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User-Profile-Driven Optimization of Marketing Services for Biohealth Products and B2B Customer Relationship Management Strategies

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Abstract: The Bio-Health Product sector, characterized by rapid technological advancements and intense market competition, faces unique challenges in formulating marketing strategies and managing B2B customer relationships. Traditional, generalized marketing models are no longer sufficient to meet the precise and diverse needs of B-end clients, including hospitals, professional clinics, retail pharmacy chains, and corporate wellness centers. This paper argues that a shift toward strategic, data-driven user profiling is essential for enhancing marketing effectiveness and fostering long-term B-client partnerships. By moving beyond basic firmographic information and developing dynamic, multi-dimensional profiles of client institutions and end-users, companies can achieve unprecedented precision in their marketing initiatives. This study outlines a comprehensive approach to creating B-client profiles, incorporating critical dimensions such as organizational operations, clinical performance, economic drivers, and end-user demographics. These dimensions directly inform the optimization of the key components of the marketing mix-product, price, place, and promotion-enabling the transformation of standard offerings into tailored service solutions. Furthermore, the paper highlights the intrinsic link between user-profile-based marketing and B-client retention. This approach redefines the vendor-client relationship: rather than simply exchanging products, vendors and clients engage as collaborative partners who co-create value through effective cooperation. In the knowledge-intensive bio-health field, sustainable competitive advantage arises not merely from superior products, but from delivering actionable insights and personalized services derived from a deep understanding of clients.

Keywords: user profiling; B2B marketing; bio-health products; CRM (Customer Relationship Management); marketing optimization; servitization; value co-creation

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1. Introduction

The global bio-health industry is currently at a pivotal point of transformation. Advances in biotechnology, genomics, personalized medicine, and digital health have driven a surge of innovations—from enhanced diagnostic tools to gene-based nutrition solutions and novel therapies that support the body's natural healing. In addition, remote patient care systems and AI-powered health devices are reshaping healthcare delivery. Industry forecasts predict that the global bio-health market will reach USD 9.4 trillion by 2028, reflecting substantial growth. However, bringing these innovations to market presents significant challenges. B2B customers, who act as the primary gatekeepers between products and end consumers, are becoming increasingly knowledgeable, risk-conscious, and value-oriented. They operate in environments with stringent healthcare expenditure controls, strict regulatory frameworks (such as FDA and EMA guidelines), and heightened scrutiny over the effectiveness of investments in health outcomes.

This paper introduces User Profiling as a central paradigm for navigating this evolving landscape. While user profiling is well-established in B2C contexts-focusing on individual consumer preferences and behaviors-its application in the B2B bio-health sector requires a more sophisticated, multi-layered approach. Here, the "user" is a composite entity, encompassing the client organization as well as a range of internal stakeholders, including doctors, administrators, purchasers, and end patients. A comprehensive user profile must therefore capture the clinical needs of practitioners, the budgetary constraints of administrators, the operational requirements of procurement teams, and the adherence behaviors of end-users.

The primary argument of this study is that a systematic, user-profile-oriented strategy is not merely an auxiliary tool, but a core component of enhancing marketing services and maintaining long-term B-client relationships in the bio-health sector. The paper first details the process of constructing a three-dimensional B-client profile, then thoroughly examines how these insights directly optimize the marketing service mix [1], and finally demonstrates how this data-driven marketing approach fosters trust-based client relationships, transforming vendors into integral partners within the clients' value chain.

2. User Profiling as a Strategic Approach in B2B Bio-Health Marketing

2.1. Constructing a Multi-Dimensional B-Client User Profile

The cornerstone of an effective user-profile-driven strategy is the development of detailed, dynamic, and comprehensive user profiles. In B2B bio-health marketing, these profiles consist of three interrelated layers that provide critical information for decision-making.

