



„In Spain we searched for an tool where field presentations can be easy deployed, executed and analysed. From the very first moment we knew that StoryPad will make the difference for us.“

Oscar Generoso, Heel Spain

## About Heel.

Heel is a subsidiary of DELTON AG. DELTON AG is a holding company headquartered in Bad Homburg, Germany. With its divisions Pharmaceuticals and Logistics, it manages the value-creating investment and entrepreneurial activities of its sole shareholder Stefan Quandt.

- Employees worldwide: ~1,400
- Employees at the Baden-Baden site: ~850
- Homeopathic ampoule production: 95 million units a year, making Heel the market leader
- Heel international: Heel medications are available through subsidiaries and distribution partners in 50 countries around the world.

## What Heel needed?

Previously Heel created, printed and distributed promotional materials for its sales team. Since the Heel is always searching for new and innovative approaches in marketing/sales the wanted a tool that:

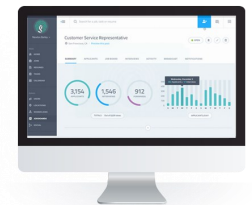
- Enables content centralization
- Distributes and align content to sales reps
- Reduced printing costs
- Made presentation and promotional possible to analyze
- To maximize the usage of tablets on the field
- Position the company as innovative in promotion

## The Results:

With the usage of StoryPad, Heel harmonized the promotional process between office marketing and field users. Now Heel has the possibility to:

- Easily import own and agency created content
- Align the content through the business units and sales teams
- Reduced printing cost for 74%
- Visit/presentation duration was increased from 1.56 to 6.32 minutes
- Every presented slide, object, content can be analyzed

**“StoryPad is the Google Analytics for marketing presentations!”  
Oscar Genoroso, Heel Spain.**





20+ customers

15+ countries

8+ industries

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