

LUMENIS

CASE STUDY:

Scaling Precision Marketing Across Vision and Aesthetics



INDUSTRY

Healthcare
Technology

COMPANY PROFILE

Lumenis is a global medical technology company developing energy-based solutions for aesthetic and vision care.

LUMENIS

Lumenis, a global medical technology leader across Vision and Aesthetics, required more than campaign execution. They needed a strategic partner capable of managing **complex CRM dependencies, multi-unit segmentation logic, high-stakes clinical messaging, and revenue-critical campaign timelines without introducing operational risk.**

Through a twelve-month **Marketer on Demand** engagement, Vonazon embedded itself as an extension of the Lumenis marketing function, delivering integrated campaign execution, CRM governance, automation optimization, and SEO expansion.

The transformation was not incremental. Lumenis moved from reactive campaign deployment to a **structured, scalable revenue marketing engine** supported by documented governance, standardized frameworks, and measurable organic growth.

The Business Context

Lumenis operates across two distinct business units, Vision and Aesthetics, each with unique audiences, product portfolios, and campaign strategies. Both teams were simultaneously managing regional events, product launches, webinars, and post-event engagement initiatives across multiple cities.

Execution required coordination across:

- HubSpot CRM and marketing automation
- Salesforce data dependencies
- Regional segmentation overlays
- Sales enablement workflows
- SEO-driven content initiatives
- Paid and organic demand generation

The organization sought **holistic marketing and platform support**, including automation management, list governance, content production, and campaign optimization. The engagement was structured as a twelve-month retainer providing **strategic consulting and implementation support**, but the true scope extended into infrastructure stabilization and operational risk mitigation.

THE CHALLENGE



**Revenue-Critical
Campaign
Velocity**



**CRM
Segmentation
Complexity and
Data Risk**



**Clinical Accuracy
and Brand
Sensitivity**



**Organizational
Transition and
Process Gaps**

01

Revenue-Critical Campaign Velocity

Marketing initiatives were directly tied to event performance and downstream product sales. Deadlines were compressed, and execution errors carried revenue implications.

Marketing had to operate at speed without sacrificing compliance, brand accuracy, or segmentation integrity.

02

CRM Segmentation Complexity and Data Risk

Email execution relied on layered segmentation logic inside HubSpot, often dependent on Salesforce lifecycle transitions. Multiple lists existed across business units, each with nuanced filtering logic.

**Internal teams
acknowledged the exposure:**

"There are so many different nuances with our lists."

Without governance controls, campaigns risked mis-targeting, duplicate sends, or failing to suppress customers who had converted.

The complexity was not tactical. It was architectural.

03

Clinical Accuracy and Brand Sensitivity

Lumenis operates in a clinical and physician-driven environment. Content inaccuracies, even minor ones, could damage credibility.

A stakeholder underscored the stakes:

“For the general doctor stuff, like it’s really important that we get doctors’ names right. Bios right. That’s where little things could be catastrophic.”

Velocity alone was insufficient. Precision was mandatory.

04

Organizational Transition and Process Gaps

Ownership of list creation and campaign execution shifted internally during the engagement. Without standardized documentation and governance, institutional knowledge risked fragmentation.

The team recognized a recurring pattern:

“Whenever we introduce new elements, something goes wrong.”

The organization needed stability, not just speed.

VONAZON'S APPROACH

01

Embedded
Marketing
Infrastructure

02

Formalized List
Governance and
System Alignment

03

Standardized
Campaign
Frameworks

04

SEO as Revenue
Infrastructure

Embedded Marketing Infrastructure

Under the Marketer on Demand model, Vonazon delivered **ongoing strategic execution, automation management, CRM configuration, content production, and SEO optimization** within a unified operating framework.



Rather than operating as a project vendor, Vonazon acted as an embedded extension of the marketing team, providing:

- HubSpot automation configuration and operational workflows
- Inclusion list logic and lead scoring strategy
- Campaign builds for regional events and webinars
- Landing page development and form integrations
- SEO-optimized blog, whitepaper, and gated asset production
- Paid campaign development and optimization
- Ongoing website performance review and SEO formatting