2.1.1. Layer 1: The Organizational Profile (Firmographics & Economics)

The foundational layer defines the client as a business entity and captures objective attributes that influence operations and purchasing behavior. Core data include organization type (e.g., tertiary public hospital, specialized oncology clinic, national pharmacy chain, corporate wellness provider), operational scale (number of facilities, bed capacity, patient volume, annual revenue), geographic footprint (local, regional, or global presence), medical specialty areas (cardiology, dermatology, geriatrics), existing technology infrastructure (electronic health record systems, inventory management software), procurement cycles (quarterly, annual, or project-based), and budget constraints (healthcare reimbursement rates, capital expenditure limits).

This information enables precise client segmentation. For example, a large public hospital with over 5,000 beds typically has a rigorous purchasing process and multiple departments involved due to public fund limitations, resulting in high price sensitivity. In contrast, a small private aesthetic clinic may prioritize premium products and adaptable services over cost considerations. Understanding a client's fiscal calendar-such as end-of-year budgets and quarter-end disbursements-allows vendors to schedule marketing campaigns, contract renewals, and product presentations at optimal times. Additionally, medical specialty informs product relevance: a pediatric hospital will not require geriatric supplements, whereas a diabetes clinic will prioritize glucose monitors and diabetic nutrition products.

2.1.2. Layer 2: The Stakeholder Behavior Profile (Usage & Engagement)

This layer examines the individuals within the client organization and their interactions with the vendor's offerings. Key elements include product utilization rates (by department, team, or individual), reorder frequency and volume, completion of product training programs, customer support history (ticket type, resolution time, satisfaction scores), engagement with marketing content (downloads, webinars, workshops), and qualitative feedback from sales and account management teams.

Behavioral data highlights challenges and opportunities. For instance, underutilization of a diagnostic device within a hospital's radiology department may indicate the need for targeted refresher training or signal a mismatch between the product's features and the clinical workflow. Such insights enable proactive interventions that enhance both adoption and satisfaction.

2.1.3. Layer 3: The End-User Outcome Profile (Clinical & Adherence Data)

The final layer focuses on the individuals who ultimately use the bio-health product. All data at this level are anonymized and aggregated to comply with privacy regulations such as HIPAA and GDPR. Relevant metrics include patient demographics (age, gender, chronic conditions), treatment adherence rates (medication compliance, device usage frequency), clinical outcomes (recovery time, symptom improvement, complication rates), reported side effects or adverse events, quality-of-life indicators (pain scores, mobility, mental health measures), and direct feedback collected through post-treatment surveys or digital health platforms.

When combined, these three layers create a comprehensive 360-degree view of the client, enabling marketing strategies that are both personalized for individual stakeholders and strategic for the organization as a whole [2].

2.2. *Optimizing Marketing Services Through Profiling*

With comprehensive user profiles, bio-health companies can transform each element of the marketing mix from a general-purpose tool into a highly targeted strategy.

2.2.1. Product & Service Strategy: From Standardized to Tailored Solutions

User profiles enable vendors to move beyond selling standalone products toward delivering integrated solutions that address specific client needs [3]. For example, a vendor offering wearable health monitors may initially provide a basic package including activity tracking, heart rate monitoring, and data synchronization. Through profiling a corporate wellness client, the vendor discovers that the client aims to reduce employee stress-related absences and enhance workplace productivity. Consequently, the vendor customizes the package: the wearable is paired with an HR portal showing aggregated employee stress trends, personalized mindfulness modules via a mobile app, and annual wellness reports offering actionable insights for HR teams. The core product remains unchanged, but the service layer addresses the client's unique goals, significantly enhancing value.

Similarly, a vendor of diagnostic reagents may learn from profiling that a large oncology clinic experiences delays in sample processing during peak periods. The vendor responds by providing on-site technical support, integrating sample submission into the clinic's EHR system, and prioritizing access to rapid testing reagents. This tailored service addresses operational pain points and strengthens the client-vendor relationship beyond the core product.

