with buyer intent signals. Gershon explains, “We save all our prospective accounts and leads so we’ll get notified on all the changes and trends that an account or prospect is having, which allows us to prioritize our work and see who may be open to buying our product. There may be an acquisition or new product launch which we can then reference in our outreach.”
- Gershon also uses the buyer intent feature for her team: “When you click on the accounts tab, you can see the buyer intent of each of your accounts.”
- TytoCare’s use case for Sales Navigator is a great example of how healthcare companies can leverage the LinkedIn platform to build warm connections and understand buyer intent signals.

Smart features within Sales Navigator

- Sales Navigator’s lists feature enables Account Executives (AEs) and Business Development Representatives (BDRs) to collaborate over vital information as they build out their account-based marketing campaigns.
- Noy appreciates the account-mapping capabilities within LinkedIn Sales Navigator. “It’s the Marketing Analyst’s role in TytoCare to map the prospects for the Business Development team. Sales Navigator is the main platform that we use in order to identify these people so the BDRs can do their outreach. It’s the only platform where the prospect really ‘owns’ the data – they actually want their details listed there and therefore they ensure its up-to-date. This is why the team begins in Sales Navigator in order to identify prospects.”



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Ben Gershon

Director, Business Development at TytoCare