



Successfully Navigating the Wild-West of App Development
Tailfin Marketing launches two game-changing iPad Apps for Solta Medical

ATLANTA, Ga. - (July 13, 2011) – Solta Medical wanted to arm their global sales team with tools to help physicians fully appreciate the business upside of incorporating aesthetic treatment systems into their practices. Using iPads as their chosen device platform, Solta worked with their marketing partner, Tailfin Marketing to create a one-two app punch that would add some clarity and up the “cool factor” of the company’s sales messaging.

The first app is a marketing showcase that features the expansive global PR and advertising programs to reach both consumers and doctors around the world. The second app is a bit more business-minded: a Patient Potential and Return on Investment Calculator that demonstrates real-time, localized patient interest levels (based on find-a-doc web searches) and also lets Solta sales reps walk doctors through multiple return on investment scenarios to better communicate the business story behind each device.

“These apps both go a long way to tell the Solta story through a medium that mirrors our commitment to leading edge technologies,” said Jeff Nardoci, Vice President of Global Marketing for Solta. “Both apps are powerful tools and utilize technology that our sales reps love to show off when they meet with customers. The crisp, clear graphics bring our before and after photos to life and do a great job in helping to tell our brand’s complete stories.”

As for the development process, Greg Abel, Director of Client Services at Tailfin called it a “perfect-storm” of technological and marketing know-how, incorporating advances in enterprise app stores, XML code, cloud solutions and mobile device management. “We had to mesh a lot of disciplines together to make sure the apps delivered the user experience we were aiming for,” said Abel. “It took a lot of trailblazing to get everything to work together and behave how we needed it too, but we’ve definitely cracked the code and are looking forward to building what’s next!”



Marketing App



ROI Calculator