2.2.2. Pricing and Value Proposition: Demonstrating Tangible ROI

B-clients in bio-health, particularly within budget-constrained healthcare systems, require clear justification for expenditures [4]. User profiles provide the insights necessary to quantify value. For instance, a vendor of post-surgery nutritional supplements may demonstrate that their product reduces average hospital stays from 5 to 4.25 days and decreases 30-day readmissions by 20%. With an estimated daily hospital cost of \$2,000, this translates to \$1,500 saved per patient and \$750,000 annually for 500 orthopedic procedures. Marketing messages thus shift from "Our supplement costs \$50 per patient" to "Our solution delivers \$1,500 in cost savings per patient while improving recovery outcomes," making higher prices justifiable. Digital health platforms can also implement tiered pricing based on organizational profile data, offering volume discounts and

bespoke integration for large hospital systems while providing streamlined, budget-friendly versions for smaller clinics.

2.2.3. Distribution and Access: Enhancing the Client Journey

Understanding organizational operations and stakeholder behaviors informs the "Place" component of the marketing mix [5]. For example, 20 community clinics struggling with inventory management may benefit from a Vendor Managed Inventory (VMI) system that monitors stock levels, automatically replenishes critical supplies, and adjusts orders seasonally. Such logistics reduce shortages, ease staff workload, and elevate the vendor's value proposition. Telehealth equipment vendors may implement quarterly maintenance visits, 24/7 tech support, and rapid replacement services for rural hospitals with limited technical expertise, ensuring consistent product performance and customer satisfaction.

2.2.4. Promotion and Communication: From Broadcasting to Engaging

User profiles allow marketing communication to shift from one-way broadcasting to personalized, two-way engagement. A stakeholder profile revealing a cardiologist's research interests in cardiac biomarkers enables the marketing team to share relevant peer-reviewed articles, invite participation in targeted webinars, and facilitate collaboration with the vendor's R&D team. This focused engagement is more effective than mass communications, aligning promotion with stakeholders' professional interests.

2.3. *Maintaining and Strengthening B-Client Relationships*

In B2B markets, acquiring a new client typically costs 5-7 times more than retaining an existing one. User-profile-driven marketing is inherently relational, fostering partnerships that are difficult for competitors to disrupt.

2.3.1. Fostering Trust Through Demonstrated Understanding

Trust is the foundation of long-term client relationships. Vendors who consistently demonstrate understanding of clients' goals, processes, and challenges build credibility and loyalty. For instance, a salesperson leveraging a full user profile can discuss reducing hospital readmissions rather than merely selling products. Addressing prior feedback, such as inventory delays, with targeted solutions signals attentive, responsive partnership. Trusted vendors are more likely to retain clients and gain referrals, reinforcing the value of user profiling [6].

2.3.2. Enabling Proactive Value-Added Services

User profiles allow vendors to anticipate client needs and act proactively. For example, a 25% decline in product usage across departments may prompt the vendor to initiate training sessions and updated user guides, restoring engagement and reinforcing client satisfaction.

2.3.3. Transitioning to a Co-Creation Model

The ultimate form of client relationship is collaborative innovation. Comprehensive user profiles identify unmet needs, enabling vendors and clients to co-develop solutions [7]. For instance, profiling multiple pediatric clinics may reveal children's reluctance to take vitamins due to taste. Working together, the clinics provide insights on preferred flavors and dosage forms, while the vendor applies R&D expertise to create a palatable vitamin product co-branded with the vendor and clinics. This approach addresses client needs while cementing long-term partnerships.

3. Implementation and Case Studies

3.1. Overview of the Implementation Approach

To evaluate the effectiveness of the multi-dimensional B-client user profiling strategy, we implemented a structured approach combining data collection, profiling, and targeted marketing actions. The implementation involved three sequential steps: (1) gathering data across organizational, stakeholder, and end-user layers; (2) constructing detailed user profiles using both quantitative and qualitative indicators; and (3) integrating insights into the marketing mix to optimize product, pricing, distribution, and communication strategies. The goal was to test whether a profile-driven approach could enhance client satisfaction, improve product adoption, and strengthen long-term B-client relationships.

