

FRESHPAINT

Healthcare demand beyond search

Demand is created off-site. The website
captures it.

A public-source reconstruction of regulatory content, owned events,
partnerships, paid media, SEO, GEO, and positioning.

104

LINKEDIN ADS

01 FIELD & EVENTS

02 PARTNERS

03 PAID MEDIA

04 SEO & GEO

JUL 2026

The demand engine in one page

Freshpaint appears to create enterprise healthcare demand before buyers search. Regulatory urgency opens the conversation; events, partners, and named-account paid media repeat the category story; the website then converts that attention into a scan or demo.

CREATES DEMAND

Events, regulation, and partners

Owned field moments and privacy news create repeated exposure before a buyer searches.

CAPTURES INTENT

Tool-specific search and ABM

Search intercepts compliance intent while LinkedIn makes the risk specific to named accounts.

CONVERTS INTEREST

Scanner and demo-first paths

Product pages and Web Tracker Manager turn privacy anxiety into a concrete diagnosis.

PUBLIC-SOURCE SNAPSHOT

104 LINKEDIN ADS Jul 5	30 LISTED PARTNERS Jul 26	47 CAPTURED CREATIVES Jul 2026	336 SITEMAP URLS Jul 5
---	--	---	---

EVIDENCE BOUNDARY

Counts are dated public observations, not real-time performance metrics. Ad libraries, sitemaps, model answers, and partner rosters can change after publication.

Four upstream motions feed one demo-first conversion path

A

Regulatory newsjacking

Fast explainers and webinars translate privacy events into marketing urgency.

B

Owned field moments

Roadshows and conference-adjacent events create peer density and earned reach.

C

Partner distribution

Agencies and technology partners carry the category story into active accounts.

D

Named-account paid

LinkedIn and search creative make privacy risk specific to a company or tool.

CAPTURE

Scan the site -> quantify the risk -> book a demo

STRATEGIC IMPLICATION

The website is not the beginning of the journey. It is the conversion layer for demand created in healthcare communities, partner networks, regulatory moments, and paid account lists.

Field, partners, and LinkedIn carry the category story

Owned events

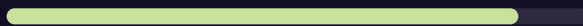
House Call + Freshpaint LIVE



STRONG

Partners

30 agencies and technology companies



STRONG

LinkedIn paid

Named-account ABM and thought leadership



STRONG

Organic search

Branded capture + regulatory long tail



SUPPORT

GEO

Good hygiene; inconsistent answer presence



OPEN

04 / MESSAGING SHIFT

From compliance defense to marketing performance

FOUNDATION

Protect patient data

BAAs, tracking risk, privacy guidance, and non-compliance consequences.

EXPANSION

Recover marketing performance

Measurement, audiences, optimization, and growth without sacrificing privacy.

Strong content hygiene does not guarantee answer-engine authority

Freshpaint publishes llms.txt, keeps major crawlers accessible, and maintains a large educational footprint. Across our July checks, broad AI-answer visibility was inconsistent.

TECHNICAL SURFACE

PRESENT

Structured content, sitemap coverage, and explicit llms.txt.

HEAD-QUERY COVERAGE

MIXED

Strong on selected regulatory topics; weaker on broad category prompts.

RESEARCH BOUNDARY

DIRECTIONAL

Answers vary by model, location, date, and retrieval source.

06 / METHOD

Public evidence, explicit limits

OBSERVED

Public pages, ad libraries, events, partnerships, sitemaps, and owned media.

CAPTURED

A dated sample of 47 creatives plus page and channel inventories.

INTERPRETED

Repeated patterns across channels, message timing, and conversion paths.

EXCLUDED

Private customer data, internal pipeline, non-public spend, and invented metrics.

The public evidence behind this report

01 Freshpaint partner directory

<https://partners.freshpaint.io/>

02 Freshpaint public sitemap

<https://www.freshpaint.io/sitemap.xml>

03 LinkedIn Ad Library

<https://www.linkedin.com/ad-library/search?accountOwner=Freshpaint>

04 Google Ads Transparency Center

<https://adstransparency.google.com/advertiser/AR12260034620887662593?regio...>

05 Freshpaint llms.txt

<https://www.freshpaint.io/llms.txt>

06 Freshpaint Series B letter

<https://www.freshpaint.io/blog/what-our-30m-series-b-means-for-healthcare-...>

07 Freshpaint Marketing Rounds

<https://www.freshpaint.io/podcasts/marketing-rounds>

08 Freshpaint Web Tracker Manager

<https://www.freshpaint.io/web-tracker-monitoring>

INDEPENDENT ANALYSIS

Prepared by Improvado from public information. Freshpaint and related marks belong to their respective owners. This report is not sponsored by or affiliated with Freshpaint.

improvado.io/marketing-research/freshpaint