

Get more medical customers.

Reach **520,000** medical buyers that source the equipment and products they need every year on **MedicalSearch.com.au**



- **Target** medical buyers
- **Generate** high quality leads and sales
- **Showcase** your products and solutions
- **Publish** valuable content to inform buyers



520,000
Medical buyers

30,000+
Engaged subscribers

Every 3 minutes
Buyer enquiry made

Ask our friendly team how to get started today! - **MedicalSearch.com.au**

Success Stories



Find out why innovative suppliers choose a Storefront as a part of their sales and marketing mix.

[Watch Short Video](#)

“We drive a lot of sales from MedicalSearch”

- Allen He
Marketing Manager



“MedicalSearch links us to a broader network of clinical buyers that we wouldn't normally get access to”

- Jason Gow
Marketing Communications Leader ANZ



“Significant ROI and ongoing pipeline of valuable opportunities”

- Gina Kent
Marketing Manager ANZ



“The platform helps us achieve campaign KPIs and ROI”

- Paula Rizzini
Digital Marketing Manager APAC



“Large and reputable hospitals have been contacting us via MedicalSearch”

- Deborah Walker
Marketing Manager



“Having the ability to precisely target potential customers has delivered a pleasing ROI”

- Liam Calvert
National Marketing Manager



“As a company we monitor our metrics carefully and we've managed to drive a positive ROI from MedicalSearch”

- Joanna Forbutt
Marketing Manager



"Enquiries we receive have a very high conversion rate compared to other methods we have engaged"

- Rob Muller
Director



"We are able to discover new segments of interest in the market that we had not previously considered"

- Harvey Grantham
Managing Director



"MedicalSearch has been game-changing for Haines Medical!"

- Emma Gilbert
Marketing Manager



"Valuable platform for us to reach new medical customers and drive sales"

- Brian Johnston
National Sales & Marketing Manager



"I will definitely recommend our counterparts to join this platform"

- Tom Toi
Director



"Best move we've ever made!"

- Eddi Cohen
Medical Director



"It's really making a difference"

- Daniel Yaffe
Director



"We receive a few nice leads each month"

- Jim Owen
Sales Relationship Manager



"A plug and play marketing engine that drives high quality enquiries for our products regularly"

- Lester Rowland
Director



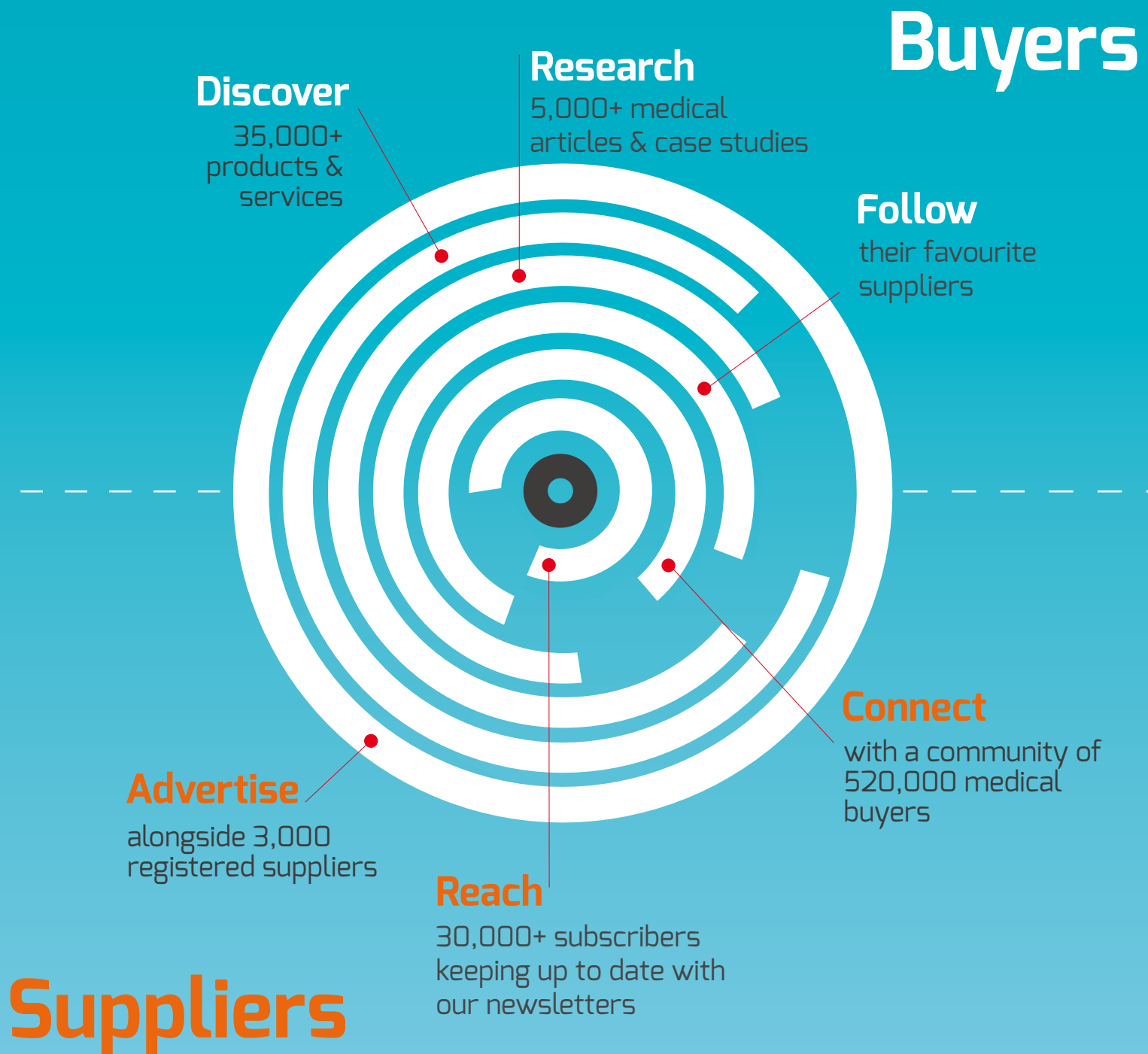
"Good flow of enquiries!"