3.2. Data Collection

Data were collected from a diverse set of B2B clients in the bio-health sector, including large hospitals, specialized clinics, corporate wellness providers, and pharmacy chains. For the organizational profile, information such as facility size, operational scale, specialty areas, procurement processes, and budget constraints was collected through structured surveys and administrative records. Stakeholder behavior data were obtained from product usage logs, engagement metrics with training and marketing content, and customer support interactions. End-user outcome data were anonymized and aggregated to comply with privacy regulations, including treatment adherence, clinical outcomes, and feedback from post-treatment surveys or digital health platforms.

3.3. Building Multi-Dimensional User Profiles

The collected data were analyzed to generate comprehensive profiles for each client. Organizational attributes were combined with behavioral and outcome metrics to create three-dimensional profiles. These profiles enabled precise segmentation and the identification of unmet needs or operational bottlenecks. For instance, profiling revealed that some large hospitals underutilized certain diagnostic devices due to workflow mismatches, highlighting opportunities for targeted training and operational support. Similarly, end-user outcome data exposed gaps in adherence for certain medical devices, guiding the development of co-created solutions with clients.

3.4. Case Study: Enhancing Marketing and Service Effectiveness

To illustrate the practical impact of the profiling approach, we present two case studies:

Case Study 1: Corporate Wellness Program

A wearable health monitoring vendor implemented tailored solutions for a corporate wellness client. Using stakeholder and end-user profiles, the vendor customized wearable devices with personalized stress management modules and aggregated analytics dashboards for HR managers. The intervention led to a 15% reduction in employee absenteeism and increased engagement with wellness programs, demonstrating the added value of profile-based customization.

Case Study 2: Hospital Diagnostic Services

A vendor supplying diagnostic reagents identified workflow inefficiencies in a large oncology clinic through user profiling. The solution included on-site technical assistance during peak hours, integration of sample submission into the EHR system, and priority access to rapid testing reagents. Post-intervention analysis showed improved turnaround times, higher product utilization rates, and strengthened client-vendor relationships.

3.5. Analysis of Outcomes

The implementation revealed several key benefits of user-profile-driven marketing in B2B bio-health contexts:

- 1) **Improved Client Segmentation and Targeting:** Multi-layered profiles allowed vendors to tailor marketing efforts to specific departments, decision-makers, and end-users.
- 2) **Increased Adoption and Satisfaction:** By addressing stakeholder behavior and end-user outcomes, vendors were able to enhance product usage and overall satisfaction.
- 3) **Strengthened Long-Term Partnerships:** Trust and collaboration were enhanced through proactive services and co-created solutions, making client relationships more resilient to competitive pressures.

3.6. Implications for Practice

These case studies demonstrate that integrating multi-dimensional user profiles into B2B marketing strategies transforms traditional transactional interactions into strategic partnerships. Vendors gain actionable insights that inform product development, service delivery, pricing, distribution, and communication, resulting in measurable improvements in operational efficiency, client satisfaction, and loyalty.

4. Discussion and Implications

4.1. Insights from Multi-Dimensional User Profiling

The implementation and case studies in Chapter 3 reveal several important insights regarding the strategic value of multi-dimensional B-client user profiling in the bio-health sector. First, combining organizational, stakeholder, and end-user data provides a holistic understanding of client needs, uncovering gaps that may not be apparent from a single data layer. This integrated approach enables more precise segmentation, targeted marketing actions, and personalized service design, all of which improve adoption and satisfaction rates.

Second, stakeholder behavior data allow vendors to anticipate challenges in product utilization, engagement, or workflow integration. Proactive interventions, such as customized training sessions or targeted content, not only address operational bottlenecks but also strengthen the vendor-client relationship. Third, end-user outcome data-when anonymized and aggregated to comply with privacy regulations-offers a clear link between product usage and measurable clinical or operational benefits. This evidence supports value-based pricing, reinforces the ROI of bio-health solutions, and enhances trust with institutional clients.

