

How Cohere Health reached CIOs, CTOs, and CISOs at the largest healthcare payers in the country

Inside a 12-channel account-based marketing (ABM) campaign, Audyence delivered a multi-touch content syndication program to a brand-new persona for Cohere Health.



Healthcare technology company · Founded 2019 · 501 to 1,000 employees
Working with Audyence since 2023

144 leads

at \$69.44 per lead, in
39 days

96%

of contacts from confirmed
target accounts

96%

VP level or above

The campaign

Cohere Health has worked with Audyence on content syndication since 2023. It started with single-touch campaigns aimed at clinical and operational personas at healthcare payer organizations. In 2025, the team ran its first multi-touch campaign with Audyence, and it went well enough to lay the groundwork for a bigger play in 2026.

This time, rather than running Audyence as a standalone campaign, Cohere Health built it into a 12-channel ABM initiative designed to position the company as an enterprise AI authority among healthcare payer technology leaders. Within that strategy, Audyence delivered a multi-touch content syndication campaign to a brand-new persona: CIOs, CTOs, and CISOs at the largest healthcare payer organizations in the country.

A higher bar for every lead

Each contact had to engage with two pieces of content, in sequence, before being passed along.

1 Webinar recording

2 Gartner analyst report reprint

That higher bar paid off. Every lead delivered was a senior technology leader actively engaging with content relevant to Cohere Health's enterprise positioning.

Campaign dates	May 23 to June 30, 2026
Unique accounts reached	48
Prospect contacts	119
Customer contacts engaged	25

“We’ve worked with Audyence for several years now, and they consistently deliver exactly the personas we need at the accounts that matter most to us.”



Brianna Miller
Director of Demand Generation, Cohere Health

Pipeline influence

\$92.2M

total open pipeline influenced at accounts the Audyence campaign reached

5

new opportunities created post-campaign, at 5 accounts

Pipeline figures reflect open opportunities at prospect accounts where Audyence delivered contacts. Pipeline influence is directional: Audyence was one of 12 channels in the broader campaign.

How the program has grown

2023–2024

Single-touch campaigns targeting clinical and operational personas.

Demand Gen Report published the results of this period: a 2X increase in qualified lead volume and a 5X decrease in cost per lead.¹

2025

First multi-touch campaign, which validated the dual-asset approach.

2026

Multi-touch campaign to a new CIO, CTO, and CISO persona with two pieces of targeted content, as one of 12 channels in a broader ABM campaign.

See what your audience could do on the Audyence marketplace

Request a demo

Campaign data as of September 22, 2026, provided by Cohere Health. ¹ “Healthcare Tech Company Doubles Qualified Lead Volume with Real-Time Media Buying Platform,” Alicia Esposito, *Demand Gen Report*, March 6, 2025.