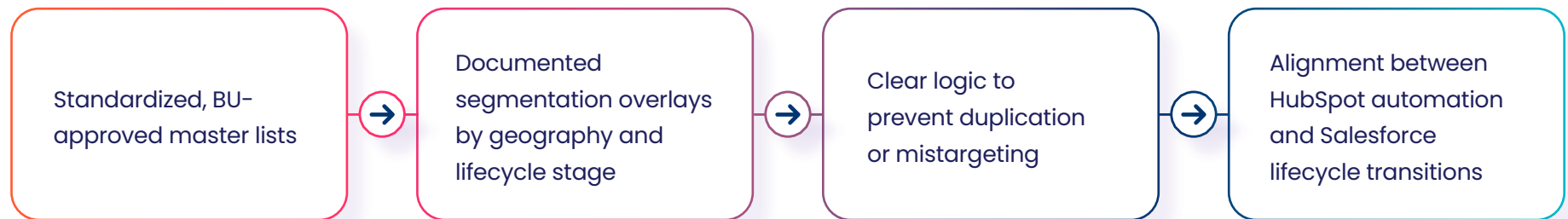
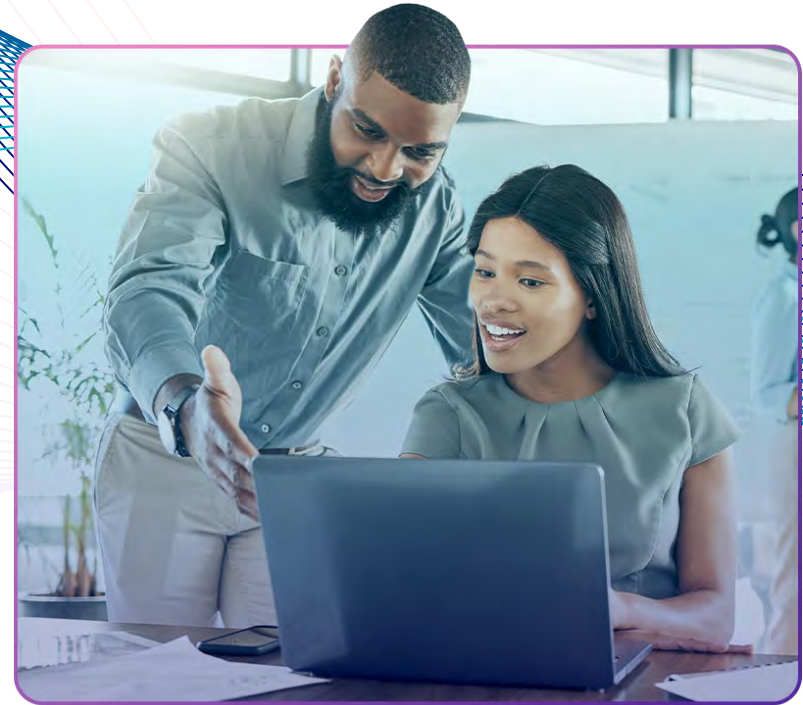
The engagement prioritized both execution and structural improvement.

02

Formalized List Governance and System Alignment

To reduce CRM risk, Vonazon collaborated with internal stakeholders to establish a **foundational list governance framework**.

Key initiatives included:



This shift reduced ambiguity, stabilized campaign deployment, and protected business continuity during high-velocity initiatives.

03

Standardized Campaign Frameworks

For regional promotions and product initiatives, Vonazon developed reusable frameworks for:

- Promotional email sequences
- Reminder and confirmation workflows
- Post-event nurture campaigns
- Webinar promotion and on-demand distribution
- Modular landing page structures

This allowed Lumenis to execute rapidly without reintroducing structural risk.



04

SEO as Revenue Infrastructure

SEO was not treated as a parallel initiative. It was integrated into content development, landing page architecture, HubSpot implementation, and ongoing website optimization.

Each content asset supported both immediate campaign needs and long-term organic authority growth.

THE RESULTS



Expanded Organic Visibility and Market Authority

Over the engagement period, Lumenis' organic keyword footprint grew to **13.7K ranking keywords**, reflecting measurable expansion in search visibility.

More importantly, distribution strengthened across **Top 3, Top 10, and Top 20 positions**, signaling competitive gains on higher-intent search terms rather than surface-level growth.

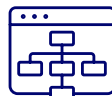
This translated into improved authority across product-related and event-related queries.



Sustained Organic Traffic Growth

Monthly organic traffic reached **19.5K visits**, reflecting sustained growth across a multi-year trend line.

This increase expanded top-of-funnel reach, strengthened inbound discoverability for product launches and webinars, and created scalable acquisition channels independent of paid media fluctuations.



Organizational Stability and Process Maturity

By formalizing list logic, documentation, and automation structures, Lumenis reduced dependency on individual institutional knowledge.

The organization transitioned from high-stress execution to process-driven revenue enablement.

THE RESULTS



Reduced Campaign Risk and Improved Predictability

With documented governance and standardized frameworks in place, campaign launches became more stable and predictable. The risk of segmentation errors, duplication, or lifecycle misalignment was materially reduced.

Marketing execution moved from reactive troubleshooting to structured deployment.



Strengthened Sales Enablement

Regional campaigns and event initiatives were deployed on schedule, ensuring sales teams had aligned messaging, accurate materials, and coordinated follow-up workflows.

Marketing became a stabilizing force rather than a bottleneck.



Increased Earned Search Value

Organic traffic generated an estimated **\$52.1K in equivalent traffic cost value**, demonstrating that Lumenis was building owned search equity that would otherwise require significant paid investment.

The business impact was clear: stronger organic authority reduced reliance on paid acquisition while supporting long-term scalability.

LOOKING AHEAD

With CRM governance stabilized, SEO authority expanding, and campaign frameworks standardized, Lumenis is positioned to scale future product launches and regional initiatives with greater confidence.

Marketing now operates on structured infrastructure rather than urgency.

The next phase focuses on deeper reporting alignment, continued automation refinement, and further expansion of organic authority to support long-term revenue performance across Vision and Aesthetics.

Ready to strengthen your system alignment and reduce campaign risk?



**Let's build a scalable marketing
infrastructure together.**



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