4.2. Enhancing Marketing Strategy through Profiling

User-profile-driven strategies transform traditional marketing approaches from one-size-fits-all efforts into precise, client-specific solutions. For instance, product and service customization based on profiling allows vendors to create integrated solutions that address the unique operational, clinical, and financial needs of each client. Pricing and value propositions can be tailored to demonstrate tangible ROI, ensuring that expenditures align with client priorities. Distribution strategies informed by organizational and stakeholder insights improve accessibility, reliability, and convenience. Marketing communications become more engaging and relevant, evolving from general broadcasts into personalized, two-way interactions.

4.3. Strengthening B-Client Relationships

A critical implication of this strategy is the ability to cultivate trust and long-term partnerships. When vendors demonstrate a thorough understanding of client goals, operational constraints, and end-user outcomes, they position themselves as trusted advisors rather than mere suppliers. Proactive, value-added services and opportunities for co-creation further deepen engagement, fostering loyalty and reducing client churn. This relational advantage is particularly important in the bio-health sector, where complex

procurement processes, regulatory oversight, and high stakes for patient outcomes create barriers to switching vendors.

4.4. Managerial and Strategic Implications

For managers and practitioners in the bio-health industry, several actionable insights emerge:

- 1) **Invest in Data Infrastructure:** Building comprehensive B-client profiles requires robust data collection, storage, and analytics capabilities across organizational, stakeholder, and end-user dimensions.
- 2) **Integrate Insights into the Marketing Mix:** Data-driven insights should directly inform product design, pricing, distribution, and communication strategies, ensuring alignment with client needs.
- 3) **Adopt a Proactive Relationship Management Approach:** Anticipating client needs and intervening early fosters trust and loyalty, reducing the cost of customer retention and enhancing long-term partnership value.
- 4) **Encourage Co-Creation and Collaboration:** Engaging clients in joint solution development strengthens the vendor-client bond and produces products or services that more closely meet real-world requirements.

4.5. Limitations and Future Research

While the case studies demonstrate the benefits of user-profile-driven strategies, several limitations exist. Data availability and quality may vary across client organizations, potentially affecting the accuracy of profiling. Privacy regulations limit access to granular end-user data, requiring careful anonymization and aggregation. Future research could explore advanced analytics techniques, such as predictive modeling or machine learning, to enhance profile accuracy and marketing precision. Additionally, longitudinal studies could examine how user-profile-driven strategies affect client retention, revenue growth, and competitive positioning over time.

5. Conclusion

This study has examined the strategic application of multi-dimensional B-client user profiling in the bio-health sector, highlighting its value in enhancing marketing effectiveness, strengthening client relationships, and creating sustainable competitive advantages. By integrating organizational, stakeholder, and end-user data, vendors gain a comprehensive understanding of client needs, operational constraints, and desired outcomes. This holistic insight enables precise segmentation, targeted product and service customization, value-based pricing, optimized distribution, and personalized communication strategies.

The case studies demonstrate that user-profile-driven marketing moves beyond transactional interactions, fostering trust, loyalty, and long-term partnerships. Proactive interventions informed by detailed profiles—such as tailored training programs, workflow integration, and co-created solutions—address client pain points, improve product adoption, and deliver measurable operational and clinical benefits.

Managerially, the findings suggest that investing in robust data infrastructure, integrating insights into the marketing mix, adopting proactive relationship management, and encouraging co-creation with clients are critical to achieving lasting value. Moreover, the research underscores the importance of compliance with privacy regulations when handling end-user data, ensuring ethical and secure practices.

In conclusion, multi-dimensional B-client user profiling offers a transformative framework for bio-health marketing, enabling vendors to deliver personalized, evidence-based solutions while cultivating enduring strategic partnerships. In an increasingly complex and competitive bio-health landscape, the ability to understand and respond to

client needs at multiple levels is not only a differentiator but a prerequisite for sustained success.

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