- Thomas Bromberger
Managing Director



Buyers trust our popular **Get Quotes** tool to quickly and easily connect with expert suppliers, so they can compare quotes and **buy with confidence!**

As business continues to change, so too does the B2B buying journey. Buyers want to research the best solutions and engage with suppliers in new ways — **MedicalSearch facilitates this new type of conversation.**



Storefront Marketing

A Storefront connects your business with informed medical buyers using our marketplace.

Our visitors are informed and engaged buyers who are actively researching and buying medical equipment. They use MedicalSearch to:



Research the latest medical information and ideas



Discover the best equipment and solutions for their needs



Get Quotes to compare so they can buy with confidence



Follow suppliers and keep up to date with what's new



Storefront Marketing

Generate the right business results

How it works



Showcase products & solutions

Display your full range on our marketplace



Publish articles & case studies

Posting thought leadership content builds credibility



Generate qualified leads and sales

Access to Direct leads and Get Quotes from buyers requesting quotes to compare



Provide trade assurance

Showcase key credentials to build trust and confidence



Analytics

Complete tracking and measurement of Storefront buyer activity



Measure results and update your Storefront online 24/7

80%

of B2B sales interactions between suppliers and buyers will occur through digital channels by 2025.

Source: Gartner

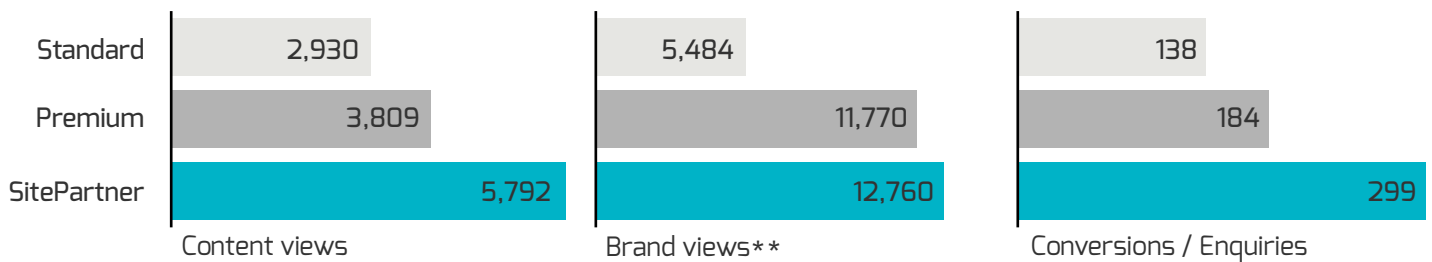
MedicalSearch is the digital platform of choice for Australian medical buyers big and small.



Get up to 5x Better Results

With Premium or SitePartner packages

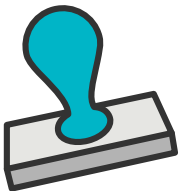
Package Comparison*



*Data based on an aggregated average of Storefronts over 12 months

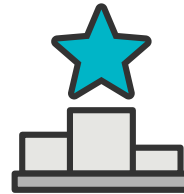
** Does not include newsletters, product categories & product pages

Premium & SitePartner Advantages



More branding

NewsWire branding
Home page branding
Higher directory branding



Higher ranking

Higher search ranking
Higher category ranking
Buyers find your products quicker



More products & content

Standard Storefront 60 pages
Premium Storefront 120 pages
SitePartner Storefront 240 pages

Storefront Packages

“MedicalSearch delivers our highest return on investment”

Gina Kent, Marketing Manager ANZ, Fujifilm Sonosite

Average **2X** more
sales & branding

Average **3X** more
sales & branding

Most Popular

	★ Standard	★★ Premium	★★★ SitePartner
Get Quotes Access more quote requests to increase sales	✓	✓✓	✓✓✓
Ranking Rank higher in categories & searches to increase exposure	3rd	2nd	1st
Content Capacity Showcase products & articles to be found more widely	60	120	240
Category Branding Priority feature on directory carousel	3rd	2nd	1st
Assisted Uploads Products or articles our team upload to save you time	30	60	Unlimited
Home Page Priority feature on the home page	✗	2nd	1st
Industry Placements Priority in themed email newsletters & site-wide campaigns	✓	✓	✓
Trade Assurance Show credentials & verified badge to boost confidence	✓	✓	✓
Analytics Access to Supplier Panel dashboard	✓	✓	✓
Dedicated Consultant Liaise with an expert to boost performance	✓	✓	✓
Searchable Appear in search bar suggestions to be more discovered	✓	✓	✓
Cover Image & Video Showcase a branded cover image and company video	✓	✓	✓
Dedicated Storefront Remove other suppliers logos from your main profile	✓	✓	✓
Monthly	\$548	\$628	\$1022

Prices include GST

Start connecting with 520,000 medical buyers today!

Call 1300 788 373 or email storefronts@medicalsearch.com.au

Get in touch



We're here to answer all your questions.

Phone 1300 788 373
Email storefronts@medicalsearch.com.au
Visit www.medicalsearch.com.au

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Zetland NSW 2017



“ Connecting medical suppliers & buyers since 2005 ”

industriacom marketplaces



IndustraCom is a leading Australian media tech company established in 2005. Our brands are trusted B2B marketplaces where professionals discover products and solutions, keep up to date and connect with qualified suppliers.