



# HMR Weight Management Services Selects Response Labs To Grow CRM Marketing Programs

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## FOR IMMEDIATE RELEASE

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*Response Labs will focus on achieving deeper activation of the Salesforce platform to drive program engagement and new initiatives to drive activation of HMR Weight Management Service's marketing programs.*

**BALTIMORE, MD** – Response Labs Inc., a digital CRM and loyalty marketing agency, announced today that HMR Weight Management Services has selected them to drive deeper activation of the Salesforce Marketing Cloud platform to drive program engagement, as well as new initiatives to activate HMR Weight Management Service’s marketing programs. The primary role for Response Labs is to optimize existing initiatives and develop new initiatives within the email channel leveraging CRM strategy, data intelligence, and segmentation. We’ll also be monitoring existing and new programs, providing ongoing analysis, insight and optimization.

“We are excited to Partner with Response Labs to enhance our digital customer-targeted marketing programs to drive year over year enrollment growth,” said Kristin Regan, Vice President, Marketing & Experience Design of HMR. “The expertise Response Labs has in combining their deep Salesforce Marketing Cloud Platform knowledge with data expertise to create impactful marketing programs is why we chose to work with them.”

Founded in January 2014, Response Labs builds its success through experience in digital CRM and loyalty marketing solutions with brands and businesses both large and small. By taking a holistic approach to solving digital marketing problems, the level of service, leadership and intelligence Response Labs has been able to provide has strengthened their ability to become an extension of their Clients’ marketing departments.

“We are thrilled to begin a partnership with HMR Weight Management Services,” said Dan Dawes, Chief Executive Officer and Co-Founder of Response Labs. “The impact this program has on people’s lives is inspirational and we can’t wait to enhance their CRM strategy to help even more people succeed on their journey, while helping HMR Weight Management Services achieve their key growth objectives.”

From their completely guided program to a more consumer led flexible approach, HMR Weight Management Services is a pioneer in weight loss and lifestyle change. Carrying that unique experience across digital marketing channels to enrich their customer relationships is at the center of this new partnership with Response Labs.

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### **About Response Labs**

Response Labs is a digital CRM marketing agency that helps brands forge more meaningful relationships with customers through digital marketing and data intelligence, striving to: **Make Every Message Matter™**. They bring expertise in digital marketing strategy for CRM and loyalty programs through audience segmentation, data intelligence, email, sms and push marketing, platform integration and management, website and application development, lead generation and nurturing, and voice. Response Labs has offices in Baltimore, Maryland and Seattle, Washington. For more information visit <https://www.responselabs.com> or connect with us on LinkedIn at <https://www.linkedin.com/company/responselabs>.

## **About HMR Weight Management Services**

Health Management Resources (HMR) was founded by a passionate group of psychologists, researchers, and clinicians who wanted to trade academia for the chance to make a meaningful difference in peoples' lives. Since the beginning, they have been serious about improving health through weight loss and it shows in everything they do. By placing people first to bring out real dedication and support with a strong community, they are changing their customers' lives. For more information visit <https://www.hmrprogram.com/>.