



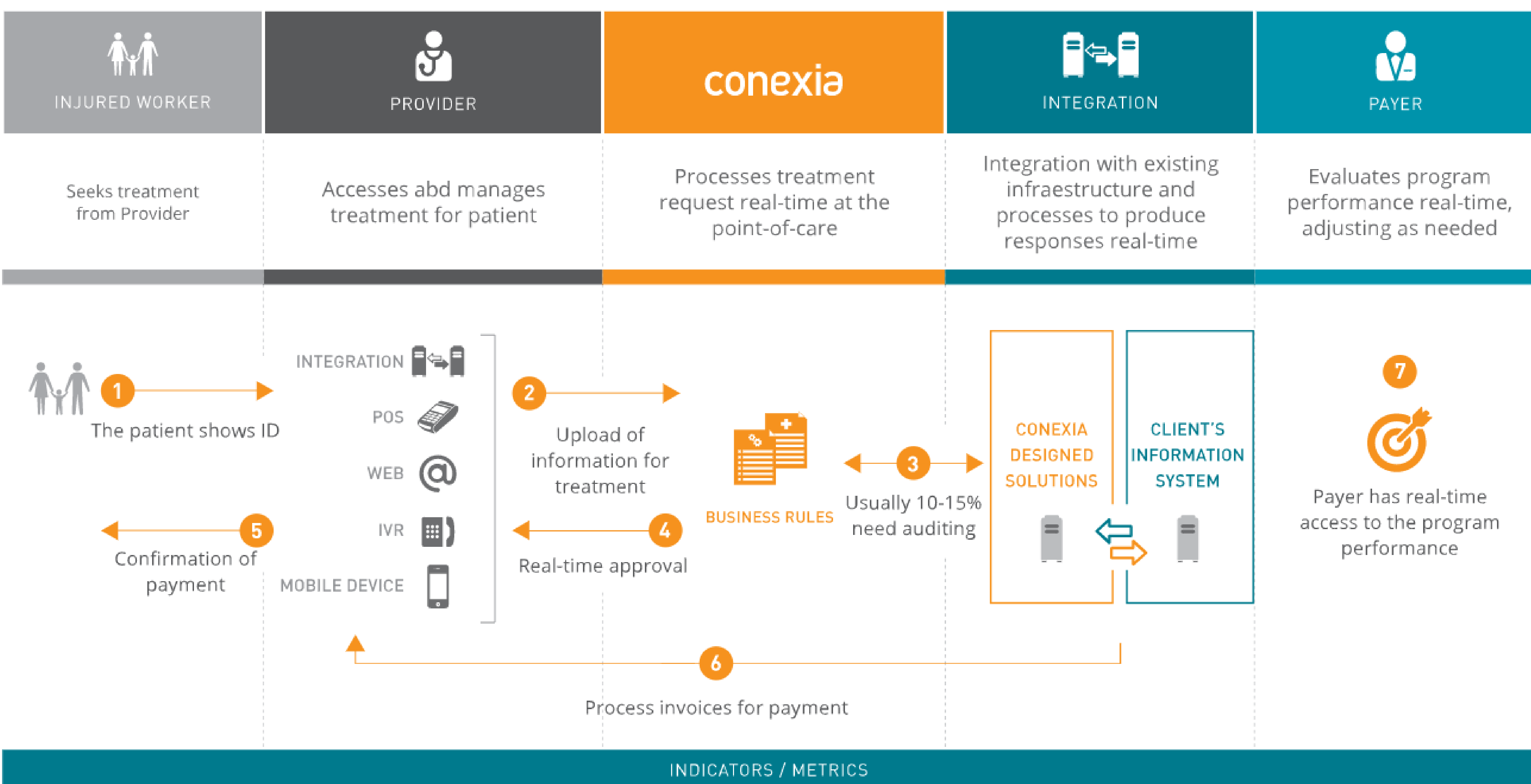
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G-Lab 2017 Buenos Aires, Argentina

Company Context

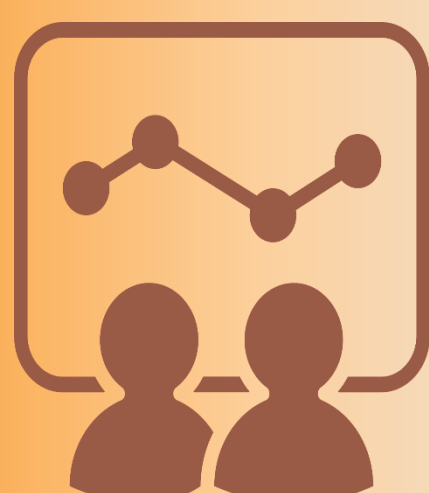


- **Industry:** Conexia is a health insurance and worker's compensation IT solutions company based in Argentina providing insurance clients with real-time, point of care adjudication via an online platform. The Conexia solution connects patient, payer and provider in real-time to reduce return-to-work time, administrative costs and fraud.
- **Challenge:** since entering the US market in 2012, Conexia has faced an uphill battle in gaining new clients and aims to build-out its digital marketing capabilities to improve lead generation



Our Focus:

Workstreams



- **Core Deliverables:** a three pronged approach to improving Conexia's digital marketing
 - **Inbound** digital marketing strategy including website design strategy and SEO
 - **Outbound** digital marketing strategy with emphasis on Digital Ad Campaigns
 - **Target customer refresh** at "Top-of-the-funnel" leveraging outside data gathering
- **Supporting Deliverables:** two additional workstreams to support and further explore the core deliverables
 - **Primary Market Research** involving identifying, connecting with and interviewing key stakeholders in the market and synthesizing insights
 - **Strategic influencers** in the insurance technology space that have the potential to significantly accelerate awareness and lead generation for Conexia