



tebra SOCIETY22

# Tebra

*A Case Study*



# Becoming a Household Name

Kareo and PatientPop, two established leaders in the Health Tech space, merged to form Tebra, essentially building an entirely new brand from the ground up.

## GOALS:

We aimed to secure press coverage for large company announcements, consistently share educational content that drove value for customers, position executives as thought leaders, and ensure Tebra was mentioned alongside its competitors. We committed to capturing at least 10% of the market share from its competitors by year end. The goals were ambitious yet meticulously executed.

*Our mission was clear: Put Tebra on the map, amplify the brand for all stakeholders and showcase its position in the market.*





## Strategy for Transformation:

- Capture attention and boost engagement through storytelling: Crafted over 60 compelling story angles tailored to each publication and its audience.
- Executive Thought Leadership: Positioned Tebra's executive team as industry experts and influencers with over 60 published articles attributed to more than 5 executives.
- Become go-to resource: Pitched to over 600 journalists across diverse outlets and nurtured ongoing media relationships with coveted publications like Business Insider, Forbes, and TechCrunch.
- Fresh Content Strategy: Shared exclusive surveys, research, whitepapers, and timely news alongside Tebra's relevance in the industry.

## The Transformation Takes Shape

Tebra became synonymous with consumerized healthcare and became the go-to software for independent practices. By the close of 2022, the numbers spoke volumes:

### 117 Media Placements:

A staggering leap from their previous count.

### Explosive Readership:

4.6K press mentions and a whopping 60.6B readership.

### Equivalent Advertising Value:

Exceeding \$113M, showcasing their newfound prominence at a fraction of the cost.





## Continuation and Growth in 2023

### Maintained Momentum:

Consistently secured press coverage each month with new and exciting stories to capture audience and boost engagement.

### Web Traffic Surge:

Each top-tier article drove significant spikes in website visits.

### Educational Articles:

8.2K press mentions, including 253 highly informative articles, reaching over 80.3B in readership.

### Enhanced Domain Authority:

Increased by 36 points, bolstering Tebra's online presence.

### Market Domination:

Captured over 30% of competitors' voice and digital market share.

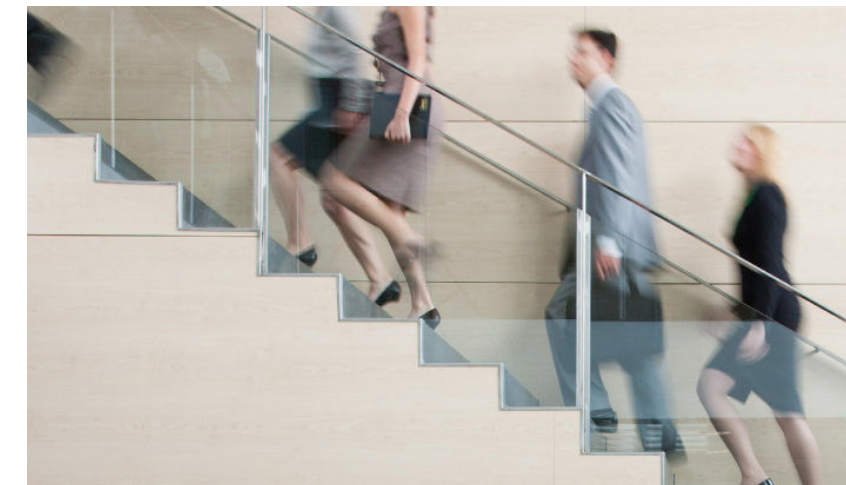
*Tebra solidified its presence in the marketplace, established trust and maintained the confidence of employees, customers, partners, and investors.*

## Conclusion

### Tebra's Ascension

Tebra's brand evolution positioned it as a household name in its market among customers, competitors, and investors.

Tebra's market influence positioned it for accelerated growth and allowed it to launch new products to penetrate new markets.



## Want results like this?

Click here to book a call:

[www.society22pr.com](http://www.society22pr.com)

Or call us at: 1-929-367-8993

SOCIETY 22

✦ tebra

